

The Billboard

AIR POWER



IS PEACE POWER

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 2, 1947



Topping its initial Transcontinental theater tour with its first appearance on a Stem vaudefilm stage, the Freddy Martin Band (at the Strand) racked up as hefty an assortment of critical raves as has ever greeted a group of Music Makers. Comments range from just plain "Great" to "Best band stagershow seen on Broadway in years" and at the box-office the customers said the same thing in the more expressive manner—with their bucks. To such an extent, as a matter of fact, that Freddy's first Street theater date came within a hair of busting the all-time Strand record. To trade followers of Music by Martin, however, all these proceedings came as no great surprise. His seven-year boss stands at the Coconut Grove in the Ambassador Hotel in L. A. is one of orkdom's standout seats. His RCA Victor records have been on "Hits" list consistently, with "Come to the Mardi Gras" (a Billboard Possibility), "Lolita Lopez," "The Lady from 29 Palms," and "Cumana" all showing solid current strength. Martin's flair for successful organization carries beyond the band itself with two successful music publishing companies and a swank retail record shop in the Ambassador Hotel routing out Mr. Music's group of enterprises.

Special Bulletin:

THIS YEAR'S COMPETITION IS ENJOYING THE LARGEST RESPONSE IN ITS TEN-YEAR HISTORY . . . IN LESS THAN

ONE WEEK FOLLOWING THE INITIAL ANNOUNCEMENT, TWENTY-EIGHT PRESENTATIONS HAVE ALREADY ARRIVED . . .

MORE THAN ONE HUNDRED OTHER STATIONS HAVE SENT IN THEIR ENTRY PLEDGES . . . IF YOUR PROMOTION

PICTURE IS IN SHAPE FOR PRESENTATION PLEASE ASSEMBLE IT AND SEND IT AT ONCE . . . IF YOU ARE PREPARING

FRESH PRESENTATION, HELP US TO PLAN EXHIBIT BY FILLING IN ENTRY PLEDGE AND MAILING IT TODAY . . .

The Billboard's 10th Annual RADIO PROMOTION COMPETITION AND EXHIBITS

For the 10th consecutive year The Billboard invites the nation's stations and networks to submit entries in the Annual Radio Promotion Competition. This is the event which gives broadcasters the opportunity to present to advertising agencies and advertisers in a single package, under proper auspices, a picture of the promotion job they have done in the past radio season. This is the event which brings to the attention of agencies and sponsors "under one roof" a lucid and impressive picture of the radio industry's continuing

effort to maintain and develop radio's place as the world's number one advertising and public service medium. This is the event which singles out and focuses the spotlight on the best promotion jobs done in the industry.

And this year The Billboard's Radio Promotion Competition will have the greatest impact in its 10-year history.

Two separate exhibits will be held: The first, in New York, will be attended by key advertising agency and sponsor representatives, as well as network and sta-

tion men. The second, in Atlantic City, will be run in conjunction with the National Association of Broadcasters' Convention so that the entire industry will have an opportunity to look over the promotion job done by the nation's broadcasters.

The competition is timed so that the exhibits will take place, and announcements of the winners will be made at the opening of the new fall radio season . . . when interest in all broadcasting matters is at a peak.

Top advertising agency and advertiser executives constitute this year's board of judges. These are the men to whom all station and network promotion must, in the final analysis, have a solid appeal. These are the men most qualified to judge radio's promotional job. Here they are:

BOARD OF JUDGES

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- | | |
|---|--|
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| Frank Kemp
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| William B. Lewis
Kenyon & Eckhardt, Inc. | |

Rules for Entries

ALL STATIONS AND NETWORKS ARE ELIGIBLE TO ENTER AWARDS WILL BE MADE FOR PRESENTATIONS IN THE FOLLOWING CATEGORIES:

- ★★ OVER-ALL PROMOTION ★★
(For the 1946-1947 radio season.)
- ★★ SINGLE CAMPAIGN PROMOTION ★★
(This can be on any type of campaign: Program, call letters identification, etc., etc.)
- ★★ PUBLIC SERVICE PROMOTION ★★
(This can be on a single public service effort or on public service promotion on a sustained basis.)

STATIONS AND NETWORKS WILL COMPETE IN THE FOLLOWING DIVISIONS:

- Network (National)
- Network (Regional)
- Clear Channel, Network Affiliate
- Regional Channel, Network Affiliate
- Local Channel, Network Affiliate
- Non-Network

★★ FORM OF ENTRIES ★★

Don't worry about preparing big, fancy, elaborate presentations. Awards will be made on the basis of facts, the meat in the presentations, and not on their physical appearance. Submit entries in any form you care to, from simple typewritten sheets up to any kind of "art" presentation. We don't care how simple or elaborate the presentation is, just so long as you get it in by the deadline date.

★★ DEADLINE ★★

Because the final judging will take place in New York on September 3, and the New York and Atlantic City exhibits must be prepared immediately thereafter, the final deadline for entries at the New York office of The Billboard is Wednesday, August 27. Sorry, no extensions.

★★ WHERE TO SEND ENTRIES ★★

ALL ENTRIES SHOULD BE ADDRESSED

THE BILLBOARD 10TH ANNUAL RADIO PROMOTION COMPETITION
1564 BROADWAY NEW YORK 19, N. Y.

ENTRY PLEDGE

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

Gentlemen:

We are planning to submit an entry in the 10th Annual Radio Promotion Competition and Exhibits.

We will enter in the following category(ies): (check any or all)

- Over-All Promotion; Single Campaign Promotion; Public Service Promotion.
- Our entry will be in the following division: (check one)
- Network (national); Network (regional); Clear Channel, Network Affiliate;
- Regional Channel, Network Affiliate; Local Channel, Network Affiliate;
- Non-Network.

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

NAME

TITLE STATION

ADDRESS

CITY STATE

1ST ANNUAL BB JOCKEY POLL

400G in Sports Billings Set by WHN for Coming Fall and Winter Season

Record Line-Up of Sponsored Athletic Events

NEW YORK, July 26.—WHN, Loew's-owned indie, is set to go into the fall and winter season with the most extensive sports schedule in the country, with gross billings for the 26-week period totalling in excess of \$400,000, according to Bert Lebar Jr., sales director. First half of the station's two-year contract with Madison Square Garden calls for record-breaking coverage, with the following lined up: (1) 46 collegiate basketball double-headers, of which 35 are regular season double-headers, eight post-season tourney games and three Olympic play-offs; (2) 30 pro basketball games of the New York Knickerbockers (from both the Garden and the 69th Regiment Armory), plus play-off games in which they participate; (3) 30 New York Ranger Hockey games, plus the Stanley Cup play-offs in which they participate; (4) 14 New York Rover Hockey games.

In addition, station will carry 40 Monday night boxing bouts from St. Nick's, sponsored by Gillette; the New York Giants football games Sundays, and some Saturday afternoon college pick-ups and games like the Army game of the week which the station carried last year. Schedule also calls for prize fights in addition

to those regularly scheduled as outlined above, and a scattered schedule of track events, indoor tennis, etc.

Regular programs will include the Bert Lee-Marty Glickman-Ward Wil- (See WHN Fall Sports on page 8)

Halls Report Soaring Costs Of Operation

Only 12 Profit-Makers in U.S.

NEW ORLEANS, July 26.—Operational costs of auditoriums have risen 20 to 50 per cent since the war, according to estimates made by 45 managers from thruout the country attending the 22d annual convention of the International Association of Auditorium Managers, Inc., at the Jung Hotel here this week.

William Maas, Milwaukee, was elected president, succeeding John L. Andrews, Houston, in the three-day confab (21-23). Joseph Grieb, also of Milwaukee, was re-elected president emeritus. Charles A. McElravy was re-named secretary-treasurer.

Revamping a Problem

Past President Andrews declared at the convention that reconditioning of auditoriums is the managers' greatest problem today. "We are faced with making repairs and getting the auditoriums back in shape after a six-year period of being un- (See OPERATING COSTS, page 22)

Conciliatory Attitude on Agreement With Showbiz Shown by AFM's Petrillo

Optimistic View Taken by House Labor Group Chairman

WASHINGTON, July 26.—Representative Carroll D. Kearns (R., Pa.), Chairman of a House Labor Subcommittee on American Federation of Musicians (AFM) activities, who will confer with AFM President James C. Petrillo in Chicago Thursday (31), told *The Billboard* today he is "highly hopeful" for "conciliatory agreements" between Petrillo and the amusement industry "on virtually all major issues."

Kearns, it is becoming increasingly apparent, is moving into a

Correction!

NEW YORK, July 26.—In a story headed "Renew Drive To Cancel Upton Close," which appeared in *The Billboard*, dated February 1, it was stated that Close had defended such "convicted seditionists" as William Dudley Pelley, George Sylvester Viereck, Ralph Townsend, George Deatherage, Elizabeth Dilling, George Winrod and others.

This statement was in error and, to put the record straight, of those named only Pelley has been convicted of sedition. The words "convicted seditionists" were erroneously used in reference to the others. Mrs. Dilling, Deatherage and Winrod were indicted for sedition but the case was dismissed. Townsend and Viereck have not been convicted of sedition but were found guilty of violating the Foreign Agents Registration Act.

Tele Tie-Ups For Cafes May Aid Juke Ops

New Revenue Source Seen

NEW YORK, July 26.—The growing trend toward television in taverns, bars and grills may soon offer juke box operators and distributors a new source of revenue, thru direct tie-ups with tele manufacturers. Despite the reports that television has cut into the juke income on locations where television sets have already been installed, many operators in this area feel that this is only the beginning and that because of the increased competition created by the tele sets, more and more locations (See U. S. TELEVISION on page 116)

Biggest Disk-Whirler Tab Bows in Solid

Platter Boys Lay It on Line

By Joe Carlton

NEW YORK, July 26.—*The Billboard's* First Annual Disk Jockey Poll (Part 1) snapped shut this week and proved one thing, at least. The nation's spinners soundly indorsed BB's attempt to present a fair and comprehensive survey of their personal showbiz favorites. With few exceptions, every jock showed keen interest in the results to come out of the poll, not only displaying normal curiosity to learn the majority opinion but strongly supporting *The Billboard's* belief that the music trade would be greatly influenced by the preferences of the turntable lads, who are daily becoming more powerful disk, song and talent builders.

Out of a canvass of 1,800 questionnaires, 389 jockeys (spread over every State in the union) shot their answers back before deadline. This made a 21 per cent return, which can be considered mildly colossal when compared with basic percentage of political normal straw votes and "voice of the people" censuses. With its thoro geographical spread, moreover, (See NATIONAL JOCK on page 18)

NBC's Taboo On E.T. May Go by Boards

'Truth' Dickers for Wax

HOLLYWOOD, July 26.—The National Broadcasting Company (NBC) regulation forbidding use of records or transcriptions may be broken by Ralph Edwards, emcee of Procter & Gamble's *Truth or Consequences*. Edwards has had for some time squabbled with P&G and the agency, Compton, over re-broadcast of the audience participation show to the Coast, claiming that its ad lib nature makes the second show virtually a (See 'TRUTH' TRYING on page 8)

No Kaltenborn?

DETROIT, July 26. — Five Ringling-Barnum circus clowns, Emmett Kelly, Paul Jung, Felix Adler, Johnny Tripp and Paul Jerome, will play serious roles Sunday (27) when they participate in a panel discussion of current world and national problems on station WJR's *In Our Opinion* broadcast.

From Gambling To Gamboling

NEW ORLEANS, July 26.—A new ballroom is slated for this city on the site of one of the most famous gaming spots in Louisiana.

Peter C. Giannopoulos, New Orleans restaurateur who formerly operated ballrooms in Chicago, has acquired the lease on historic Crescent Billiard Hall, landmark at Canal and St. Charles streets. He said he plans to spend \$150,000 renovating and air conditioning the structure for a dance place, "comparable to the finest in the nation," patterned after Hollywood's Palladium and other top spots. It will be called the Melody Mill Ballroom. Giannopoulos hopes to open up by October 1, using big name bands.

The unexpired 27 months of a lease were acquired by Giannopoulos at \$1,000 per month from A. G. Rickerfor, long-time op of the hall. The location has been gathering dust since the new city administration cracked down on gambling more than a year ago. Rickerfor sold the fixtures at auction Tuesday (22).

This is the second large ballroom proposed for the city's downtown area. Bill Gruber, State senator and operator of Preview Cocktail Lounge and a restaurant chain, is planning to build a \$10,000,000 Skyliner Ballroom on Canal Street several blocks away.

KIDS MOPPETS MOPPING UP

Top 12 Kids Coin \$150 to \$350 a Week

Triple in Legit and Pix

NEW YORK, July 26.—Every year, web and agency casting directors audition hundreds of kids. Yet they keep clamoring for child talent and from week to week only a handful of radio's moppets bag a large part of the children's roles on air shows, especially the juicy ones. The two leading registries each year list fewer than two dozen kids on their talent sheets, some names being duplicated, and only a dozen or so can be rated as really big-time. These kids double in radio and the theater and triple in movies. Their earnings are enough to stagger even a topnotch adult pro.

The star moppets average anywhere from five to 15 air shows a week and often have running parts in several daily shows, in addition to their other showbiz activities. They have made a Fort Knox out of broadcasting alone, the average take being between \$150-\$200 a week, but running as high as \$250-\$300 in busy stanzas.

Infants to 17-Year-Olds

Among the dozen or so kid actors and actresses who get most of the big air roles are Edwin Bruce, Joan Lazer, Lorna Lynn, Ben Cooper, Peter Griffith, Michael Artist, Jackie Ayers, Alyce Mace, Patsy O'Shea, David Anderson, Ronnie Jacoby, Jimsy Somers, Lois Volkman, Jimmy Sommer and Billy Nevard. They can handle roles ranging from infants to 17-year-old and a good many have been in show (See KIDS ON RADIO on page 6)

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Calling All Gawks!

NEW YORK, July 26.—The Broadway sidewalk superintendents were back on the job this week after a layoff of a couple of weeks. They're booked in for a couple of days at the northwest corner of 50th and Broadway to watch the painting of a gag sign advertising a new Walgreen drugstore that will be opened there soon, next to Nat Lewis's store.

Tax Collections Spotty in June

WASHINGTON, July 26.—Tax collections from showbiz in June were spotty as compared with June, 1946, the Internal Revenue Bureau reveals in its monthly compilation for release Thursday (31). Liquor receipts dropped sharply, while returns from radio sets, phonographs and parts zoomed to double the figures for the preceding June.

Taxes collected on records were up, but returns from coin machines were off slightly. Taxes collected last month on admissions to theaters and cabarets were almost identical with those for June, 1946.

Revenue Bureau tax figures for June, 1946, and June, 1947:

Radio, phono, and parts	June, '47	June, '46
Liquor	\$ 6,239,485	\$ 3,118,316
Records	\$158,050,618	\$198,494,763
Coin Machines	\$ 869,755	\$ 597,085
	\$ 1,960,117	\$ 2,002,234

4-A's Committee To Co-Ordinate Labor Actions

NEW YORK, July 26.—Associated Actors and Artistes of America (4-As) has appointed a co-ordinating committee to make certain that no branch of the union takes steps that might involve others without first consulting its brother members and getting clearance from them.

The theory is that, now that the Taft-Hartley law is in force, entertainment labor is afraid that any premature step by a union to get a ruling from the courts or NLRB might affect all showbiz unions. Thus it is deemed advisable to have consultations before taking action.

Committee will be composed of execs from all segs of the 4-A's.

Observers in the unions also feel that this committee may serve the happy purpose of drawing the unions closer together, and perhaps eventually bring about one interchangeable card for all branches.

Advance Hucksters

NEW YORK, July 26.—British release of the MGM picture, *The Hucksters*, ran into a snag when movie officials suddenly realized that many of the radio terms in the flicker would be unintelligible to English ears. Inasmuch as the Britishers have had virtually no experience with sponsors and commercials, the movie outfit has had to send a crew of flacks across the Atlantic for an educational job, to acquaint potential audiences with the meaning of these terms prior to release of the movie.

Showbiz Construction Ban Lifted in Deserving Cases

WASHINGTON, July 26.—Sole remaining restrictions—those on showbiz construction—are being loosely applied by the government and will be practically dissolved by the turn of the year, a spokesman for the Office of Housing Expediter indicated to *The Billboard* this week. The spokesman revealed that most showbiz building projects already are being authorized as "hardship" or "essential" cases deserving of use of critical building materials. Others in the amusement field who can show that their projects will not require use of critical materials are being readily granted a green light, it was revealed.

In the relatively few cases processed by the Office of Housing Expediter since it took over the function July 1,

the federal agency has unhesitatingly issued priorities wherever an applicant was able to show that his project was needed in order to create "competition" in the area. For example, a hotel without a cocktail lounge recently was given permission to build a lounge because a competitor who had a lounge was weaning away the applicant's hotel guests. "This," explained the Office of Housing Expediter, "is definitely a hardship case and warrants a go-ahead."

Competition Aided

At the same time the agency is just as liberal in its decisions where competition is not a factor. The federal spokesman explained, for instance, that applications to build a theater or amusement park would probably be granted in communities that now lack such facilities.

In other words, indications are that the amusement construction ban, which is the only one left out of the multitudinous building controls formerly exercised by the government, is just a "ban in name only," with officials satisfied that the red tape involved in filing applications constitutes a sufficient deterrent. The Office of Housing Expediter has been reduced to impotency as the result of congressional action this year, not only in amending the original controls act but also in trimming the outlays for the agency's operation. The Housing Expediter is empowered to modify the controls on amusement construction at any time, and apparently the trend now is fully under way. One official has conceded that the Office of Housing Expediter is so badly understaffed that it would be virtually impossible to make a blanket amusement construction ban stick.

Ordinance To Nix Terp-Liquor Spots In Hwd. Is Downed

HOLLYWOOD, July 26.—Sunset strip nitery ops sighed with relief last week when county supervisors voted down a proposed ordinance to outlaw dancing at spots where liquor is sold. The board called for an ordinance banning dancing at such locations on June 10 at the suggestion of Supervisor William A. Smith.

If passed, ordinance would have affected all unincorporated areas in Los Angeles County, hitting mostly the Sunset strip area which lies between Los Angeles and Beverly Hills, but isn't under the jurisdiction of either.

Youthful Wm. Hunt Taking Legit Fling

WILDWOOD, N. J., July 26.—William Hunt, relative of William C. Hunt, biggest theater and amusement operator in the South Jersey resort area, is set for a fling in legit production. Hunt, who is in his early 20's, will make a pre-Broadway pitch Tuesday (29) with a preem production of Julia Wiggling Brinkman's *No Man's Castle* at the Crest Pier Theater, summer playhouse here. He aims to take it to New York if it holds up. Headliners include Sonny Adams, out of *The Wanhope Building*; Garrett Lowe, last in *Catherine Was Great*, and Donald Saddler, dancer with the Ballet Theater

Russ Black and Jack Smith In Cast of "Richest Girl"

NEW YORK, July 26.—Russ Black and Jack Smith, currently of the Warwick Hotel's Raleigh Room, have been inked for chores in Stanley Gilkey's musical, *The Richest Girl in the World*. The last Black-Smith legit job was in *Sons o' Fun*.

Warners Buy Pathe News

NEW YORK, July 26.—Purchase of Pathe News by Warner Bros. from Radio-Keith-Orpheum was concluded yesterday. Pioneer newsreel will be known as Warner Pathe News starting in mid-August. Personnel as well as physical equipment of the newsreel unit will be taken over by Warners.

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The Billboard also publishes: The Billboard Encyclopedia of Music Vend

NAB SHARPENS CODE CLAWS

Directors' Guild In Chi to Meet For Strike Talk

CHICAGO, July 26. — Windy City unit of the Radio Directors' Guild (RDG) is meeting early next week to discuss and probably empower the union's national negotiating committee to call a strike, if necessary, to force network recognition of freelance directors with the RDG as bargaining agent. After being informed that the webs flatly refused to play ball with them, the New York local voted almost unanimously to back up their negotiators. After the vote here, a similar confab will be held on the Coast to secure the same sort of support. Chicago local has about 90 members.

Reports have it that the tough attitude of webs is primarily the result of the Taft-Hartley law. RDG feels a national strike vote would be a strong factor in persuading the webs to reverse their position. If the vote is forthcoming, the next move would be for the RDG to ask for another meeting with the broadcasters.

Jack Kirkwood Into 'Arthur's Place' Role

HOLLYWOOD, July 26.—Arthur Moore, producer-star of Borden's *Arthur's Place* on Columbia Broadcasting System (CBS) Friday nights, was replaced suddenly as the lead of the show last night. Replacement is comic Jack Kirkwood, last on the air for Procter & Gamble. Moore remains as producer and the show keeps the same name.

Place has been having a tough time developing satisfactorily since its premiere five weeks ago.

Cleffer Sues NBC For Million Bucks; Charges Restraint

HOLLYWOOD, July 26.—A lawsuit asking \$1,000,000 in damages was filed against National Broadcasting Company (NBC) last week by songwriter Bud Averill, who charged the network with restraint of trade and discrimination in banning Averill's tune, *Union Pacific Streamliner*, from the airwaves. Suit, entered July 22 in Los Angeles Superior Court, alleged that NBC's banning action deprived the cleffer of royalties and was otherwise discriminatory.

Net nixed the tune on the grounds that the ditty was a commercial set to music (*The Billboard*, June 28). Averill refuted charges with the claim that the song was no more commercial than *Acheson, Topeka and Sante Fe* or other ditties with a "transportation" theme. Upon formal protest to the network, Averill said NBC curtly advised him that the radio web was the best judge of what material should be used on its airwaves.

Coast spokesman for NBC refused to comment on Averill's charges, declaring that the web would speak its piece in court—should the case ever come to trial.

Spencer New Flack Chief at WWJ, Det

DETROIT, July 26. — Richard Spencer, formerly in charge of public service broadcasting at WWJ, has been named public relations chief of the station, succeeding Loren C.

Drastic Moderation of Commercials Proposed

Standards and fair practice draft to be submitted at A. C. convention calls for more rigid control of plugs, better taste, toning down kid programs

WASHINGTON, July 26.—Provisions for the sharpest moderation of radio commercials in the history of the National Association of Broadcasters (NAB) will be offered to NAB's annual conclave in Atlantic City if the present version of a redrafted code remains intact until that time, *The Billboard* has learned. Proposals for more rigid commercial rules and more stringent "good taste" policy survived the first full redraft meeting of NAB's standards and fair practice committee meeting here this week. The draft of the proposed new code is still in rough form and being argued hotly by committee members, but it is learned that the suggested new standard in any event will follow a trend for cutting down commercial lengths—a trend which became firmly established when NAB drastically reshaped its standards two years ago. For news programs, it has been learned, one wing of the committee is holding out for limiting plugs to 1¼ minutes per five-minute program. Present NAB code places a 1½-minute limit per five minutes of program, compared with 1¼ minutes in the 1939 code.

U. S. Rubber Mulls New Seg

HOLLYWOOD, July 26.—*Book of the Week* show, with Robert Montgomery, has been pitched to Campbell-Ewald Agency as a web program for U. S. Rubber, which is reported ready to go back into radio shortly. Agency spokesman stated that thus far no recommendations had been made to the prospective bank-roller.

U. S. Rubber recently dropped sponsorship of the Philharmonic over the Columbia Broadcasting System.

(Bud) Watson, who left to open his own office as an independent flack.

Shuffle of public relations posts, which has hit four of Detroit's five stations in the past three weeks, still leaves one vacant desk at WXYZ.

For the other shows, the committee is expected to recommend limiting plugs to approximately five minutes per hour program. The present code recommends six minutes. While the 1939 standard was nine minutes. It is expected that other program lengths will be limited accordingly.

Kid-Show Limitations
An influential faction on the code committee is also standing pat on a provision calling for more stringent limitations on children's programs. For example, a general toning down of appeals will be urged, with broadcasters urged to avoid sponsoring contests that encourage children to enter strange places to collect box tops, etc. A toning down of plugs telling kiddies to "Ask mother to buy" also may be suggested, it was

(See NAB Sharpens on page 11)

Summer Replacements Do Badly

Only 2 Rate Among Top 15 Night Shows

Waring, 'Marlowe' Head List

NEW YORK, July 26.—Summer replacement programs, which in the opinion of many trade observers have been mooching along at a singularly unimpressive pace, fare quite poorly in the Talent



Cost Index (TCI), a feature of *The Billboard's* Continuing Program Studios (CPS). In the July 15 Hooperat-

ings—on which TCI is based—only two summer replacement programs show up in the top 15 evening shows. They are the Fred Waring stand-in for *Fibber McGee* (Johnson's Wax) and Bob Hope's filler-inner, *Philip Marlowe* (Pepsodent),

Sam Stiefel Gets Radio Rights for 'Boys' Town' Show

HOLLYWOOD, July 26.—Sam Stiefel last week acquired exclusive radio rights to Father Flannigan's files for use as material for a Mickey Rooney radio package tagged *Boys' Town*. Stiefel is currently pitching the show to a number of sponsors with the idea of kicking off the airer this fall. Seg will go on live. Neither web nor sponsors weighing the package were disclosed.

Boys' Town will gain a reported revenue of \$75,000 to \$100,000 per year for the radio rights. Other cast members as well as writers and producer have yet to be selected.

Previous attempts to get radio rights for a *Boys' Town* series have been unsuccessful.

and Waring can hardly be called a new show.

On a cost-per-point basis, furthermore, neither of these shows stands out any too well. Waring (See 2 Replacements on page 10)

Station and Promotion Managers

... in less than one week after the initial announcement of The Billboard 10th Annual Radio Competition and Exhibits, over 125 stations sent in Entry Pledges or actual Presentations. **Get yours in NOW**

See Inside Front Cover
This Issue for Full Details

KIDS ON RADIO HIT JACKPOT

Leading Dozen Mop Up \$150- \$350 a Week

Webs Clamoring for More

(Continued from page 4)

business since they were babes in arms and have top legit backgrounds.

Twelve-year-old Billy Nevard, for instance, played in the following legit shows: *The Patriots*, *Life With Father*, *Violet*, *Star in the Window* and *Too Hot for Maneuvers*. He also has made many movie shorts, his voice being used in *Looney Toons* and other cartoons, and he has been a Powers model for seven years. Fourteen-year-old Michael Artist has been in legit since he was seven and was last seen in *Richard III*. He recently was used in an MGM album, *Tugboat Danny*. Jackie Ayers has been in *On Borrowed Time*, *My Heart's in the Highlands*, *Love's Old Sweet Song*, *Life With Father*, *Macbeth* and *Take It as It Comes* on the stage; in summer stock and television, in such pix as *Carnegie Hall*, *Reg'lar Fellers* and *Whistling in Brooklyn*, and in shorts.

Alyce Mace was in *Where Angels Fear* and *Showboat* in legit, and in television and Universal shorts. Jimsy Somers was in *Apple of His Eye* last season and is in *Rip Van Winkle*, just closing at the City Center. Peter Griffith was in *Kiss and Tell*, *Harriet*, *Strange Fruit* and *Street Scene*. Ronnie Jacoby is in *Young Man's Fancy*, now at the Plymouth. Ben Cooper also was in *Life With Father*. Donald Harris just left *All My Sons* and was in *Showboat*.

Paradox Explained

The paradox of a famine in air roles for many youngsters in the midst of plenty for the top few is not hard to understand from the director's viewpoint. The megger fears that an inexperienced kid may blow his lines and is hesitant to take the risk. Consequently he turns to the tried and true moppets—and creates a buyer's market. Any grown-up AFRA cardholder, for instance, would give his scrapbook to be in demand the way Edwin Bruce is.

This 12-year-old moppet, who has been on major web shows for seven years, is so busy he must be booked for four weeks in advance. In addition to a role in *Rip Van Winkle*, he has running parts in such soap operas as *Joyce Jordan*, *Portia Faces Life* (in which he plays Dickie) and *Editor's Daughter* (a Muzak package out of Chicago in which he plays Jimmy Lord). He averages about 4-7 shows a week, but last Christmas did 13 in one week. He has played opposite many aces of showbiz, including Helen Hayes, Ethel Barrymore, Bob Hope and Frederic March, and worked in television and recordings. All of which adds up to an easy-to-take income of about 9G from radio alone.

Lorna Lynn

In the theater since she was three (starting in *A Doll's House* for Jed Harris) and starred for two years in *Panama Hattie* and in radio since she was six, 12-year-old Lorna Lynn averages about 10 air shows a week and has running parts in *Big Street* (playing Alice Higgins), *Evelyn Winters* (Lisbeth Hammond), *Rose of My Dreams* (Kit) and *Aunt Jenny* (Jennifer). She also works on such programs

(See AIR MOPPETS on page 15)

Ode to Fill-Ins

NEW YORK, July 26.—Canadian comics, Johnny Wayne and Frank Shuster, who last week entered U. S. radio as summer replacements for the *Life of Riley* show on National Broadcasting Company (NBC), immortalized in song the role of a replacement show. Lyrics, announced as "written and messed up" by Wayne and Shuster, went something like this:

When the days are hot, who are the guys on the spot?

It's the guys on the summer replacements.

If it's foul or fair, who are the guys on the air?

The men on the summer replacements.

You and I are good for nothing but to die—

We can die for NBC.

We're a summer replacement for a summer replacement that's replacing a summer replacement.

We're a substitute program for a substitute program that's substituting for a substitute program.

Nobody listens to us at all, so we can use the same material in the fall.

Why do we do it? The Greeks have a word for it—Phares. The French have a word for it—Esprit De Corps. The English have a word for it—money.

We're a summer replacement for a summer replacement that's replacing a summer replacement.

A. & P. Ponders "Sports Gypsies"

NEW YORK, July 26.—Great Atlantic & Pacific Tea Company may return to radio. Report is that the firm, which years ago sponsored the A&P Gypsies, has an option on a network sports program.

Paris & Peart, agency on the account, stated that thus far the company had made no radio commitments.

Oldsmobile Plans To Expand Radio-Tele Activity in Fall

DETROIT, July 26.—Oldsmobile Division of General Motors Corporation this week was mapping plans for major expansion of its radio and television activities for the fall. Its agency, D. P. Brother & Company, of Detroit, has been mulling several possibilities in each field to supplement the spot campaign of one-minute singing plugs currently aired over 325 stations. Plugs are based on the old tune, *Merry Oldsmobile*, and constituted the bulk of Olds radio activity during the past year, when only about \$10,000 was spent.

An early decision by Olds officials, possibly by the end of next week, is expected on plans for video sports sponsorship. These include possible airing of the grid games at the University of Michigan this fall over

NBC-RWG Chi Negotiations Break Down; Possibility Seen of Newsmen's Strike

Network and Guild Stymied on Salary Demands

CHICAGO, July 26. — Possibility that the Radio Writers' Guild will call a strike of its news writers at the National Broadcasting Company (NBC) sometime next week was seen when it became known that negotiations for a new contract for the news writers had broken down. The Midwest regional council of the Guild will meet here Monday (28) to consider a strike authorization.

If a strike authorization is voted by the council, it will then be up to the NBC newsmen to decide whether they want a strike, Rod Holmgren, regional head of the Guild stated. He also added, however, that before any strike could take place it would have to be okayed by the national headquarters in New York.

Negotiations between NBC and the Guild for the new contract have been going on for the past few weeks. New contract, if and when signed, will be for two years retroactive to the end of May. Currently writers are working on a 60-day truce agreement which expires the end of July.

The Guild is asking for a \$300 per month minimum for beginners and a 20 per cent increase for all present staff members. The network's final offer was a \$275 per month minimum and a 15 per cent increase this year and a 5 per cent increase next year. Present minimum is \$235. Guild's original demand was for a \$330 minimum and salary conditions similar to those of the NBC newsmen in New York, where they have graduated automatic increase scale allowing a man to make \$475 a month after 24 months with the net.

Relative to overtime, the net is offering time and a half for any overtime on the five regular working days, and a guarantee of eight hours at time and a half no matter how much time is worked on the sixth and seventh days.

Altho nothing is definite at this time as to what the ramifications of a strike here could be, there is the

possibility that it could affect net branches in New York, Los Angeles and San Francisco, where the Guild has newsmen contracts. It has been said by a Guild spokesman that it will be up to national headquarters to decide whether newsmen in these offices would strike in sympathy with the Chicago group.

There is nothing to compel Guild continuity writers to go out on strike here, since the Guild has no contract for any but newsmen. However, if a strike is called, continuity writers will be asked to support the work stoppage, Holmgren said.

Sperry Forms Own Radio Service Co.

CHICAGO, July 26.—E. J. Sperry, for the past seven years radio director for the W. E. Long Company, Chi firm giving advertising and other consulting services to large commercial bakeries thruout the country, this week set up a company which will provide a new-type radio service to stations and various forms of industries. Sperry's firm, which is titled E. J. Sperry Industrial Publications, will issue special research books analyzing advertising and other problems of various national industries. The books will be issued on order to subscribers desiring them. Distribution will not be to general public.

First three, which will be written after extensive research and compilation of data, will deal with problems of laundry, bakery and dairy industries. Sperry claims volumes will be of value to not only execs in industries but also to stations and other branches of radio trade, because for industries they will point out best ways to use radio, and for radio will point out new avenues of business.

Among questions answered will be these: What should a radio station do for a baker, for a laundry, for a dairy? What can each of these industries expect from radio in the way of advancing sales? How can this be best done? How can co-operation between the industries and radio stations be best worked out?

Garroway Shifted; NBC Sniffs Sponsor

CHICAGO, July 26.—Because of favorable response from listeners and the trade, and in order to give added opportunity to get a sponsor, the Dave Garroway musical show on NBC, now heard from 5:30 to 6 p.m. (CDT) Sundays, will be shifted to 3:30 to 4 p.m. on the same day starting August 3.

Show was scheduled originally as a summer replacement. Now, however, NBC has a couple of potential sponsors nibbling at it, and the net wants to keep it on to help make a sale. Program will replace *Author Meets the Critics*, and since it will be heard during network time, it will be aired by all affiliates.

Hot Weather Fare

NEW YORK, July 26.—News-paper columnists have an annual gag in which they run press agents' releases just as they come in, letting the flacks take over for a day. WOR is applying that same gag to a new show scheduled to start next month and tagged *Press Agents' Paradise*. Show will have space grabbers on the air in person, together with their clients, general idea being to have the clients try to outdo each other in developing the wackiest stunt.

Oh, well, it's pretty hot, these days!

A&C Co-Op Marks New High In Rates, Costs

NEW YORK, July 26.—The Co-op Radio Division of American Broadcasting Company (ABC) this week was awaiting response from the web's affiliates to its proposal to air the Abbott and Costello comedy show on a co-op basis. Murray Grabhorn, director of co-op activities, pitched the show at the affiliates Thursday (24) in a special closed circuit broadcast calculated to whet the appetites of station execs. ABC hopes for early clear expression of station sentiment, inasmuch as it signed Wednesday (23) for a two-week option only on the show's rights.

To get around a ruling of the American Federation of Musicians (AFM) prohibiting use of musicians on a co-op show, ABC intends to use a choir behind whatever vocalists are signed for the opus. Show's cost runs high, but ABC's bid of \$20,000 guarantee weekly is known to have beaten out a pitch by Mutual Broadcasting System (MBS), which also wanted to air the show co-op. ABC, it is understood, will charge each station selling the show 80 per cent of the outlet's hourly rate for each show. Previous high for ABC co-ops was the 40 per cent it charges for *Headline Edition*, five-a-week news show with foreign pick-ups.

Program has been promised to stations in a prime time slot, between 8 and 10 p.m. on Wednesday or Thursday.

No More BMB Hat Passing

CBS Accepts Mediator in IBEW Issue

HOLLYWOOD, July 26.—Columbia Broadcasting System (CBS) yesterday agreed to accept a mediator in its entangled sound effects men wage negotiations with International Brotherhood of Electrical Workers (IBEW, Local 45). CBS backed down in favor of mediation following a Thursday night (17) meeting by union's membership during which local's biz manager, Roy Tindall, was given green light for strike. Net, heretofore mum on the question of mediation, was handed ultimatum of either mediate or face sounders' strike. Union has filed with the National Labor Relations Board, calling for a rep to sit down next week and thrash out the CBS wage hassle. Union has pressed for wage parity of CBS Hollywood soundmen with the web's effect makers in New York. Chief argument has been that since most of the top shows originate from the Coast, soundmen here deserve same wage level as that held by their Gotham brothers.

WFAH Gets Sponsor For Semi-Pro Games

ALLIANCE, O., July 26.—WFAH, first commercial FM station in Northeastern Alliance, has concluded a pact with Althouse Motor Company of Salem, O., to broadcast two seasons of semi-pro baseball. The first play-by-play broadcast went on the air July 20 from Lake Placentia, home park of the Althouse Dodge team. In addition, station this fall will broadcast 21 high school and college football games.

WFAH program sked emphasizes local live talent, with six studio programs on the weekly sked.

Station, soon to go to 1,000 watts and an 11-hour daily schedule, has 36 sponsors on a 52-week contract basis, according to Manager Paul W. Reed.

One on Dad

HARTFORD, Conn., July 26.—Other day, when WITC's new 50-kilowatt transmitter went off the air for a few minutes during its initial adjustment period, a phone call came thru to the station. A woman asked whether her home radio was at fault. Reassured that it wasn't she laughed. "Ha, ha, ha! That's a good one on the old man. He just threw our radio out of the third-story window!"

Cards-Dodgers On 37 Outlets

NEW YORK, July 26.—Intense interest in the tightening National League baseball race had its repercussions in radio last week. Where ordinarily only one or two stations broadcast ball games from Western Union Morse reports, at least 37 carried play-by-play reports of last week-end's battles between St. Louis and Brooklyn at the Dodgers' home grounds.

Among those rebroadcasting the games for baseball fans were CMCK, Havana; WGHP, Jacksonville; WGWS, Miami; KYOR, San Diego; WDEF, Chattanooga; WWSW, Pittsburgh; KOWH, Omaha; KFBC, Cheyenne; KCRC, Enid, Oklahoma; WCPO, Cincinnati; WIND, Chicago; KFH, Wichita; WIBG, Philadelphia; WTMV, St. Louis, and 22 stations affiliated with WTMV in a regional web. In addition, WHN, New York, broadcast the games live direct from the ball park, and the War Department's Armed Forces Radio Network rebroadcast the contests thruout the Pacific area.

Wisconsin Institute This Week Stresses Program Sources

MADISON, Wis., July 26.—The Public Service Radio Institute at the University of Wisconsin, starting Monday (28), will be highlighted by a 10-day conference featuring public service programing. Accent will be on program sources and production, and topics will include the following: (1) What is public service radio?; (2) production techniques; (3) local program sources; (4) news of local significance; (5) the new responsibility of the newsroom; (6) writing techniques; (7) programing the educational station; (8) new type of radio surveys and research; (9) children's programs; (10) school broadcast techniques; (11) is radio meeting the challenge of our time; and (12) program plans of a labor station.

Radio execs who will attend the sessions include Ed Kobak, president of the Mutual Broadcasting System; R. S. Lambert, supervisor of educational broadcasts for the Canadian Broadcasting Corporation; Ed Morrow, Columbia Broadcasting System exec and commentator; Morris S. Novik, radio consultant; Beryl Lott-ridge, manager of WOC, Davenport, Ia., and others.

The institute will be covered for *The Billboard* by Cy Wagner, of the Chicago office.

Plan Okayed To Give Org Permanency

Next Surveys in '49, '51

NEW YORK, July 26.—Approval by the directors of the National Association of Broadcasters (NAB) of a plan to put Broadcast Measurement Bureau (BMB) on a permanent basis, a fact made known this week, has virtually assured BMB of permanent operation. BMB now is soliciting subscriptions for future operations, but on a basis radically different from before. In the past, BMB has asked support for specific surveys. Now it is seeking memberships to the organization itself. Thus, BMB's "pass the hat" days are over, and the organization is here to stay, since the NAB directors' approval is felt certain to presage NAB membership support.

The next major surveys to be undertaken by BMB are scheduled for 1948 and 1951, but there will be interim studies as well. BMB's technical committee is meeting Monday (28) to discuss the nature of this study. One possibility is that it will be designed to fill in gaps in the 1946 study, so as to correct data concerned with areas where there have been numerous technical (wattage, etc.) changes. This does not necessarily mean the study will be nationwide.

BMB also expects to expand in other directions now that its permanence is practically assured. In answer to station request it very likely will set up a service department to help station subscribers and their advertiser and agency clients digest (See Plan to Make on page 10)

Promotion Managers Station and

... in less than one week after the initial announcement of The Billboard 10th Annual Radio Competition and Exhibits, over 125 stations sent in Entry Pledges or actual Presentations. **Get yours in NOW**

See Inside Front Cover This Issue for Full Details

TALK to the SOUTH'S EAR ZONE

through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hoop-erating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts

WHN Fall-Winter Sports Sked Most Extensive in Country; 26-Wk. Billings at \$400,000

Sponsors Include Old Gold, Nedicks, Schaefer, Gillette

(Continued from page 3)

son nightly show at 7:15 p.m. and 8:45 p.m. Across-the-board sports shows are not yet sponsored, but indications are they will be soon. These segs will lead into the play-by-play broadcasts.

Sponsor Line-Up

Sponsorship line-up as of now is as follows: Professional and collegiate basketball is under the dual sponsorship of Old Gold and Nedicks. The Rangers and Rovers hockey games will be bankrolled by Schaefer Beer,

Shaw Agency Makes Five Appointments

CHICAGO, July 26.—Five new appointments to key positions at the John W. Shaw Agency were made here this week. Shaw set up his own agency recently upon dissolution of Shaw-LeVally, Inc. (*The Billboard*, July 12.)

Florence Cruzen was made media director, the same position she had with the H. M. Gross Company. E. J. Conlon was made an account executive, title he had with the Burton Browne Advertising Company. Jo Ann Munson, former copy chief at H. M. Gross, was named copy director, while Robert Jacoby was named comptroller and Betsy Tyroler was given the post of account executive.

and the Giants football games will be bankrolled by Gillette; Simon Ackerman pays the tab on *Take a Tip From Me*, and Billy Taub sponsors Sam Taub's *Hour of Champions*.

Basic idea behind WHN sport programming, according to Lebar, is to enable the listener to tune in any night at 9 o'clock and get a play-by-play pick-up.

Hancock Inks "Point Sublime"

NEW YORK, July 26.—John Hancock Mutual Life Insurance Company, which last season sponsored Boston Symphony over American Broadcasting Company (ABC), this week signed to bankroll the situation comedy, *Point Sublime*, for 26 weeks on an 18-station hookup over Western stations of Columbia Broadcasting System (CBS).

Hancock's backing of the opus, which stars Mel Blanc and Cliff Arquette, will be on a test basis. One-time favorite with Coast listeners, the show may be expanded to the full web if it fares well in its trial slot. The program was set for Saturdays from 7:30 to 8 p.m. beginning October 4, over stations in California and Texas, and KWKH in Shreveport, La. McCann-Erickson is the agency.

Pioneering Pays

NEW YORK, July 26.—WHN's pioneering with pro-basketball broadcasts in New York has paid off. Last year the station carried them cuff. For the coming season Old Gold and Nedicks foot the bills.

KIMO in Aug. 1 Bow At Independence, Mo.

INDEPENDENCE, Mo., July 26.—The August 1 debut of KIMO here will bring to six the number of stations in the Kansas City, Mo., area. A 1,000-watt daytimer on 1,510 kilocycles, the new station is owned by a partnership of three brothers, Craig, Cedric and Charles Siegfried, and Frank E. Fowler. Craig Siegfried is publisher of a weekly shopping paper here, Cedric is an attorney and real estate man, and Charles operates a bowling alley. Fowler, who is business manager of Craig's publishing interests, will also manage the business of the station. Charles Siegfried, who served five years in the signal corps of the U. S. Army and during the war helped the Peruvian Army set up a radio network, will help out on the technical side.

Harry Becker, formerly with KGGM at Albuquerque, N. M., is program director, and Charles Rayburn, former chief engineer with WOC at Davenport, Ia., is chief engineer. Al Bows, former Detroit publicity man, will handle public relations and special events and act as news editor. Frank Hassett, who comes from the radio workshop at the University of Kansas City, will

'Truth' Trying To Break E.T. Taboo by NBC

Edwards Close to Victory

(Continued from page 3)

completely new one. While he signed this week to return to the show this fall, Edwards is reported to have made considerable progress toward gaining web permission for a transcribed re-broadcast of the initial show.

Currently, the closest thing to transcription on NBC is Coast affiliates use of Jack Benny's program twice on Sundays, first live and later in the evening, transcribed from the original. However, the re-broadcasts are done separately by each station from waxings made by the outlet itself, and Benny's sponsor, American Tobacco, buys time for the second show from the individual stations, not from the web.

Should *Truth or Consequences* break thru NBC's long-standing anti-wax tradition, several other shows are reported ready to demand the same rebroadcast privilege. Among these is *People Are Funny*, Raleigh Cigarette show.

be the announcer.

Fowler said the station will aim at the Independence market rather than try to compete in the whole Kansas City area. Emphasis will be on live local shows, since the ailer lacks a network tie-up. Pre-broadcast sales of time have been "very encouraging," Fowler reports.

AGAIN

10 of the 15 most popular
local New York shows—
other than news and
commentary—are on WOR*

*according to *The Pulse of N. Y.*; June, 1947

Sorry if we sound a little vain; we don't mean to be. Actually, it's a sort of parental pride. For more than a quarter-century WOR has worked diligently to.

1. Create local shows that build profit-producing audiences from almost the first broadcast and thus lower an original low cost for the sponsor.
2. Liberalize discounts generously and frequently to up the profit on the sponsor's original investment.
3. Keep its cost-per-thousand-homes-reached the second lowest in the United States.

That WOR has succeeded in doing these things is pretty well reflected in — WOR regularly carries more accounts with a greater total dollar volume than any station anywhere. WOR's renewals for the first 6 months of 1947 are higher than they've ever been. WOR programs consistently top the majority of local New York shows in popularity ranking.

mutual

WOR—that power-full station at 1440 Broadway, in New York

PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers interested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

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

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

Networks

NAT'L BROADCASTING CO.

Serenade to America
6:15-6:40 p.m., Mon. thru Fri.
Rep.: NBC Program Sales
SERENADE TO AMERICA features the best in popular, semi-classic and classical music, distinguished soloists and a concert orchestra. The soloists include Thomas Hayward, of the Metropolitan Opera Company; Jack Kilty, of Broadway fame; NBC's amazing discovery, Elaine Malbin, and others. As a 5-times-a-week program over WNBC and a limited network, it has for three years maintained a most favorable competitive position. Its flexibility of format gives it unlimited possibilities as a single half-hour musical show.

Radio Stations

Maryland

WFBR, Baltimore
CHILDREN'S THEATER
10-10:15 a.m., Saturday
(Also Transcribed for Syndication)
Rep.: John Blair & Co.

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

Massachusetts

WSPR, Springfield
Rhythm Society

4:30-5 p.m., five times weekly
Following after "The Paul Whiteman Club", five days a week, the "Society" carries thru with the large local Whiteman audience, making a solid hour and a half of popular record music. It's a "reciprocity" deal—with the 11-month audience of the "Society" going to "The Whiteman Club" as of June 30. The m.c. of "The Society" has run the volunteer, certificate membership to an enviable numerical height. The "Society" is tops locally.

Montana

KBOW, Butte
Sports Spotlight
9:15 p.m., 6 times wtkly.
Rep.: Donald Cooke, Inc., New York, Chicago & Detroit; Gene Grant, Inc., Los Angeles & San Francisco.

New but popular. Butte is great sports town and the sports commentator does not merely read press releases but adds personal touches through years of observance of major league baseball and other sports. Local sports are carried. Weekly award made to Butte individual with outstanding sports performance of the week. Now sponsored by local beer brewery on Mondays, Wednesdays and Fridays. Sponsor pleased.

Washington, D. C.

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

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

Transcribed Shows

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

Thrilling transcribed half-hour detective stories, featuring Columbia Pictures and Cosmopolitan Magazine's mystery hero, Boston Blackie, starring Richard Kollmar as "Blackie," Maurice Tarplin as Inspector Paraday and Leslie Woods as Mary Wesley. "Boston Blackie" transcribed is earning top Hoopers for local and regional sponsors. In Minneapolis "Boston Blackie" earned 13.9, fourth highest Hooper for all times and all stations; New York, 9.8; Louisville, 17.1; Youngstown, 21.3; Cincinnati, 16.9. Write, wire or phone for availabilities.

BEULAH KARNEY, INC.
228 N. La Salle St., Chicago 1, Ill., or 444 University Av., Toronto, Can.

Meal of the Day
5-minute open end, 5 times wtkly.
A ten-year tested program used locally and nationally by big name advertisers. Five minutes, five times a week. Written and narrated by Beulah Karney. 160 shows ready for local or regional sponsorship. More in production. Tailored especially for grocers, dairies, appliance dealers, flour mills, utility companies and household products. Merchandising plan. Send for free audition platters and availabilities.

KASPER-GORDON, Inc.
140 Boylston St., Boston 16, Mass.
Adventures of Buddy Bear

The greatest transcribed children's program ever offered! See TIME magazine, May 12, page 62. 78 ¼-hour episodes available in first unit. Sensational merchandising tie-ups, plenty of publicity for all sponsors, with Universal Pictures making color cartoon shorts, Richard G. Krueger Company making BUDDY BEAR dolls, Boston Junior Deb Company making children's sportswear, etcetera, and 100,000 BUDDY BEAR SONG ALBUMS (records) in production. Available for regional and local sponsors at low syndicated rates. Wire for samples, rates. Release date, September 8.

CAPITOL TRANSCRIPTIONS
Sunset & Vine, Hollywood 28
Music From Hollywood
½ hour, five times a week.

"Music From Hollywood" presents an all star line-up from entertainment capital of the world, a show universal in its appeal and will gain and hold listeners. Headlined is music of Frank DeVol; vocal solos by King Sisters, Peggy Lee, and Hal Derwin. Special opening and closing themes are supplied, plus harp interludes which may be used to back commercials; voice tracks by stars "personalize" program. Available now. Write Capitol.

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

Here's a series of Nielsen Reports to remember when you need a result-getting program. No. 1, 71,000 families; No. 2, 90,000, 27% gain; No. 3, 151,000, 67% gain; No. 4, 180,000, 16% over No. 3, 154% over No. 1! That's Dr. George W. Crane's audience building record on WGN and there's every indication of equal progress wherever else this noted physician-psychologist is being heard. Ideal for wide variety of sponsors. Over 200 15-min. open end programs now ready; more in preparation. Contact John R. Kneebone, Andover 2833, for sample.

CHARTOC-COLMAN PROD'NS
360 N. Michigan Ave., Chicago, Ill.
The Ted Lewis Show

Is EVERYBODY happy? Well, local and regional sponsors have never been happier than they will be with THE TED LEWIS SHOW, a transcribed half hour that is "top-hat" entertainment. What's it got? Everything! Ted's terrific 18-piece ork, name vocalists, top supporting cast, and TED himself, the real TED LEWIS that everybody loves. Who will show appeal to? Everybody, young or old, rich or not-so-rich, big-town folks, small-town folks! Starts Aug. 15. For platter write Chartoc-Colman Productions, 360 N. Michigan, Chicago.

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

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

TRANSCRIBED RADIO SHOWS
2 West 47 St., New York 19, N. Y.
Salute to Song

A 15 minute transcribed program—music millions love. A special feature on each program (the dramatization of a story which inspired a never-to-be-forgotten song.) Starring: two well known vocalists plus two outstanding commentators, plus a famous orchestra; a program to charm every member of the family, listeners will salute "Salute to Song". 52 programs produced—audition pressings available. Priced to fit your budget.

DOES YOUR VOICE COMMAND ATTENTION?

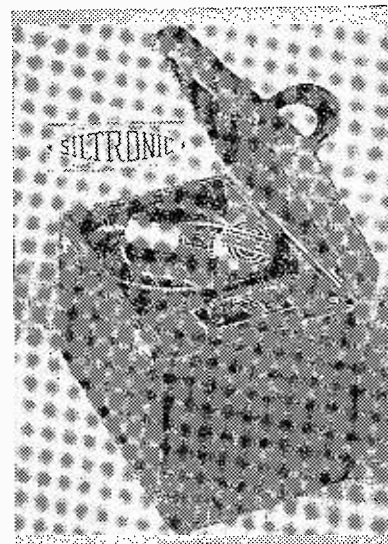


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PROMOTION MANAGERS . . .

IT'S A MIRACLE! SEE PAGE 97

Ford's Buy of Sunday 5-6 Puts New Slant on NBC Sked

NEW YORK, July 26.—National Broadcasting Company's (NBC) sale of the Sunday, 5-6 p.m. slot to Ford has given an entirely new slant to the Sunday afternoon listening picture and has raised considerable speculation as to what additional moves the web will take to strengthen the afternoon line-up. For years the NBC Symphony held 5-6 p.m. spot, followed by the 30-minute Catholic Hour, both programs being in the top public service category. As the situation shapes up now, however, the 6-6:30 p.m. time has become eminently salable, with any program in that time likely to inherit a sock audience from the Ford show and likely to hold a large audience in anticipation of the boff programs on the web's Sunday night time, including Ellery Queen, Jack Benny, Edgar Bergen, Fred Allen, etc.

Thought in the trade is that NBC

and the Catholic Hour are not likely to part company. Rather, it's understood that the web is anxious to sell the Catholic Hour on a change of time—probably with the incentive that more web stations would take the program if it were broadcast in another slot. However, should the show stay put, and should Ford Theater grab a sock Hooper, then the 6:30-7 p.m. show would probably get the greatest free ride in the history of public service programming.

Dropping of the NBC Symphony and the development of Sunday afternoon as solid commercial time is replete with other possibilities. One is the possibility that Mutual Broadcasting System, which has long held a dominant position in Sunday afternoon listening, will be in for tough competition now that the Ford Theater moves into the Symphony time. Similar situation is true of American Broadcasting Company.

Part I



CONTINUING PROGRAM STUDIES

NIGHTTIME Talent Cost Index

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



Rank	Program Sponsor Agency & Sta.	Hooper-ating	Precious Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1	WALTER WINCHELL Andrew Jergens Jergens Lotion R. W. Orr, ABC 215	12.0†	15.3—6	Meet Corliss Archer—CBS Exploring the Unknown—MBS Manhattan Merry-Go-Round—NBC	\$ 7,500	\$ 625.10	\$.69
2	CRIME DOCTOR Phillip Morris Phillip Morris Cigarettes, Revelation Tobacco Blow, CBS 146	10.7	*	NSP—ABC NSP—MBS NSP—NBC	\$ 3,500	\$ 327.10	\$.34
3	TAKE IT OR LEAVE IT Eversharp Blow, CBS 163	10.1	11.7—11	NSP—ABC Gabriel Heatter Show—MBS NSP—NBC	\$ 4,500	\$ 445.54	\$.49
3	MR. DISTRICT ATTORNEY Bristol-Myers D.C. & S., NBC 133	10.1	13.8—8	NSP—ABC Meredith Willson—CBS NSP—MBS	\$ 6,800	\$ 673.27	\$.83
4	SCREEN GUILD PLAYERS Lady Esther Blow, CBS 155	10.0	19.6—2	Doctors Talk It Over—ABC Fishing & Hunting Club, LN-MA—MBS Contented Program—NBC	\$10,000	\$1,000.00	\$1.14
5	LIFE OF RILEY Procter & Gamble Dreft D-F-S, NBC 136	8.4	*	NSP—ABC NSP—CBS Twenty Questions—MBS	\$ 6,500	\$ 773.81	\$.82
6	CAN YOU TOP THIS? Colgate-Palmolive-Peet Palmolive Brushless & Lather Shave Cream Ted Bates, NBC 141	8.3	*	Murder & Mr. Malone—ABC Vaughn Monroe—CBS NSP—MBS	\$ 5,000	\$ 602.41	\$.72
7	DR. I. Q. Mars, Inc. Candy Grant, NBC 128	8.2	*	NSP—ABC NSP—CBS NSP—MBS	\$ 5,500	\$ 670.78	\$.81
8	FRED WARING SHOW S. C. Johnson Floor Wax N.L. & B., NBC 144	8.0	*	NSP—ABC NSP—CBS NSP—MBS	\$ 8,000	\$1,000.00	—
8	PHILIP MARLOWE Pepsodent Various Products F.C. & B., NBC 128	8.0	*	NSP—ABC NSP—CBS NSP—MBS	\$ 5,500	\$ 687.50	\$.88
8	DREW PEARSON Frank H. Lee Lee Hats Wm. H. Weintraub ABC 225	8.0	*	Silver Theater—CBS Those Websters—MBS NSP—NBC	\$ 2,500	\$ 312.50	\$.37
9	TRUTH OR CONSEQUENCES Procter & Gamble Duz, Spic & Span Compton, NBC 135	7.9	*	Famous Jury Trials—ABC NSP—CBS NSP—MBS	\$ 8,500	\$1,075.94	\$1.18
10	BOB HAWK SHOW R. J. Reynolds Camels, Geo. Washington Smoking Tobacco Wm. Esty, CBS 155	7.9	*	NSP—ABC NSP—MBS NSP—NBC	\$ 4,000	\$ 506.33	\$.62
11	YOUR HIT PARADE American Tobacco Lucky Strike F.C. & B., NBC 160	7.8	11.4—15	NSP—ABC NSP—CBS NSP—MBS	\$10,000	\$1,282.50	\$1.38
12	INNER SANCTUM Emerson Drug Bromo-Seltzer B.B.D. & O., CBS 148	7.7	*	Lum 'n' Abner—ABC NSP—MBS NSP—NBC	\$ 4,500	\$ 584.42	\$.72

TOP THREE SUNDAY AFTERNOON PROGRAMS

1	ONE MAN'S FAMILY Standard Brands Fleischmann's Yeast, Royal Desserts J.W.T., NBC 144	6.3	*	NSP—ABC NSP—CBS NSP—MBS	\$ 4,500	\$ 714.29	\$.90
2	CARMEN CAVALLARO Sheaffer Pen R.M.S., NBC 148	5.4	7.2—2	Lasso—ABC NSP—CBS NSP—MBS	\$ 3,500	\$ 648.15	\$.76
3	TRUE DETECTIVE MYSTERIES Williamson Candy O'Henry Candy Bars Arbrey, Moore & Wallace, MBS 394	5.3	*	NSP—ABC Hour of Charm—CBS NSP—NBC	\$ 2,000	\$ 377.36	\$.48

Average audience rating is 4.9, as against 6.7 last report, 5.5 a year ago. Average evening sets-in-use reported are 17.3, as against 22 last report, 18.4 a year ago. Average available homes is 67.4, as against 74.8 last report, 69.6 a year ago. Number of sponsored hours is 54 1/4 as against 62 last report, 58 1/4 a year ago.

* Not in top 15 or top 3 in previous report. MA—Moving Average.
NSP—No sponsored program. LN—Limited Network.
† Includes second broadcast on Pacific Coast.

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

2 Replacements Among Top 15 Night Shows

(Continued from page 5)
per-point cost, based on an estimated figure of \$8,000 for the half hour, is a flat \$1,000 per point. Marlowe, figured at a \$5,500 talent cost estimate, is considerably lower on a point cost, figure being \$687.50. More significant, tho, is the fact that only these two summer programs have shown enough entertainment power to wind up in the select top 15. Missing are such entries as Jack Paar, Alec Templeton, Call the Police and all the others. Some may show up in later summer rating reports.

Some Strangers

Meanwhile, the departure of many of the top evening shows for the hot spell has resulted in a few strange names in the top 15. Thus, Philip Morris's *Crime Doctor*, which seldom places in the money, has the No. 2 rated spot, following Walter Winchell (now off for the summer), Winchell getting a 12 and *Doctor* a 10.7. Latter has a low per-point figure, too, \$327.10. Another new entrant in the leaders is *Life of Riley*, with an 8.4 rating, placing it fifth. Per-point cost for *Riley* is \$773.81.

Other programs enjoying rankings they seldom reach during the regular season include *Dr. I. Q.*, the Bob Hawk show (with Col. Stoopnagle, F. Chase Taylor, pinch hitting) and *Inner Sanctum*.

Details as to the top 15 nighttime shows and top three Sunday afternoon shows are in the chart on page 10.

Plan To Make BMB Permanent

(Continued from page 7)
and interpret BMB data. BMB also has had numerous suggestions to go into FM and television surveys and such steps are likely.

The studies slated for 1949 and 1951 will differ considerably from the first (1946) BMB survey, most drastic change to be the inclusion of daily station circulation, rather than weekly. The bases for the circulation measurements also may be refined. Listing of non-subscribers probably will be eliminated, since subscribers have protested their inclusion even tho the data is not furnished.

15-Point Operating Plan

BMB announced this week that its executive committee had okayed a 15-point plan of operation in line with the assurance of permanence. Included among these points are the 1949, 1951 and interim studies; a rate system for station subscribers, based on annual station income and designed to bring BMB about \$500,000 annually; perpetual contracts with subscribers, rather than the per-study system as heretofore, and further study of audience research methods.

In addition to the NAB support, BMB has received the approval of agencies and advertisers, this coming from the American Association of Advertising Agencies (Four A's) and the

Conn. Dialers Turn Owners Of Air Forum

Subscribers to Run Show

NEW HAVEN, July 26.—A highly unusual development in radio program operations took place here this week when the five-year-old *Connecticut Forum of the Air* was incorporated as a non-profit organization, with officers and board members covering virtually every phase of social and political activity, and ownership of the program vested in those residents of the State who join as subscribers. Subscription fees are nominal. Ranging from \$1 per annum up.

It is believed to be the first time on record that listeners to a program also are its owners. Another unusual aspect of the set-up is that, in its arrangements with the seven stations now carrying the series, the *Forum* has complete control of the show, so that station policies—other than the standard provisions as to libel, etc.—do not affect subject matter chosen.

Officers Listed

General mahout of the program is its originator, Ralph Della Selva, who is executive secretary and producer. Officers include Thomas Marston, of Yale University, chairman, and George C. Conway, Republican leader of the State General Assembly, president; vice-presidents are Charles Jewett, New London County State representative; John Maguire, Democratic State chairman; Daniel F. Hickey, State legislator; Father Raymond Shea, director of the Bridgeport Diocese Labor Institute; William J. Falsey, investment banker, and William S. Gordon Jr., New England attorney for the American Federation of Labor. Treasurer is Henry Brightwell, banker and ex-G.I.; secretary, Catherine Tilson, attorney.

Topics for the discussions will be chosen by a program committee consisting of Chester Bowles; Prof. Thomas Emerson, formerly with the Office of War Mobilization and now professor of law at Yale; Seth Taft, son of the Ohio Senator, and Marcus Duffield, of *The New York Herald Tribune*. Plans include touring the program thruout the State, so as to give impetus to local town meetings. Speakers will include *Forum* subscribers.

Stations now carrying the program are WNLC, New London; WNOC, Norwich; WWCO, Waterbury; WMMW, Meriden-Middletown; WNHC, New Haven; WBJB-FM, New Haven, and WKNB, New Britain. WKOY, New Haven, is to join the list August 13.

Association of National Advertisers (ANA). As a result of the approval of NAB, Four A's and ANA, and the new subscription method, BMB now appears to be comparable to the newspaper circulation organization, the Audit Bureau of Circulation (ABC).

Station costs range from \$6 per month (less than \$25,000 net time sales in 1946) to \$600 a month (over \$3,000,000 net). All told, there are 26 income brackets to determine BMB fees.

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FCC on Spot; WOKO Case Nears Decish

Porter Presence Embarrasses

WASHINGTON, July 26.—Federal Communications Commission (FCC), which stages a hearing Monday (28) in the long-debated WOKO case, is hoping to decide among three rivals for the valuable 1460-kc. frequency before WOKO goes off the air in Albany, N. Y., August 31. FCC legalists indicated they would like to avoid a precedent for silencing the station, since apparently a ready choice can be made from among the three contestants for the frequency: Van Curler Broadcasting Company, Joseph Henry Broadcasting Company, and Governor Dongan Broadcasting Corporation.

At the same time, FCC is facing a problematical situation with the entry of former FCC Chairman Paul A. Porter into the picture on the side of Van Curler. The paradox is pointed up by the fact that Porter's law firm—(Thurman) Arnold, (Abe) Fortas & Porter—is promising less sustaining program time than the other two applicants. Van Curler is offering to allot 33 1/3 per cent sustaining time and the remainder for commercial programs, while Joseph Henry Corporation is promising to give 35 per cent of its time to sustaining programs, and Governor Dongan is promising 40 per cent. Inasmuch as Porter was chairman of the FCC when the controversial Blue Book was issued, the question is being raised whether the ratio set forth by the Porter-backed applicant is considered the "ideal" one under Blue Book standards.

FCC on the Spot

In this situation, FCC is seen as on the spot, altho numerous other factors are certain to be weighed in the case. The Joseph Henry firm is composed chiefly of WOKO's former stockholders, with Raymond Curtis, a heavy holder in old WOKO, the chief stockholder in the new firm. In addition, Curtis has an interest in WABY, Albany, which he has contracted to sell. In its bid, Joseph Henry stated it would take over the assets and liabilities of WOKO and retain the old employees.

The Governor Dongan Corporation's president, James Healy, now has an interest in WSNY, Schenectady. In pledging that it would devote a large proportion of time to public service programming, the company emphasized its dissociation from WOKO policies, while promising to offer jobs to WOKO employees. Van Curler, who is appearing at the hearing under protest, is contending that it should have received first whack at the facility without opposition because it made its bid for the frequency far in advance of any others.

There was a preliminary engineering hearing two weeks ago in Albany, and FCC insiders believe that no further proceedings will be necessary after next week's hearing here.

NEW YORK, July 26.—Two account executives of Frederic W. Ziv Company, transcription firm, will take up quarters in Texas. E. L. Colbourn will cover the Southern and Eastern portions of the State, with Houston as home base, and William Shoemaker will operate from Dallas, covering the Northern portion. Shoemaker will continue to represent the company in Oklahoma.

Part II

The Billboard



URBAN Circulation Index

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



FIRST FIFTEEN MEN AUDIENCE, BASED ON JUNE 15 DAYTIME HOOPERATINGS

Program	Hooperating	Men Listeners Per Listening Set	Hooperating Multiplied by Listeners Per Set	No. of Urban Listeners*
GRAND CENTRAL STATION	6.3	0.50	3.2	481,314
THEATRE OF TODAY	5.9	0.34	2.0	293,776
PORTIA FACES LIFE	6.1	0.27	1.6	**
TOM MIX	3.3	0.43	1.4	207,811
KATE SMITH SPEAKS	5.2	0.26	1.4	197,999
FRONT PAGE FARRELL	4.5	0.30	1.4	**
WHEN A GIRL MARRIES	5.8	0.22	1.3	**
SUPERMAN	2.6	0.46	1.2	175,153
JUST PLAIN BILL	4.7	0.25	1.2	**
BREAKFAST CLUB (9:15 Swift)	4.1	0.28	1.1	168,123
CAPTAIN MIDNIGHT	2.4	0.47	1.1	165,194
ARTHUR GODFREY	3.7	0.30	1.1	162,558
BREAKFAST CLUB (9:30 Swift)	4.8	0.23	1.1	161,679
QUEEN FOR A DAY (Miles)	3.6†	0.30	1.1	158,165
BREAKFAST CLUB (Kay Daumit)	3.7	0.29	1.1	157,140
BREAKFAST CLUB (Philco)	5.1	0.21	1.1	156,847

*Based on figure of 14,644,878.
 **No "number of urban listeners" figure reported on programs broadcast in less than 100 cities.
 †Includes first and second broadcast.

Male Tastes Differ From General Ears

Dramas in Lead

NEW YORK, July 26.—There is a considerable difference between general listener tastes in daytime radio and those of male listeners. This conclusion can be drawn from study of the Urban Circulation Index based upon the June 15 daytime Hooperatings. Altho the top three shows, ratingwise, also proved to be the three shows with largest number of male listeners (see accompanying chart), rest of the chart showed marked differences among the remaining shows. Three toppers were *Grand Central Station*, *Theater of Today* and *Portia Faces Life*.

Among the switches from the general trend were those affecting adventure strips. *Tom Mix*, 14th in Hooperatings, ran 4th in number of urban male listeners. *Superman* and *Captain Midnight*, which brought up the rear, ratingwise, ran 8th and 11th, respectively, in drawing power with masculine audiences.

Differences between ratings and total number of male listeners may be attributed, in part, to the vari-

able figure of male-listeners-per-set. This figure is multiplied by the program's Hooperating, with the resultant figure, used as a percentage, multiplied by 14,644,878, the total number of radio homes in cities having populations of 25,000 or more. The final figure gives the total number of urban male listeners per program.

Several shows ranking comparatively high on the Hooperating list did not fare so well in the matter of reaching the male ear. The soap opera, *When a Girl Marries*, for example, ran 4th in Hooper points, but ranked only 7th in male listenership. *Swift Breakfast Club*, 7th on the Hooper list, ran 14th in

urban men listeners, while *Philco Breakfast Club*, 6th in Hooper points, was 16th in male listenership.

Other interesting figures may be noted in the men-listeners-per-set column. Greatest attraction was *Grand Central Station*, which also led in Hooperatings and total number of male listeners. Second, however, was *Captain Midnight*—no great Hooper point threat. *Superman* ranked 3d, and *Tom Mix* 4th. Top airers, such as *Portia Faces Life*, *Kate Smith Speaks* and *When a Girl Marries* could fare no better than 11th, 12th and 15th, respectively, in drawing power per receiver.

NAB Sharpens Its Code Claws

(Continued from page 5)

learned. Fair play will be the order of the day in the NAB's proposed new standards in regard to children's programs.

In line with the spirit of some of the provisions in the pigeonholed White Radio Bill, the standards committee is showing favor to a news policy section which calls for proper identification of opinion and straight news programs. However, the code committee is sharply opposed to going down the line on the White Bill provision for identifying news sources and requiring newscasters and commentators to supply sources of income, etc. Members of the code committee strongly favor a provision cautioning broadcasters against presentation of news programs in such a way as to cause alarm.

Good Taste on Products

Another suggested provision calls for broadening the standards of good taste to include additional products unacceptable for advertising. There is wide controversy over just which products should be added to the taboo list, but cathartics and reducing agents are among the most generally proposed. It is seen possible, too, that the draft which reaches the Atlantic City convention may include a section dealing with recommended

standards for conducting contests—something omitted from the present code.

As reported earlier in *The Billboard*, NAB is puzzled about how to enforce its code. Officials are continuing to consult with the Justice Department in an attempt to devise sanctions which would not violate anti-trust laws. It has been all but decided that no method of fines will be instituted, altho this may be brought up at the convention. The committee is expected to meet again at least once preparatory to the national convention.

Meanwhile, NAB's education standards committee will meet here next week under the chairmanship of Ralph Hardy, of Salt Lake City. The committee will survey the possibilities for proposing standards for educational programming and intensifying co-operation between commercial and noncommercial stations.

CBS Sells 1 1/2 Hours More to Ballard

NEW YORK, July 26.—Columbia Broadcasting System (CBS) has sold three additional half-hours a week to Ballard & Ballard Company, of Louisville. The sponsor currently plugs Ballard's Obelisk flour once a week on a Southern CBS network via Sunday broadcast of *Renfro Valley Folks*, 9:15-45 p.m. Starting September 4 the sponsor also takes the same time on Thursday, Friday and Saturday.

FCC Escapes Economy Ax

WASHINGTON, July 26.—Federal Communications Commission (FCC) has an official congressional go-ahead to continue its business without mass firings such as have been displayed elsewhere in Washington as a result of the Republican economy ax. Among final acts of Congress before adjournment today was approval of the FCC 1948 fiscal year outlay, which is virtually unchanged from the 1947 fiscal year figure.

Congress went along with a Joint Conference Committee report which put the figure at \$6,200,000. House Appropriations Committee had originally demanded a slash of more than \$1,000,000.

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Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses



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

The Big Break

Reviewed July 20, 1947
ADAM HAT STORES, INC.
 Mitchell Mark, Adv. Mgr.
Thru the Biow Company
 Phillip Hinerfeld, Acct. Exec
Via NBC (160 Stations)
 Sunday, 10:30-11 p.m.
Estimated Talent Cost: \$5,000; producer, Lester O'Keefe; writer, Welbourn Kelley; announcer, David Ross; emcee, Eddie Dowling; guest judge, Oscar Hammerstein II; guest star, Mary Martin. Contestants: Candy Anderson (singer), Allison Nelson (pianist), Lynn Evans (actress), and Andrew Gaine (baritone, winner).
Current Hooperating for the program (Premiere) None
Average Hooperatings for shows of this type (Variety) 4.3
Current Hooperating of show preceding (Sustaining) None
Current Hooperating of show following (Vaughn Monroe) 3.8
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: Sustaining None
 MBS: Sustaining None
 NBC: "Curtain Time" 6.3
No Hooperatings of shows on opposition networks, all sustaining.

ABOUT THE ADVERTISER

Adam Hats' expenditures in the broadcasting field heretofore have been in sports, with time costs comparatively low. In 1943, for instance, the company spent about \$125,000 in radio, and in 1946 this figure dropped slightly, with the company ranking 174th among radio advertisers. Current web show therefore, involving time cost on a network of 160 stations plus production cost, indicates a sizable increase in budget for the radio medium.

Adam Hats unveiled a promising program Sunday (20) when *The Big Break* preemed in the 10:30-11 p.m. slot. *Break* has showman Eddie Dowling introducing a bevy of performers culled by talent scouts who hold auditions in different cities. A guest judge on the program—this trip it was Oscar Hammerstein II—picks a winner. Latter is given some form of substantial assistance to further his career in the show business.

Program is attractive from various angles. Firstly, there's the element of anticipation—that is, Dowling is likely to bring out a sleeper at most any time. Secondly, program apparently can buttress its strength with a couple of top ranking stars each week. On debut show, for instance, Dowling brought on Mary Martin, who obliged with a bit of advice for the young performers and then delivered a strictly sock rendition of *My Heart Belongs to Daddy*. Additionally, there was Hammerstein II, who briefly explained his reasons for choosing the winner.

Mediocrity No Drawback

Big Break brought four Philadelphians to the mike Sunday. Their ability generally was just fair—but sufficient to hold interest. But the very mediocrity of some of the performers is turned to advantage, owing to the fact that the program structure permits the listener to discern the difference between top talent and new talent struggling to get a break. For instance, Mary Martin's number toward the close of the show was strikingly impressive after the listener had heard the lesser performances. Too, Eddie Dowling's part in a scene from Samson Raphaelson's *Accent on Youth*, with a young lady from Philadelphia play-

Oklahoma Round-Up

Reviewed July 12, 1947
Sustaining on CBS
 Saturday, 7:30-8 p.m.
Estimated Talent Cost: \$3,500; producer-director, Allan Page; emcee, Riley Shepard; cast, Lexie Lou and Ray, Ann Bond, Lem Hawkins and Jack Beasley.
Average Hooperating for shows of this type (Variety) 7.3
Current Hooperating of show preceding (Sustaining) None
Current Hooperating of show following (Vaughn Monroe) 3.8
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: Sustaining None
 MBS: Sustaining None
 NBC: "Curtain Time" 6.3

Oklahoma Round-Up, heard five mornings weekly over Columbia Broadcasting System (CBS), now has a half-hour slot Saturday nights over the web as sustainer in the time formerly occupied by Vaughn Monroe for Camels. The program, which originates at KOMA, Oklahoma City, offered a compote of the usual cow country musical faves, but brisk pacing kept it rolling smoother than most.

On the show caught, operating difficulties caused a delay of nearly 10 minutes before the show came thru, the interval being filled by organ music. When the connections finally were made and the program began, Emsee Riley Shapard went into what was intended to be a humorous monologue, with organ background, telling the story of his life. Best of the "cowboy philosopher's" gags was one which described a beauty parlor as a place where men are rare and women are well done.

Program Picks Up

The program picked up speed immediately afterward, however, when the music took over. Buster Magnus ripped off a tricky electric guitar solo, Annie chirped *Ridin' Double* acceptably, and the Oklahoma Sweethearts, Lexie Lou and Ray, came thru with a yodeling job on *Nobody's Business But Mine* which was downright amazing.

Guest was Donald Canton, songwriter, who did a turn with two of his own numbers, *My Baby Really Loves Me In Her Own Peculiar Way* and *Great Big Moon Over Texas*. After Shepard sang the hymn, *This World Is Not My Home*, the Round-Up Boys wound up the show with a hectic bit of fiddling.

For anybody a-hankerin' after Western type music, *Oklahoma Round-Up* offers vintage stuff, 100-proof, in 10-gallon quantity. And that's not in your hat.

Sam Chase.

ing opposite, again gave the listeners an insight into the gap existing between show business professionals and those trying to make the grade.

These contrasts, plus the names Dowling can bring to the show, plus the element of anticipation, should advance *Break* to a good spot on the Hoopers.

Commercials were in good taste.
 Paul Ackerman.

Doorway to Life

Reviewed July 16, 1947
Sustaining on CBS
 Wednesdays, 10:30-11 p.m.
 Production director, William N. Robson; writers, William S. Allen, Virginia Mullen; cast, Linda Mason, Sarah Selby, varying supporting actors.
Average Hooperating for shows of this type (Dramatic) 7.7
Current Hooperating of show preceding ("The Whistler") 7.0
Current Hooperating of show following (Not Available) None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: "Lights Out" None
 NBC: "Kay Kyser" 8.6
 MBS: Sustaining None

The problems of childhood, believed by virtually every school of psychiatry to be of lasting importance in shaping a person's life, come in for about the most delicate and effective handling yet attempted by radio in *Doorway to Life*. The latest hot-weather sustainer series of Columbia Broadcasting System (CBS) is presented in the belief that the "doorway to life is a happy childhood." It analyses important psychological problems of the formative years in dramatic form, under supervision of Director-Producer William N. Robson.

The program reviewed dealt with the effect of adoption upon a growing girl. The foster parents in the case, under the common delusion that character traits are inherited, read into each action of the illegitimate child the beginnings of a loose life. Eventually, denied normal social relationships and supervised far more sternly than the average child, the youngster, upon discovering she was adopted, rebelled from what she considered lack of love and understanding. Subsequent association with a "fast" set landed her in a juvenile court charged with drunkenness, truancy, petty thievery and auto theft.

No Phony Boloney

Drama maintained its interest thruout and present the problem in simple terms, avoiding phony use of pseudo-scientific gobbledey-gook. Robson broke up the action into a series of tight flashbacks which moved from one period to another coherently and convincingly, in an excellent scripting job by William S. Allen and Virginia Mullen. A board of child psychologists, psychiatrists and educators submitted actual case histories from which the dramas are derived, and the scripts go thru the analytical mill again before reaching the air.

An able presentation has been long overdue, highlighting the theorem that when the child errs, it is usually the parents who need another chance. It is to be hoped that CBS will find some way to keep this important analysis of living problems on the air when summer sustainer-time draws to a close.

Sam Chase.

Club 15

Reviewed July 25, 1947
CAMPBELL SOUP COMPANY
 R. M. Budd, Advertising Mgr.
Thru Ward Wheelock Company
 Arthur A. Bailey, Acct. Exec.
Via CBS (148 Stations)
 MTWTF, 7:30-7:45 p.m.; rebroadcast 12:30 a.m. from Hollywood

Estimated Talent Cost: \$8,500; producer-director, Cal Kuhl; announcer, Del Sharbutt; writer, Carol Carol; music, Jerry Gray's orchestra, the Modernaires. Cast: Bob Crosby, Margaret Whiting (MWF), Patti Clayton (Tu., Th.)

Current Hooperating for the program .. 3.8
Average Hooperating for shows of this type (Popular Music) 5.2
Current Hooperating of show preceding:
 Sustaining, Monday, 7-7:30 p.m. None
 Jack Smith (TWTF, 7:15-7:30 p.m.)... 4.4
Current Hooperating of show following (Robert Trout) 2.8
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: "Lone Ranger" (MWF, 7:30-8 p.m.) 4.8
 "Green Hornet" (Tu, 7:30-8 p.m.)... 3.4
 Sustaining (Th, 7:30-7:45 p.m.)... None
 MBS: Henry J. Taylor (M & F, 7:30-7:45 p.m.) 1.4
 Arthur Hale (Tu, Th, 7:30-7:45) (Ltd. Network, Moving Av.) 2.4
 Leland Stow (W, 7:30-7:45 p.m.) 1.9
 NBC: Sustaining (M, Tu, W, F) None
 "Grand Marquee" (Th, 7:30-8 p.m.)... 4.1

ABOUT THE ADVERTISER

Campbell's Soups has upped its advertising budget in recent years and during 1946 spent considerably more money in radio than in magazines. Sponsor's outlay in broadcasting in that year was almost \$2,500,000, a figure which placed the soup company in the top 15 radio bankrollers. The 1946 figure also represented a sizable increase over 1945 and immediately preceding years when the company's radio budget was not much in excess of \$1,500,000 annually.

In mags, Campbell's during last year spent almost \$1,700,000, slightly more than in 1945. In 1946 Campbell's ranked 20th among mag advertisers.

Club 15, Campbell's Soups nightly quarter-hour of popular music over the Columbia Broadcasting System, is patterned after a tried and proven formula and probably produces tangible sales results. While a sizable chunk of network time is involved in the over-all cost, the program, production-wise, is within a very reasonable figure. This, coupled with the fact that the talent is eminently listenable and that plugs for Franco-American are freely worked into the script, adds up to good radio economics.

Host and male warbler on the show is Bob Crosby, who is engaging in the light chatter supplied by scripter Carol Carol, and a good performer in his solos and duets with Margaret Whiting. Latter is on the show three nights a week, with Patti Clayton doing the fem stint Tuesday and Thursday. In addition there are the Modernaires, a top vocal group, and Jerry Gray's orchestra—all of it adding up to a pleasant quarter-hour of pops and standards.

Script-wise, *Club 15* is bright, both in its chatter and commercials. Latter are fairly frequent—both the singing variety and the straight blurb type—but they are not unpleasant and deliver good commercial impact. Del Sharbutt's splicing on this show stressed summer season advantages of the product, Franco-American Spaghetti.

Paul Ackerman.

NATIONAL DAIRY PRODUCTS CO.

Reviewed July 17, 1947
A. R. Stevens, Adv. Mgr.

Thru McKee & Albright, Inc.

Via NBC (158 Stations)

Thursdays, 9:30-10 p.m.

Estimated Talent Cost: \$8,500; producer, Robert L. Redd; writers, Elton Packard, Stanley Davis, Larry Klein, Jacky Ellison; announcers, John Laing, Art Balinger; cast, Eve Arden, Bob Jellison; vocalist, Bob Stanton, with Eddie Paul's Orchestra and the Fountainaires.

Current Hooperating for the program (Premiere July 3)..... None
Average Hooperating of shows of this type (Variety)..... 7.3
Current Hooperating of show preceding ("Music Hall")..... 8.2
Current Hooperating of show following ("Abbott & Costello")..... 9.3

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: Sustaining..... None
CBS: "Crime Photographer"..... 8.5
MBS: "Treasure Hour of Song"..... 2.6

Maybe it's the heat. Either reviewers just get so mentally wilted they hate everything, or the scripting on the summer comedy shows is really as bad as it seemed on *Store* this hearing, Eve Arden has proved herself in legit, pix and previous airshows a competent comedienne, a judgment you would never arrive at from hearing her struggle thru the material she works with here. She was opening a dancing school (in addition to taking over the village store, while Jack Haley vacations) and attempting to induce Caesar Romero, the week's guest, to instruct at the terp joint. In the course of this, Arden and Romero ran into a couple of Caesar's friends, Leopold, the music teacher, and Carlyle Bradford, a hambone film actor.

It can only be said that to these tired ears all the bits of business, involving all the players, were consistently unfunny. And the uproarious laughter of the studio audience

(sometimes even when the actors hadn't said anything yet) only made it all seem less comical.

To make matters worse, writers these days seem to be so taken with what they believe is a funny line or phrase that they repeat it a half dozen or more times on the show. For example, Leopold, the music teacher, tells of a musical instructor he had when a youth. Seems the teacher had a thick Teutonic accent complete with rolling r's. In a 60-second bit, the word "prrrractice" was repeated at least six times, the feeling on the part of Producer Bob Redd and writers Davis, Ellison and Packard apparently being that it got funnier each time. Similarly, in a comic skit between Arden and Romero, in which she plays a husband-murdering wife, Frank Loesser's song title *Bloop Bleep* is used to describe drops of poison falling into various receptacles. This, too, is repeated endlessly. It would almost seem that the sponsor was buying scripts on a so-much-per-gag basis, and was saving dough by having one gag repeated a dozen times instead of buying 12 different ones. Same thing, incidentally, was prevalent on the Phil Silvers show last week, after the stanza had made a pretty good preem impression.

Stanton's Singing a Relief

Bob Stanton's single vocal chore, *As Long As I'm Dreaming*, about midway thru the show, and Eddie Paul's music were refreshing interludes. Sealtest commercials hit at opening, 9:45-9:50 and closing, with the second one a double shot, singing plug by the Fountainaires, followed by chatter re the firm's milk. In addition to these straight plugs, a feeble gag commercial was worked into the show, too. Buttermilk and ice cream got individual pitches. This listener's feeling, generally, was that if all of this (show and plugs) was what happened around a Sealtest store, a guy would be much happier going to the delicatessen for a bottle of cold beer.

Joe Csida.

Welcome, Travelers

Reviewed July 18, 1947

PROCTER & GAMBLE

W. M. Ramsey, Director of Radio

Thru Compton Advertising, Inc.

Richard Compton, Account Exec.

Via ABC

Mon.-Fri., 12-12:30 p.m.

Estimated Talent Cost: \$2,000; producer, Harry Woodworth; director, Bob Cunningham; writers, Paul Larma, Ed Bailey, George Janda, Bert McCauley.

Current Hooperating of this program (Premiere June 30)..... None
Average Hooperating of shows of this type (Miscellaneous)..... 3.5
Current Hooperating of show preceding ("Ted Malone")..... 3.0
Current Hooperating of show following (Sustaining)..... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: "Kate Smith" (12-12:15 p.m.)..... 3.2
"Aunt Jenny" (12:15-12:30 p.m.)..... 4.0
MBS: "V. H. Lindlahr" (12-12:15 p.m.)..... 1.7
"Checkerboard Jamboree" (M., W., F., 12:15-12:30 p.m.)..... 3.0
"Checkerboard Jamboree" (T., Th., 12:15-12:30 p.m.)..... 2.9
NBC: Sustaining..... None

Welcome, Travelers is Procter & Gamble's summer sub for the *Kenny Baker Show*. The title would have you believe that it differs from run of the mill programs, but strip back the gimmick of guests and participants who are stopping in Chicago during their travels and you have the same old quiz-luncheon and cartaway show—and a rather silly one sometimes.

The show originates from the College Inn of the Hotel Sherman, with Tommy Bartlett serving as emcee-quizmaster and distributor of the gifts and free entertainment at various spots around town laddled out to contestants who answer questions correctly. All you have to do is answer one question and Santa Claus is there with his bag.

Exuberant Emcee

Bartlett, who also emsees ABC's

Saturday ayem *Wake Up and Smile* series, is an extraordinarily genial guy. His wild hilarity over nothing is incredible. In addition, his queries sometimes are downright foolish. For instance, on the program caught, he asked an Australian girl what Aussies meant and a girl college prof who was working for a Ph.D. if that was a new kind of auto.

Strange to say, the contestants were the ones to keep the show from taking a complete nosedive. Whether by coincidence or design most of them were able to inject some kind of humor into the proceedings. The first contestant, a Mrs. H. W. Gamble, explained that she wasn't connected with Procter & Gamble. A policeman punned for a good laugh and the Australian girl got a hefty yock when she wouldn't tell the names of some of the American men she had met when they were down under in the army because "some of them are married." The fem college prof, built up by Bartlett, as a good-looking dish, topped 'em all when she said her idea of a dream man was "just so he's alive and walking."

Billy De Wolfe Guest

Billy De Wolfe was the guest star and, unfortunately, confined himself to the usual type of chatter rather than displaying his comic talents. The timing on the show must have been way off because Red Marshall, who came on after De Wolfe, was cut off right after he gave his name.

P&G in this show subscribes to the old paraphrase: Scatter the commercials, let the plugs fall where they may. Not only are Ivory Snow and Crisco touted several times, but all the gifts and entertainment distributed have plugs attached, which makes a awful lot of commercial to swallow. Jim Ameche does his usual smooth announcing job.

This program has possibilities and undoubtedly will pull listeners and participants because of the cartaway angle and guest stars. Nevertheless, it needs some drastic doctoring and more hep treatment.

George Berkowitz.

RUSS WALKER and Richard C.

Landsman, formerly with WOXR, New York, and WNOG, Norwich, Conn., respectively, have joined the sales staff of WHN, New York. . . . George Frese, chief engineer at KWSG, Pullman, Wash., is visiting Pacific Coast stations.

Ranny Daly, program director at WING, Dayton, O., has resigned effective August 1. . . . Kathleen Carter, singer on WHBC, Canton, O., will play the lead in *Carmen* during the chautauqua season at Lakeside on Lake Erie, August 8-10. . . . Robert K. Smiley, formerly with WAKR, Akron, and WATG, Ashland, O., has joined the announcing staff of WHBC, Canton. . . . William Phillips, formerly of WLBR, Lebanon, Pa., has joined WFMZ, Allentown, Pa., as program director. . . . Keith Rogers, formerly of WLW, Cincinnati, named chief engineer of WFMZ, FM outlet in Allentown, Pa., as program director. . . . Keither Rogers, formerly of WLW, Cincinnati, named chief engineer of WFMZ, FM outlet in Allentown. . . . Grant Price, newscaster with KTRL, Sioux City, Ia., upped to news editor. . . . Karl Koerber, vice-president and managing director of KMBC, Kansas City, Mo., back from his vacation in Colorado. Station's Sam H. Bennett, vice-president and director of sales, off for a jaunt.

BILL BERN'S

While Berns Roams on WOR, New York, will depart from usual format August 2 to do a broadcast from the Griswold Hotel and Country Club, New London, Conn. Instead of using New York as background as on previous shows,

Talk of the Trade

Berns will tell the story of the fabulous hotel and interview New Yorkers who now dominate the guest list at the summer resort. . . . Al Kastner, of NBC's press department, vacationing. . . . Radio actor Andy Donnelly Jr., is pappy of a girl, Gael. Mrs. Donnelly is the former Patricia Sanford, Conover model. . . . Ben Z. Kaplan, assistant promotion head at WNBC, New York, married to the former Anne Burkhart.

Harvey R. Young Jr., who has been associated with WHIO, Dayton, O., in a sales capacity, has been appointed commercial manager. . . . Walter Haase, manager of WDRC, Hartford, Conn., observing his 23d year in radio this month. . . . WNLC-FM, New London, Conn., has broken ground for its new tower on Raymond Hill, Montville, Conn.

CASEY, CRIME PHOTOGRAPH-

ER, sponsored by Anchor Hocking over CBS Thursday nights, winds up its first year as a commercial August 8. It's been renewed for another 26 weeks to the first of the year. . . . Dorothy Aden, formerly of Grey advertising, has joined the continuity department of WINS, New York. . . . Penny Woodford replaces Andy Anderson as a member of the Lucky Penny Trio over WLW, Cincinnati. . . . New York radio actor Ed Begley chosen to serve as a delegate at the AFRA convention to be held in New York August 14-17. . . . Nor-

man Corwin, CBS writer-producer-director, will lecture on radio at the Banff School of Fine Arts, University of Alberta, week of August 16. . . . Jay Rosenberg, formerly UP night bureau manager in Salt Lake City, has joined newsroom staff of KGO, ABC San Francisco outlet, replacing Jim Moser, who resigned to become assistant program manager for KFBK, ABC station in Sacramento.

Paul Manasseh, former newspaper man, has been appointed news editor of KWKH, Shreveport, La. . . . Stu Mann, for the past three years sports editor of WLOL, Minneapolis, has been appointed promotion director of the station. . . . E. R. Borroff, v.-p. in charge of ABC's Central Division, has been elected chairman of the Chicago Radio Committee for the purpose of organizing the American Heritage Program, national patriotic drive.

ANGELA PHILLIPS, daughter of

Mr. and Mrs. Lawrence Phillips (Phillips was recently appointed director of the DuMont television network) has become engaged to Richard Sturgis Suter. . . . Night club comedian Danny Tucker slated for two appearances over WINS, New York, Wednesday (30) and Sunday (3). . . . Joyce Hayward signed to play the feminine lead in NBC's new whodunit, *Mystery Without Murder*. . . . Vincent Lauria, night manager at WHN, New York, off on a three-week holiday, and Gloria Stephens, of sta-

tion's traffic department, set for a vacation starting August 4. . . . Coast radio execs showing interest in *Greatest Guy in Town*, new radio comedy series starring Robert Alda and scripted by Alan Sands. Harold Rose is agenting.

"Daddy" Dave Tyson, disk jockey, will join the staff of WCAE, Pittsburgh, September 8. . . . Louis G. Cowan, Inc., has appointed Stanley Young as sales supervisor in the central area, with headquarters in Chicago. . . . Max Falkenstein, sportscaster at WREN, Topeka, Kan., has returned to his duties after more than three months' leave of absence while convalescing from pneumonia. . . . Robert Fleming, former program director of WCKY, Cincinnati, has returned to the L. B. Wilson station as sales account exec. . . . Frank Ledge, of the engineering department of WING, Dayton, O., has been named assistant music director.

REAL PROFESSIONAL 8x10 PHOTOS

2.95 FOR 25

SEND NEGATIVE OR GLOSSY PRINT

Negative Charge \$1.50 first order

100 POST CARDS \$2.95

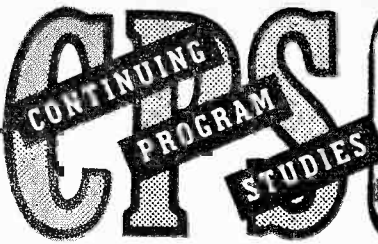
50% CASH WITH ORDER BALANCE C.O.D.

GLOBE PHOTOS

P.O. BOX 1242 BALTIMORE 3, MD.

Part IV

The Billboard



LOCAL PROGRAM Reviews & Analyses

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



Hail the Champ

Reviewed July 19, 1947
Arden Dairy for Diced Cream
Thru Mogge-Privett Company
N. W. Mogge, Account Exec.
Via KGER, Long Beach, Calif.
5,000 Watts

Saturdays, 11-11:30 a.m.
Estimated Talent Cost: \$1,500. Produced by Don Otis; writer, Al Atherton; announcer, Herb Allen; emcee, Tony Pereira; guest, Jack Mather ("Cisco Kid").
Hooperatings not available.

ABOUT THE ADVERTISER

Aside from an occasional spot campaign, this is Arden Dairy's first use of radio in some years. Arden is currently making a sales test of a new product, Diced Cream (ice cream cubes), in Long Beach prior to introducing it to Southern California. This air show is part of a special ad campaign being used only in Long Beach to push its new item. Arden is making full use of black and white and outdoor in addition to "Hail the Champ."

Hey, Mr. Sponsor, looking for a wallop-packing kid show that's free from the cliff-hanger and blood-and-thunder tinge. Here's a seg that's bound to keep the kids and the PTA happy.

Packagers Maurie Gresham and Al Atherton have taken one part of *Queen for a Day*, two parts of *People Are Funny*, a pinch of *Quiz Kids*, and mixed well. The result is a top-notch kid audience-participation show tailor-made for the 8-16 age bracket.

Contestants are picked from the audience, asked their favorite wish should they win and are then put thru the paces. Kids ask for tours thru the pic studios, bikes, tennis lessons, etc. For the most part, the routines are zany. Kids, with their knees tied, are asked to race each other; bob for ping-pong balls in a tub of water, get hit in the face with a pie, etc. But the kid audience goes wild. Winners get their wish as well as other prizes, which include bikes, sporting goods equipment and other items that would warm a youngster's heart.

Show moves at a rapid pace, thanks to the fine emceeing by Tony Pereira, a member of the Los Angeles City Recreation Commission. Kids got a bang out of the guest shot of radio's *Cisco Kid* (enacted by Jack Mather). Herb Allen's announcing was well aimed at the kid audience.

Show is on a 13-week trial run. Packagers intend to pitch for network airing, hoping to lure a sponsor away from a killer-diller seg. If show goes coast-to-coast, the idea is to give bigger and better prizes: college scholarships, etc.

All in all, the seg is just what the doctor ordered for sponsors who want to avoid blood-and-thunder.

Lee Zhitto.

Junior Theater of the Air

Reviewed Via Transcription
Sustaining Over KLX, Oakland, Calif.
1,000 Watts—Independent
Fridays, 7:05-7:30

Talent costs not available. Producer, Jerry Morton; writer, Ellen Reisewitz; cast, Don Rizzo, Sylvia Reisewitz, Carol Hill, Betty Jo Charleton, Don Foley; announcer, Paul Lincoln Smith.

No Hooperatings available for this show or opposition programs.

Preceding KLX program (news).

Following KLX program ("Accent on Music").

COMPETING SHOWS AIRED ON OPPOSITION STATIONS

- KROW (Recorded Music)
- KWBR (Recorded Music)
- KRE (Recorded Music)

This new series of moppet dramas is based on Greek mythology and on fairy tales such as those made popular by Hans Christian Anderson and the Grimm brothers. Begun as a public service effort for the community, each week's drama strives to bring out the moral behind the theme in sugar-coated form. It has already drawn considerable mail from approving parents who like the idea of a children's program minus the usual blood and thunder. Indorsements have been received from the Parent-Teachers' Association and other educational groups.

Program caught, presented the legend of King Midas, indicated the station's ambitious production plans for the show, with extensive musical backgrounds and comparatively large cast. There's no doubt that this could be an appealing show for the youngsters, and it is wisely slotted in an evening hour close to their slumber time.

Acting Has Class

Most of the acting, done by youthful thespis, is top drawer, altho one or two showed a tendency to read lines somewhat woodenly. The music was excellently selected to bring up moods, but occasionally was not well modulated, and drowned out some lines. Scripting, by Ellen Reisewitz, had little shading or subtlety, with characters drawn in black-or-white terms. Interest seldom lagged, but it hardly seemed necessary to talk down even to the junior audience with such corny melodramatic lines as, "It is making me mad, mad, mad, I say!"

Ability of programs of this kind to win and hold juve audiences has long been demonstrated by *Let's Pretend*, a Columbia Broadcasting feature for many years. KLX is on the right track in adding this show to such other public services programming as *Veterans Forum of the Air*, its round table discussion of vets' problems; *Let's Talk It Over*, aired under auspices of the Council for Civic Unity, and *Playground Reporter*, in which kids broadcast information about recreational activities and facilities.

Sam Chase.

Baker's Spotlight

Reviewed Friday, July 25, 1947

Participating Transcribed Sponsorship on WGN, 50,000 Watts Chicago Station

Talent Cost: About \$700 weekly. Less than six spots a week for one sponsor, \$75 per announcement; more than six a week for one sponsor, \$60 per week. Star, Dick (Two Ton) Baker; announcer, Hal Lansing; producer, Glen Ransom; writer, Don Brinkley.

Current Hooperating on show (May-June Hooper)	1.9
Current Hooperating on show preceding ("Novelty Shop")	1.1
Current Hooperating on show following ("Quaker City") (MBS).....	1.8

CURRENT HOOPERATING ON OPPOSITION STATIONS

WBBM: "Treasury Band Stand".....	1.5
WMAQ: "Just Plain Bill" (NBC).....	4.0
WLS: News	0.9
WIND: Baseball Game	2.3
WCFL: News	0.2
WJJD: "Simon Speaks Again".....	0.8

Title of this show ought to be just plain nonsense, for few, if any, programs aired here are as zany.

Format is simple. Each day's script is written so that at most opportune and most comical spot, a transcribed spot can be played without any loss of transition or continuity. Today's program, for example, was titled *The Life of a Mystery Story Writer* and has to do with a burlesque situation in which a mystery writer (Baker) finally proves his assistant (Hal Lansing) got away with a missing bookmark. Interwoven thruout was Baker's top singing and piano playing of such numbers as *Lovely Little Petunia*.

For this kind of crazy carrying on this show a few months ago won an award from the City College of New York for "the creation of the most effective direct selling sponsored radio program on a 50,000-watt station." We suppose there are quite a few people who would go for this lighthearted nonsensical form of humor. Typical today was a Baker question, "Who can you trust?" and an answering transcribed spot about Veto deodorant. We suppose, too, that it must do a job for advertisers who pay for between 5 to 7 spots a week that gross between \$2,500 and \$3,000. We say "suppose" because in our opinion the show is not an example of the best radio can do. It's an example of how commercial it can get, how crazy it can be. We found little to laugh at, and if it hadn't been for the singing and piano playing of Baker, who saves the show, we would have found nothing worthy of our listening time.

Cy Wagner.

Elvin Is Appointed WJBK Managing Dir.; Anthony as Ad Head

DETROIT, July 26.—Formal takeover of WJBK here by the Fort Industry Corporation, whose purchase of the 250-watter for \$780,000 was recently approved by the Federal Communications Commission, has thus far resulted in appointment of Ralph Elvin as managing director and Bob Anthony as promotion and advertising manager. Major resignation is that of Stanley Altschuler, for 15 years the station's foreign language program director, who now enters the agency field as head of Stanley Advertising Agency. Elvin, former manager of Fort Industry's WLOK at Lima, O., now holds the WJBK post formerly unofficially held by ex-owner James F. Hopkins. Report that George Miller, commercial manager, would exit, was denied by a station spokesman.

Altschuler had been heading a most unusual operation, broadcasting in 15 languages. His departure was accompanied by speculation that a new program policy was in the works, but this could not be confirmed. Station, however, this week applied for an increase to 10,000 watts. If granted, it's believed the station plans development along specialized community lines.

Former owner Hopkins is developing a new station at Ann Arbor, Mich., and also is financially interested in Altschuler's Stanley agency, which is expected to develop strongly in the foreign language time-buying field. Hopkins also has an interest in Jack, the Bellboy, Inc., WJBK's disk jock program which is now being syndicated under direction of Ed McKenzie, and also retails the Michigan Muzak franchise.

Pharmaco Still Seeks Mystery Program

NEW YORK, July 26.—Pharmaco, which last week changed its mind and turned down *Crime Club*, Mutual's sustainer, still is in the market for a mystery show with about the same budget. Ruthrauff & Ryan, agency for Pharmaco, thinks it can do better.

The Pharmaco nix caused Mutual to cancel its announced time and day switch for *Crime Club*, scheduled for July 21. At the request of Pharmaco because of its planned fall sponsorship of the program, *Crime Club*, which airs on Wednesday, 8-8:30 p.m., was to be switched to Monday, 8:30-9.

BARBARA GRANT, legit singer last seen on Broadway in *Best Foot Forward*, is trying to choose between several fall radio spots. . . . Mildred Clinton, who has played the fem lead in heavy dramatic shows such as *Theater Guild on the Air*, is turning disease in turns around the vets' hospital circuit for American Theater Wing, rendering the novelty song, *Oh, Willie! I'm Waiting*, in pidgin French.

DIONNE! Who's He?

Me—I create hundreds, yes thousands of identical people every day. In fact, I make over 50,000 glossy photo prints daily for stars of radio, stage and screen.

8x10's, 5c ea. (In quantity)	
POSTCARDS, 2c ea. (In quantity)	
20x30	\$2
30x40	\$3
(In quantity)	

Write for FREE Samples and Price List B.



Palumbo Bankrolls WIP 'Dawn Patrol'

PHILADELPHIA, July 26.—Frank Palumbo, restaurateur and owner of the Click Club, has taken over sponsorship of *Dawn Patrol* on WIP. Known as the world's longest non-

stop sponsored all-night program, the show was sponsored for almost nine years by the Pep boys, who plugged auto accessories via the Quaker City's only all-night, seven-nights-a-week program.

Pep boys dropped the show earlier this month, with the station cashing in promotion-wise via a teaser campaign playing up the mystery of who

the new sponsor would be. Ballyhoo used newspapers, trolley car cards and live city promotion.

Jimmy Dolan, ex-assistant sports chief at Columbia Broadcasting System, is now handling New York publicity for the Atlantic City Racing Association.

Air Moppets Mopping Up; Top 12 Coin \$150-\$350 a Wk.

(Continued from page 6)
as *My True Story* and *Real Story*. She has played in more than 1,000 radio shows and averages about \$250 in good weeks.

Joan Lazer, who is 10, has been in radio for four and one-half years, and has running parts in such shows as *Rosemarie* (Jessica), *Evelyn Winters* (Winifred) and *Heart and Harmony* (Penny). She averages from six to 10 shots a week, with a take of from \$200 to \$250.

Not all of the kids make such heavy gravy, but their takes are still high when compared with those of many an older AFRA member wearing out shoe-leather gunning for a part. Michael Artist, for example, averages between \$150-\$200; Peter Griffith about \$150; Lois Volkman about \$100; Jackie Ayers about \$100; Patsy O'Shea \$250 to \$300 some weeks and only \$50 others, and David Anderson \$100-\$150 a week. Because these are averages, naturally, it is obvious that some weeks the kids may fall way down in income and in others go skyhigh.

AFRA Scale Paid

The kids make AFRA scale unless they get a contract from a sponsor, which is unusual. A contract may bring the moppet \$125-\$150 for each performance. The AFRA scale for dramatized live commercial programs is \$12.75 for a show of 15-minutes or less, with \$11 for rebroadcasts and \$8.75 for each rehearsal hour (generally two or three); for a 16 to 30-minute show, \$29, plus \$14.50 for rebroadcast and the same rehearsal fee (generally four to eight hours), and a 31 to 60-minute program, \$36.25, plus \$18.25 for rebroadcast and same rehearsal fee. Sustaining rates are \$27.70 for 15-minute shows, with three and one-half hours of rehearsal permitted; \$33 for a half hour show, with five and one-half hours of rehearsal permitted, and \$39.60 for an hour show. Rebroadcast fee on sustainers runs \$12.50 for 15 and 30-minute shows and \$18.50 for hour shows.

The list of shows on which these kids appear or have appeared would run a mile long. It includes, beside those mentioned before, *Counterspy*, *My Best Girl*, the Gene Autry Show, *Radio Reader's Digest*, the Borden Show, *The Sheriff*, *Wilderness Road*, *The Open Door*, *Just Plain Bill*, *The Catholic Hour*, Bob Ripley's Show, *Ma Perkins*, *CBS School of the Air*, *Columbia Workshop*, *Crime Photographer*, *The Fat Man*, *Gang Busters*, *Road of Life*, the Fred Allen Show, *Big Story*, *Hollywood Story*, *Ave Maria Hour*, *Laura Lawton*, *Theater Guild of the Air*, *Lone Journey*, *University of the Air*, *The Second Mrs. Burton*, *Young Widder Brown*, *FBI*, *Big Town*, *Studio*, *The Listening Post*, *Cavalcade of the Air*, *We, the People*, *Mr. District Attorney*, *The Romance of Helen Trent*, *Carrington Playhouse*, *Kate Smith show*, *Pepper Young's Family*, *Our Gal Sunday*, *Right to Happiness*, *Hildegard show*, *Henry Morgan show*, *Grand Central Station*, *The Telephone Hour*, *Eternal Light*, *School of the Air*, *House of Mystery*, *Buck Rogers*, *Superman*, *CBS Is There*, *The Greatest*

Story Ever Told, *Light of the World*, *Treasury Salute*, *Land Is Bright*, *Time To Remember*, and the AFL show.

In addition to these shows, of course, there are the two kid talent incubators, Nila Mack's *Let's Pretend* and Madge Tucker's *Coast-to-Coast on a Bus*, which have been the starting point and stepping stone for many a kid star. Joan Lazer, Lois Volkman, Edwin Bruce and Alyce Mace are among those who came out of *Coast-to-Coast* (some are still on the show) and Jackie Ayers and David Anderson out of *Let's Pretend*. Among those who have made names for themselves in showbiz since *Pretend* days are Joan Tetzel, Nancy Walker, Jackie Kelk and Peter Donald.

Nila Mack uses about 20 kids on her show, most of them about 16 or 17 years old. *Pretend*, which was called *The Adventures of Helen and Mary* when it started June 8, 1929, and changed its name to the present one March 24, 1934, uses about two or three youngsters and lets them grow up with the show.

Score on a Bus

Madge Tucker uses some 40-60 children on *Coast-to-Coast on a Bus*, which began as *Children's Hour* in 1928 and switched its name to the present one in 1934. Miss Tucker starts the kids in the bunny chorus and as they show talent begins throwing them lines, until by the time they are 11 or 12 they may be featured if they show special ability. The kids are kissed goodbye on their 17th birthday. The only three who have been retained on the show beyond that age are Tommy Hughes (who plays officer O'Reilly), Bobby Hastings (driver of the bus) and Ronny Liss (ticket collection), who has been with the show since he was about five.

One of the reasons that more kids don't get a play in radio is that many of the youngsters can't read parts well. They can memorize roles, but when it comes to reading from a script they're sunk. According to Marjorie Morrow, CBS casting director, the web auditions about 500 kids a year, but doesn't get more than 25 with any talent. National Broadcasting Company auditions about the same number and American Broadcasting Company about 250 a year. Auditions for *Coast-to-Coast* are held twice a month, with about three or four talented kids showing up in the 50-60 aspirants.

12-Year Work Plan

Another reason for the demand for kids is that they generally have about 12 years in which to work before their voices change. Sometimes moppets can work thru this period, but such an instance is unusual.

The constant demand for the topnotchers has one useful purpose, however. It gives the kids a chance to play many different parts and, therefore, broaden their abilities. Some moppets can switch into any one of a half dozen dialects at a moment's notice, and they all take their acting seriously. Typical of their attitude is the story about a couple of kid stars who were sitting in a network lounge the other day, talking as kids will. One said to the other: "Watcha Got?"

The second kid rattled off a string of shows, like *Joyce Jordan* and *Just Plain Bill*.

The first turned to the other in dismay and asked, "What, no *Ma Perkins*?"

STUART KELLY appointed salesman of Taylor-Howe-Snowden Radio Sales, Inc., New York. . . CBS science director, John Pfeiffer, substitutes for the vacationing Quincy Howe for three weeks on the latter's Tuesday evening *Frontiers of Science*. Howe returns to his science program August 19 and his news show August 16.

Freedom-of-Air Test Likely In UAW Taft-Hartley Fight

DETROIT, July 26. — Open defiance of the Taft-Hartley law on the issue of freedom of the press by Walter P. Reuther, president of the United Automobile Workers (UAW), gives rise to speculation about the application of the new law to radio. The same basic principles challenged by Reuther would apply equally to freedom of the air, and the fact that the UAW has spearheaded organized labor's incursions into radio for the past five years raises the question of what action the union might take in testing the application of the law to the air.

If anything is cooking in UAW headquarters on this point, it is being kept carefully hidden at the moment, but some definite step may be anticipated, if only in self-protection. The union not only is stepping into program sponsorship in a bigger way, as recently reported in these columns, but has a number of applications pending and approved for radio stations. Obviously, some of the uses of the stations would amount to "political activity," as banned under the sweeping T-H provisions as presently interpreted—and would come into direct conflict with basic FCC policy in allowing time on the air for different points of view and questions of public interest.

In a strict interpretation of the law, the UAW might be placed in the position, as a station owner, of refusing air time to its opponents—not to mention its own friends—because such action might be construed as in violation of the law.

The union's own persistent demand for air time, whether free or paid time, or on its own projected stations, could be nullified unless some liberalization of the law is worked out, and it is unlikely that this aggressive union would take defeat without a vigorous battle.

The test may come in the present election campaign, and radio may be treated to the spectacle of a union of-

ficially openly inviting prosecution by giving a talk on a clearly political issue. In defense of its own basic freedom, it is likely that the radio industry would be virtually forced to support the union's position, regardless of the usual wide gap between commercial and labor interests in radio.

WNYC to Air Union's Music

NEW YORK, July 26.—A special series of seven band concerts by musicians from Local 802, American Federation of Musicians (AFM), has been arranged for broadcast by New York's city-owned outlet, WNYC. The concerts, aired from the Manhattan Beach Veterans' Hospital, will be paid for by Local 802 under the Recording and Transcription Fund set up by AFM President James C. Petrillo. The band of 40 men will be led by a guest conductor each week, with Jacques Rabirot on the podium for the opener, July 27.

The series will air from 3 to 3:30 p.m. over WNYC, and each Sunday thereafter thru August 31. The final concert will be on Labor Day, Monday, September 1.

Quick, Henry---

WILMINGTON, Del., July 26. —Station WILM went off the air the other night right in the middle of a ball game. A June bug flew into the transmitter station, caused a short circuit, overloaded the transmitter, and bang, the station went dead for 10 seconds.

The bug, his work done, curled up and died.

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No C.O.D. Orders Accepted.

ELLIOTT TICKET CO.

DuMont Into High Sales Gear

Chev Among Bankrollers WABD Snares

Will Sponsor "Carnival"

NEW YORK, July 26.—Straining to get the jump on its competitors in the rapidly expanding commercial television field, DuMont's outlet, WABD, this week virtually completed one of video's most significant sponsorship deals, with Chevrolet, and had several others nearing the signature stage. The auto firm, thru the Campbell-Ewald Agency, Detroit, was expected to sign momentarily to bankroll production of DuMont's new variety show, *Carnival*.

The program, which will tee off the week after Labor Day, will be sponsored by Chevy on a 52-week basis, with cancellation rights at 13-week periods. Cost will be \$30,000 for each of the first two 13-week series, in line with DuMont's guarantee of its old rates to Chevrolet for the first 26 weeks of the series. Beginning about September 1, DuMont plans to up its rates to about double the present time charges. The half-hour program, after the first 26 weeks, probably will cost Chevrolet about \$360 additional per show in time boosts. It will air over DuMont's web, which embraces, besides WABD, Washington outlet WTTG, with affiliations pending in Boston and several Midwestern cities.

Live Trio

Much of the increased activity at DuMont can be traced to the recent arrival of the production trio of Paul Belanger, Jim McNaughton and Evelyn Lawson, from Columbia Broadcasting System (CBS). *Carnival* is the creation of this trio, noted in the past for live productions with emphasis on ballet. Sponsors understood to have been bidding along with Chevrolet for rights to the program were Coca-Cola and Ford.

Sale of the *Carnival* series presages expansion of activities at DuMont, with Belanger set to add a staff of directors, McNaughton supervising increased physical studio construction and modernization, and Miss Lawson heading a network publicity operation.

Salute to Latins

Carnival series' first 13 weeks will be a salute to Latin America republics, with a different country featured each week. Future series will spotlight Europe and Asia. Cast will include at least 10 showgirls, tabbed the Du-Tel Girls, and production will include elaborate sets and considerable dancing. The various Latin republics all have signified their willingness to

FM Thrown In

DETROIT, July 26.—When Fort Industry Corporation took over WJBK from James F. Hopkins a few days ago, Manager Ralph Elvin found he was running an FM station he didn't even know about. WJBK had received approval for its FM operation, but the equipment had not been installed and readied when the dickering for the transfer went on.

The engineering staff, however, went right ahead with preparations and had the FM affiliate all hooked up and in operation just a few days before the formal transfer took place. Result was that Elvin found he had two going stations on his hands instead of the one he expected.

co-operate in the production of the shows dealing with their nations. Casting and rehearsals will get under way in about two weeks. Sponsor plans to film the live show from the screen for use on other video outlets thruout the country, and to make up an institutional film. Major publicity breaks in nations saluted also are expected.

Also on the DuMont docket is additional sales activity involving the New York Yankee baseball games, other sports including tennis and football; a moppet film show, *Small Fry*, and a new major studio dramatic series, now in the planning stage.

Ball Games

Yankee ball games, long an expensive headache to DuMont, finally have attracted attention of some prospective sponsors, with the ball club apparently headed for the World Series. Among those said to be warming up to the deal are General Electric and Hoffman Beverages with early action expected.

Bob Emory's *Small Fry Club* of kid films is on the verge of pacting with E. P. Dutton Company, publishers of Inez Hogan's series of about 20 books for moppets. The show, which airs 30 minutes nightly, would plug the Hogan works.

DuMont is setting up an elaborate schedule of football games for the fall, carrying not only New York contests but using games in the cities of the web's affiliates, piped by co-axial cable. In the bag already are Princeton home games, with other likely grid games to include a contest at Harvard, Notre Dame, Georgetown and others. In tennis, the web has signed Spalding sports director and ex-star Vincent Richards to handle the commentary on the invitation tourney at Orange, N. J., in August.

Big-Time Drama

In the works now is a big-time dramatic series under Belanger's direction, which DuMont feels will round out its programing. Altho this is still in the blue-print stage, it is known that Belanger plans to experiment with camera-projected backgrounds and sets, especially for outdoor scenes, which would permit greater scope than video has previously enjoyed. DuMont hopes to interest Coca-Cola and Ford, which lost out on *Carnival*, in this series.

FOREST U. WEBSTER, head of the Detroit ad agency bearing his name, has been elected director of the Industrial Marketers of Detroit. Walter B. Haase, manager of WDRC, Hartford, Conn., commended by Mayor Edward N. Allen for the station's off-the-street parking plans.

Commercial Fax in 90 Days Planned by WAAW, WQXQ

NEW YORK, July 26.—Commercial facsimile broadcasts in the New York area this week began to loom up as a near-future operation, with two stations readying fax staffs. WAAW, Newark, and WQXQ, New York, both hope to be broadcasting sponsored newspapers within 90 days.

While *The New York Times*-owned WQXQ, FM adjunct of WQXR, has long had its sights trained on facsimile, the Jersey station decided to take the plunge Thursday (24) night at a staff meeting presided over by Irving R. Rosenhaus, president of the parent Bremer Broadcasting Company. Bremer also operates WAAT, first AM station to air in the State, and is building New Jersey's first video outlet. WAAW also was the initial FM station in the Garden State.

Equipment Ordered

Equipment for WAAW has been ordered thru Radio Inventions, Inc., which is headed by John V. L. Hogan, president of WQXR and WQXQ, and is being manufactured by General Electric. The Jersey outlet has not yet decided upon advertising rates or frequency of transmission, but expects to confine the editorial content to news received thru its Associated Press membership.

WAAW also will purchase a minimum of 10 fax receivers, which it will place in strategic spots in Northern New Jersey, such as store windows, railroad stations and hotel lobbies. Transmissions will last 15 minutes each, and will turn out four-page papers. Plan is to enhance the value for advertisers by having the latest printed copies displayed until the next transmission.

Hogan said recently that WQXQ would transmit four pages the size of *The Billboard* four times daily, probably at 8 a.m., noon, 6 p.m. and 10 p.m., with each transmission taking about 15 minutes. Advertising charges probably will be on a page-per-transmission basis.

Weather Telecasts Renewed by Botany

NEW YORK, July 26.—Botany Worsted Mills, Inc., sponsor of spot weather forecast series over KTLA, Los Angeles, and WBKB, Chicago, has renewed the telecasts for an additional 13 weeks. Contract calls for Sunday evening time over KTLA and a Friday evening pre-boxing series at the Chicago station.

Deal was concluded by Alfred J. Silberstein-Bert Goldsmith, Inc., agency for Botany, and John F. Dickinson, of Paramount's New York video department.

Boston Tele Preps For Remote Pick-Ups

BOSTON, July 26.—Boston's first television station, WBZ-TV, now being constructed on a 10-acre tract adjoining Harvard Stadium, will be equipped with an RCA microwave relay unit for use as needed in remote pick-ups.

In announcing this new equipment, W. H. Hauser, chief engineer of the New England Westinghouse stations, said it was being installed so that all special event requirements in the metropolitan Boston area could be met where co-axial lines from the

PHILADELPHIA, July 26.—Advertisers here this week were offered a combination facsimile-television sponsorship plan by WFIL and WFIL-TV, which plan to have both media in operation by fall. Roger W. Clipp, manager of WFIL, said that the package deal "provides the advertiser with a logical and practical promotional-merchandising tie-up." Clipp indicated that both video and fax operations would be simultaneous and supplement each other, with fax carrying plugs for the video showing.

Rates for a facsimile edition of *The Philadelphia Inquirer* likely will be on a per-page per-recorder basis for sets in public places, with a second ad rate for sets reaching homes. Station estimates that 10 facsimile receivers, set up in leading public locations, have a potential readership of close to 1,000,000 people over a 12-hour spread.

Clipp also pointed to reproduction of fax ad messages in quantity as mailing pieces, and to use of the medium for class readership according to location of the receivers.

Gridmen Adopt Wait-and-See Policy Re Tele

CHICAGO, July 26.—Despite a meeting of board members, club owners and public relations directors in Pittsburgh Sunday (20), the policy of the National Football League relative to television is still indefinite, a spokesman for the Chicago Bears, league member, told *The Billboard*. Altho the meeting was not called expressly to consider policy relative to telecasts of league games, the subject, after being first thrashed out by public relations directors, was turned over to club owners for confab.

General attitude of the owners is that television has not yet developed to a point warranting establishment of future policies. Owners prefer to wait for developments before establishing rates for sustaining and commercial telecasts. Most teams, it was stated, for the time being will not grant any exclusive long-term telecast rights to stations or bankrollers, and it seems likely now that long-term exclusives will never be given. Latter probability is based on the radio policy of the league, which does not allow long-term exclusives.

At the meeting it also was stated that the New York Giants and Philadelphia Eagles games would be telecast next season via network between these two and other Eastern cities.

pick-up point were not available.

The added coverage will bring plenty of Boston and suburban sport events within range of the tele station. Suffolk Downs Race Track, Wonderful Dog Track, and the stadia of Harvard, Boston College, Boston University, Tufts, and Massachusetts Institute of Technology and other colleges will be within easy reach.

Test patterns are expected to be aired late this year, and Jordan Marsh, the department store head, reports early customer-interest in television sets.

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Petrillo Seen as Amenable To Conciliatory Agreement With Amusement Industry

House Labor Committee Chairman Hopeful on Outlook

(Continued from page 3)

master-minding the shrewd trade-union strategy of negotiating on all major issues simultaneously instead of on a piecemeal basis. In this way, Petrillo is hoping to reap advantage of give-and-take bargaining. He is known to be ready, for example, to bow to the Taft-Hartley Act's ban on FM stands-bys without a court challenge, but he is also believed to be determined to hold out for the right to collect "welfare royalties" on records for a union-wide pooling fund despite the Taft-Hartley Act's edict against this practice. Topflight industry spokesmen here candidly acknowledge that Petrillo can legitimately buck the act by fulfilling his threat to "suggest" that union musicians stop performing for platters.

Considered highly significant is the fact that the negotiations are taking place against a background of two major developments. These are: (1) Preparations by Kearns and his committee colleagues to wage a nation-wide investigation of practices of AFM and all other unions, with Los Angeles to be the first stop of Kearns and his aids subsequent to his Chicago conference with Petrillo; (2) preparations by a special congressional labor-management committee to prepare a study for the next Congress on possible modifications to the Taft-Hartley Act. With the royalties-collection provision of the act singled out as one of five major points of study by the congressional group, it is expected that Petrillo will yield on several points in the hope of winning favor for an outright legislative amendment safeguarding AFM's \$2,000,000-a-year-platter royalties pool for union-wide use.

Pleased With Progress

Preparatory to quitting Washington for the Chicago meeting, Congressman Kearns voiced high optimism over the prospects of his negotiations so far, tempering his remarks, however, with the caution that "there is a long road ahead." Kearns indicated he was buoyed by the outcome of his closed-door conference with Petrillo Tuesday (22), when AFM president agreed to drop his ban on amateur radio broadcasting and record-making by school and military bands. Kearns emphasized that this agreement ends the quarrel that originally had led to the enactment of the Lea-Vandenberg Act.

The quarrel originated at the National Music Camp in Interlochen, Mich., where Petrillo two years ago had decreed that school children could not broadcast unless stands-bys were used. A committee of educators, represented at the Kearns-Petrillo conference in Kearns's inner sanctum on Capitol Hill, already is at work drafting a code for the new operations. Indicative of the way these negotiations are developing in the shadow of government-implied threats of crackdowns on the AFM. The Treasury Department is completing a study of Petrillo's income taxes, with T-Men having agreed earlier this week to let Kearns announce publicly that the Treasury Department was examining Petrillo's recent congressional-hearing testimony in quest of evidence on Petrillo's income.

Kearns, who prior to the recent public hearing on Petrillo's activities

had been outspokenly critical of the union leader, indicated a softer attitude today by pointing out that he is "convinced that Mr. Petrillo is not trying to be arbitrary." On the FM stand-bys issue, Petrillo is reliably known to have told Kearns that he has "no intention to stop FM music." Petrillo reportedly is dickering for a compromise arrangement that will "keep musicians employed" on a modified basis when FM duplications are resumed.

Reportedly a major influence in inducing the four major networks to speed the way toward arranging duplication of AM musical programs on FM stations is the Frequency Modulation Association (FMA). J. N. (Bill) Dailey, executive director of FMA, who conferred a fortnight ago with Petrillo and conferred here last Monday (21) with web representatives, said today he was "hopeful" that the situation will be ironed out shortly.

Web Reps Confer

Network representatives, after a meeting with FMA and later with the employer-employee relations committee of National Association of Broadcasters (NAB) publicly announced that the four webs "will seek to arrange" the duplication in programs. It has been learned, however, that three of the webs (all except NBC) had originally held out for deferring any sort of action until after a "study" was made. The NAB employer-employee group in its final official statement issued an analysis of their rights under the Taft-Hartley Act, reflecting a fairly "tough" stand on some key issues, but ending on a conciliatory note stating "now is the time to evolve a sound policy based upon economic factors and not coercive demands by either side."

"The full impact of the Taft-Hartley and Lea acts upon employee-employer relations in the radio industry will be more clearly discerned," it was pointed out in the statement of the NAB committee headed by John Elmer, of Station WCBM. "Except in a few areas, union-management relations throughout the radio industry have been far more harmonious than in most industries. It is expected that broadcasters and radio-union officials will respect their mutual rights and responsibilities within the stipulations of the law."

AFM Local 47 Excess Subpoenaed

HOLLYWOOD, July 26.—Top executives of Local 47, American Federation of Musicians (AFM) have been subpoenaed to appear at the forthcoming hearing of congressional subcommittee investigating film city's labor situation. Hearings begin August 4 in Los Angeles. AFM toppers skedded to testify before House group will include J. H. (Spike) Wallace, Local 47 prexy; John Tegroen, vice-president, and business agents, Ed Reed and Lee McQuarrie. Rep. Carroll D. Kearns, of Pennsylvania, will head congressional body delegated to look into situation by House Committee on Labor and Education. Also subpoenaed were producer Earl Carroll and his assistant, Harry Long.

New large investigation of Hollywood labor situation was recommended to Congress following local hearing held several months ago, at which time Producer Earl Carroll

The Hobby House

Reviewed Thursday (18), 9:30-9:45 p.m. Style—Hobby talks and displays. Produced and conducted by John Franklin. Sustaining on WPTZ, Philadelphia.

A welcome addition to the station's live program schedule is this weekly seg produced and conducted by staffer John Franklin, and geared to garner mass interest among folks with a hobby—as who hasn't? *The Hobby House* is jam packed with listener interest. And it's a personal tribute to John Franklin, who had to work with mike-shy and camera-shy interview subjects. Moreover, the manner in which he worked in credit mentions for co-operating stores and manufacturers, without reducing the fast tempo, indicates rich commercial possibilities for the stanza.

A comfortable living room places the setting for Franklin's informal discourse on model railroading kicking off the series. Each week will be devoted to a different hobby subject and viewers are asked to send in their suggestions. Screen credit is given to the local shop furnishing the room, while model railroaders get their mentions in the course of the discourse.

Easy-Going Franklin

Franklin, who had undoubtedly crammed up on the model subject, even mentioning his visit to a manufacturing plant, carries the ball in an easy-going and highly informative manner. He starts off with the son of a hobby shop owner, trying to get the frightened youngster to explain the parts of a refrigerated car model set out on a cocktail table. He gets better co-operation from the show owner, who is more talkative in explaining miniature models of rare German and French locos set up on the mantle-piece. Closer and better camera close-ups would have added much interest to this highly interesting display.

Before going over to a full-scale layout of model trains and railroad tracks in a miniature village attractively set out on a table, Franklin again puts his newly gained knowledge to good advantage as he takes on the local rep for Mantua trains to show off the company's new Empire sets. The co-operating firm gets a heavy commercial plug, Franklin mentioning the price of the set and when it will be placed on the hobby mart. The cameraman gives Franklin good visual support in lamping the elaborate layout that brings the enjoyable quarter-hour to a close.

With Franklin a glib and intelligent hobby barker, his youthful enthusiasm matching his looks and personality, and the production possibilities in hobby varieties unlimited, *The Hobby House* is a cinch to get crowds of visitors each week.

Maurie Orodener.

Westinghouse Seen In Deal for Philco TV Outlet in Philly

NEW YORK, July 28.—Westinghouse, for its KYW in Philadelphia, is reported to be negotiating with Philco Corporation for the purchase of WPTZ, Philco's television station in Philadelphia. The report could not be confirmed over the week-end, either in Philly or in Washington. No papers have been filed yet with the Federal Communications Commission (FCC), which would have to approve the transaction.

KYW had an application for a video station pending last year, but dropped it.

aired his beefs with musicians union. Understand that forthcoming session will not only examine AFM practices but will give considerable attention to the lingering jurisdictional disputes which have plagued film industry for nearly a year.

Ayer Snatches Am. Tobacco Video Account

PHILADELPHIA, July 26.—American Tobacco Company (ATC) will enter the video field this fall and N. W. Ayer & Son, Inc., will handle the business. Details are not yet set, but the tobacco company intends sponsoring a series of experimental video broadcasts of football games. Grabbing of this phase of the ATC account by Ayer came as a surprise to the trade, which figured that Foote, Cone & Belding would add the ATC video billings to its already lush ATC radio billings.

In New York, a top Ayer exec said today he knew nothing of ATC's video plans—indicating that news of ATC's decision still had not percolated to the New York offices of Ayer.

NBC to Spring Coast Tele Plan

HOLLYWOOD, July 26.—An announcement of Coast television plans for National Broadcasting Company (NBC) is expected within the next 10 days, according to web insiders. Long-awaited statement on NBC's Hollywood tele operations will be made public as soon as revised plans are forwarded to Sidney Strotz, Western veepee.

Strotz returned this week from tele confabs with skein Prexy Niles Trammell, and revealed that architects and engineers were currently rushing revised drawings to completion.

Bob Jawer Producing Tele Segs in Philly

PHILADELPHIA, July 26.—Robert L. Jawer, linked with the Television Workshop in New York and Los Angeles, has set up a television production shop of his own for independent tele packaging. For a starter, the Jawer Television Productions kick off with a commercial pitch in a beauty search on Philco's WPTZ for a Miss Television of Philadelphia. Teeing off last night and continuing on Friday evenings until August 29, show is sponsored by Max Rusoff, Inc., local furrier, and uses a variety-fashion format in which four contestants each week model coats and perform variety acts. Contestants are judged on the basis of beauty, talent, poise and personality, as viewed on the tele set screen by judges, rather than making their choices in the studio directly. Beauty winner at the series end will walk off with a \$1,000 fur coat.

Show placed thru Solic S. Cantor agency here, with Herbert Horton, WPTZ staffer, directing. Mervyn Thal, *Mask and Wig* college show star, is emceeding the seg.

U. S. Veterans Office To Use Television

WASHINGTON, July 26.—The radio division of the Veterans' Administration's public relations service is going to enter the television field to bring information about VA-administered benefits to veterans and their families. Renamed the Radio and Television Service, the organization decided to take up video in recognition of the fact that the medium is rapidly reaching into thousands of veterans' homes.

Public relations division in the 13 VA branch offices will handle video programs over local stations in their areas.

SPINNERS PICK WINNERS IN BB'S

National Jock Survey Brings Sock Returns

First Large-Scale Canvas

(Continued from page 3)

the "sample" would satisfy the most exacting statistician.

But the tests of poll's effectiveness drew themselves even finer. Making up the disk jockey poll were two parts (Part I—Personal Favorites, appears on the first three pages of this department; Part II, Trade Aspects, will be summarized next week). These totaled no fewer than 37 questions, each of which required a listing of from three to five names or a paragraph of written opinion. In almost every one of the 389 replies, the long questionnaire was painstakingly completed... the few vacant blanks were explained away on the grounds of "didn't know" rather than "didn't care."

The most significant feature of the replies was that the majority arrived with a supplementary letter or note (not solicited) which not only rahr-ah'd for the poll-idea but suggested new questions for inclusion in next year's planned survey.

Name Support

Still another proof positive of poll strength was the co-operation of the name jockeys in the more densely populated areas. In New York: Andre Baruch and Bea Wain, Fred Robbins, Jack Eigen, Teddy Lawrence; in New Jersey, Jerry Roberts; in Philadelphia, Joe Grady, Bob Horn, Doug Arthur; in Cleveland, Walter Kay; in St. Louis, Rush Hughes; in Hollywood, Martin Block, Al Jarvis, Peter Potter, Gene Norman, Doug Adamson were only a few of the bigger-audience jocks to wade thru *The Billboard's* poll.

What these spinners and their brethren have to say about diskers, artists, agents, flacks and other showbiz components will be covered in this department next week as Part II of *The Billboard's* First Annual Disk Jockey Poll.

"To Each" Tops "Heartaches" as Spinner Disk

NEW YORK, July 26.—With the men who spin records for nothing more trivial than a living, sweet wax holds the greatest personal favor, according to *The Billboard's* First Annual Disk Jockey Poll. The disk jockeys listed many titles in voting for the best record of the past year, but when all the ballots were in, only the ninth place winner, Stan Kenton's *Artistry Jumps*, was on the swing side of the ledger. Sugary Eddy Howard's *To Each His Own* walked off with top honors, while the highly successful revival of Ted Weems's *Heartaches*, which stemmed from disk jockey plugging, took second place.

Altho Stan Kenton's diskings received some votes in the all-around record category, the swingster was

The Billboard's First Annual Disk Jockey Poll—Part I BEST-LIKED RECORDS

(FOR THE YEAR OF JUNE, '46, TO JUNE, '47)

GREATEST ALL-AROUND

To Each His Own—Eddy Howard (Majestic)....1,080

Heartaches—Ted Weems (Decca and Victor).... 908

Linda—Buddy Clark (Columbia) 572

For Sentimental Reasons—King Cole Trio (Capitol) 526

Anniversary Song—Al Jolson (Decca) 334

I Never Knew—Sam Donahue 241

Mam'selle—Art Lund (MGM) 241

Prisoner of Love—Perry Como (Victor)..... 241

Artistry Jumps—Stan Kenton (Capitol)..... 235

Anniversary Song—Dinah Shore (Columbia)..... 208

FOLK

Tim-Tay-Shun—Red Ingle (Capitol) 503

That's How Much I Love You—Eddy Arnold (Victor)..... 468

Cool Water—Sons of the Pioneers (Victor) 235

What Is Life Without Love—Eddy Arnold (Victor)..... 235

New Jole Blon—Moon Mullican (King) 151

Feudin', Fightin', Fussin'—Dorothy Shay (Columbia)..... 144

New Jole Blon—Roy Acuff (Columbia) 144

A Little Too Fer—Johnny Mercer (Capitol) 136

So Round, So Firm, So Fully Packed—Merle Travis (Capitol)..... 136

Eeny Meeny Dixie Deeny—Slim Bryant (Majestic) 123

POPULAR

To Each His Own—Eddy Howard (Majestic) 855

Linda—Buddy Clark (Columbia)... 672

Heartaches—Ted Weems (Decca).. 649

For Sentimental Reasons—King Cole Trio (Capitol)..... 511

Mam'selle—Art Lund (MGM)..... 368

Anniversary Song—Al Jolson (Decca) 353

Prisoner of Love—Perry Como (Victor) 317

That's My Desire—Frankie Laine (Mercury) 317

Anniversary Song—Dinah Shore (Columbia) 292

A Sunday Kind of Love—Claude Thornhill (Columbia)..... 286

RACE

Ain't Nobody Here But Us Chickens—Louis Jordan (Decca)..... 809

Choo Choo Ch Boogie—Louis Jordan (Decca) 653

I Want To Be Loved—Savannah Churchill (Manor) 475

Open the Door, Richard—Three Flames (Columbia)..... 336

Open the Door, Richard—Charlot- teers (Columbia) 284

That's Good Enough For Me—Pearl Bailey (Columbia) 284

For Sentimental Reasons—King Cole Trio (Capitol)..... 262

I Ain't Mad At You—Jesse Price (Capitol) 262

Open the Door, Richard—Jack Mc- Vea (Black & White)..... 262

Gotta Gimme What You Got—Julia Lee (Capitol)..... 215

Texas and Pacific—Louis Jordan (Decca) 215

POPULAR ALBUMS

Artistry In Rhythm—Stan Kenton (Capitol).....1,476

Songs By Sinatra—Frank Sinatra (Columbia)1,223

Al Jolson Favorites—Al Jolson (Decca) 878

Tommy Dorsey All-Time Hits—Tommy Dorsey (Victor)..... 824

A Date With Dinah—Dinah Shore (Columbia) 824

Dorothy Shay Sings—Dorothy Shay (Columbia) 536

Harry James Favorites—Harry James (Columbia) 479

Glenn Miller—Glenn Miller (Victor) 425

Romance With Eddy Howard—Eddy Howard (Majestic)..... 404

Will Bradley-Ray McKinley Boogie Woogie—Will Bradley-Ray Mc- Kinley (Columbia)..... 397

CLASSICAL

Hora Staccato—Alfred Newman (Majestic) 447

Jalousie—Boston Pops (Victor).... 421

Polonaise—Jose Iturbi (Victor).... 334

Jalousie—Alfred Newman (Majes- tic) 222

Warsaw Concerto—Boston Pops (Victor) 216

Clair de Lune—Jose Iturbi (Victor). 195

Warsaw Concerto—Carmen Caval- laro (Decca) 153

Whiffenpoof Song—Robert Merrill (Victor) 121

Clair de Lune—Oscar Levant (Co- lumbia) 109

Our Waltz—James Melton (Victor) 98

HOT JAZZ

Artistry Jumps—Stan Kenton (Capitol) 239

Carle Boogie—Frankie Carle (Co- lumbia) 207

Dark Eyes—Gene Krupa (Colum- bia) 207

Creole Jazz Album—Kid Ory (Co- lumbia) 207

Sherwood's Forest—Bobby Sherwood (Capitol) 183

Trumpet No End—Duke Ellington (Musicraft) 183

Elks Parade—Bobby Sherwood (Capitol) 176

Lower—Gene Krupa (Columbia)... 176

The Good Earth—Woody Herman (Columbia) 176

Bill Bailey—Kid Ory (Columbia).. 165

CLASSICAL ALBUMS

1. Alfred Newman Conducts (Ma- jestic)1,243

2. Rachmaninoff Concerto In C Minor (Artur Rubenstein, pianist, and NBC Symphony, Vladimir Golschmann, conduc- tor) (Victor)..... 346

3. Rhapsody In Blue (Oscar Le- vant, Philadelphia Ork. Eu- gene Ormandy, conductor) (Columbia) 268

4. Duel in the Sun (Victor)..... 237

5. A Night in Carnegie Hall (Co- lumbia) 164

KIDDY ALBUMS

Tales of Uncle Remus (Capitol)... 732

Bozo at the Circus (Capitol)..... 397

Rusty in Orchestraville (Capitol).. 324

Margaret O'Brien—Stories for Chil- dren (Capitol)..... 324

Tubby the Tuba (Cosmo)..... 293

unable to hit pay dirt in the strictly "popular" classification, sweet disks sweeping all top 10 positions. Eddy Howard's *To Each His Own* breezed in ahead of Buddy Clark's *Linda* and Ted Weems's *Heartaches* took third money.

Race and Jazz

While the over-all favorites fell into the sugary category, voting in the race records division was brisk, with Louis Jordan taking the first two positions with his Decca disks, and also tying for the No. 10 spot.

The spinners, however, showed much less enthusiasm in the hot jazz category, where the voting was light. Stan Kenton's *Artistry Jumps* took first place, while a three-way tie for

second position, a two-way tie for fifth spot, and another three-way tie for the seventh slot was indicative of the scattered balloting. Interesting to note in this category was the fact that the diskers preferred their hot jazz dished out by the larger orks, rather than the smaller combos which made hot jazz famous in earlier days.

Folk-Tune; Longhair

Voting in the folk category was regionalized, with Red Ingle's Capitol diskings (abetted by Jo Stafford) of *Tim-tay-shun* an easy winner. Voting for the favorite longhair disk was also light, Alfred Newman and the Los Angeles Symphony winning out with their diskings of *Hora Staccato*.

Heavy balloting for the best popu-

lar album of the past year wound up with the jockeys reversing their individual record voting by selecting Stan Kenton's swing *Artistry in Rhythm* album as the winner, then tossing in sweet, boogie-woogie and Dorothy Shay, the Park Avenue Hill-billy, as other winners.

Short on Kidisks

The vast majority of the platter spinners polled reported that they did not use kiddy albums, and only a few more reported that they used classical albums. Capitol's *Tales of Uncle Remus* was far ahead of its nearest competitor in the former classification, while Majestic's *Alfred Newman Conducts* ran away from all other listings in the latter group.

FIRST ANNUAL JOCKEY POLL

Howard, Stan Kenton Win Jock Plaudits

Cugie, Jones, 'Pops' Romp In

NEW YORK, July 26.—Bands that make hit records are the bands the disk jockeys prefer, judging by the results of the best-liked ork section of *The Billboard's* First Annual Disk Jockey Poll. Those orksters with top platters in the past year romped home winners in their respective ork type.

Most decided example is Eddy Howard (his *To Each His Own* was the top disk of the year), who was named fave sweet band by the jockeys over such sterling names as Tex Beneke with the Glenn Miller ork, Freddy Martin, Tommy Dorsey, Sammy Kaye, Frankie Carle, Les Brown and Guy Lombardo and such outstanding new ork threats as Claude Thornhill and Elliot Lawrence.

Ork Tallies

In the swing ork category, Stan Kenton duplicated his *Billboard* College Poll victory; Xavier Cugat became the spinners' rumba king and Spike Jones ran away with the fave corn band contest, both also duplicating College Poll victory romps.

Howard's sweet ork victory by 301 points over Tex Beneke was decisive, considering the number of orks mentioned in the contest. Total ork mentions ran to 51. Third place winner Claude Thornhill earned much of his jockey following with his Columbia waxing of *A Sunday Kind of Love* and with his pre-war platters, which have remained great jock standard faves thru the years. Freddy Martin, currently at the Strand Theater here in his first Eastern appearance in seven years, came in fourth on the strength of his many Victor hit platters, while Tommy Dorsey's fifth place was in line with his long-time popular standing in the sweet ork sweepstakes.

Swing Line-Up

Kenton stood out head-and-shoulders over the old king of swing, Benny Goodman, and 46 other big swing bandmen. B.G., in turn, topped Duke Ellington (in third slot) by two-to-one. It was Kenton's *Artistry in Rhythm* album and his early-in-the-year single waxing of *Artistry Jumps* which met with greatest spinner favor and paved an easy path to victory for the lanky orkster. Old timers Harry James and Tommy Dorsey landed fourth and fifth, respectively, while the selection of the disbanded Woody Herman ork for sixth place shows that good wax keeps a name alive. Les Brown tailed Herman, while the modernists, Ray McKinley and Boyd Raeburn, tied for eighth place. Count Basie, in 10th slot, was second most popular Negro swing band after the Duke.

Corn Kings

Corn band field was harvested almost en toto by Spike Jones. A flash second was registered by Jones' alumnus, Red Ingle, whose single Capitol waxing, *Timtaysun*, hit solidly enough among spinners to bring him home winner over the Korn Kobblers, Al Trace, Phil Harris, Bob Wills and the Hoosier Hot Shots.

Cugat Sweeps Latins

In the Latin American ork field, it was a Cugat field day. Spinners gave the vote to Cugat five times stronger than Eric Madriguera, nearest rival. Desi Arnaz, in third place, represents

The Billboard's First Annual Disk Jockey Poll—Part I

BEST-LIKED BANDS

(FOR THE YEAR OF JUNE, '46, TO JUNE, '47)

SWEET

Eddy Howard	1,272
Tex Beneke	971
Claude Thornhill	679
Freddy Martin	648
Tommy Dorsey	612
Elliot Lawrence	540
Sammy Kaye	485
Frankie Carle	444
Les Brown	432
Guy Lombardo	423

LATIN-AMERICAN

Xavier Cugat	3,984
Eric Madriguera	745
Desi Arnaz	689
Noro Morales	623
Carlos Molinas	267
Lecuona's Cuban Boys	180
Jose Morand	156
Rafael Mendez	156
Emil Coleman	138
Carmen Cavallaro	122
Miguelito Valdes	122

SMALL BANDS

1. King Cole Trio	2,172
2. Benny Goodman Sextet	997
3. Joe Mooney Quartet	816
4. Louis Jordan Tympany Five	683
5. Page Cavanaugh Trio	480
6. Three Suns	468
7. John Kirby	369
8. Eddie Heywood	216
9. Harmonicats	191
10. Dave Barbour	166

SWING

Stan Kenton	2,196
Benny Goodman	1,308
Duke Ellington	660
Harry James	607
Tommy Dorsey	576
Woody Herman	529
Les Brown	405
Ray McKinley	384
Boyd Raeburn	384
Count Basie	361

CORN

Spike Jones	4,104
Red Ingle	1,008
Korn Kobblers	637
Al Trace	243
Phil Harris	189
Bob Wills	95
Hoosier Hot Shots	88
(Votes for remaining three places scattered for inclusion here)	too

CLASSICAL ORKS

1. Boston Pops	1,207
2. Boston Symphony	852
3. Andre Kostelanetz Orchestra	723
4. Philadelphia Symphony	671
5. New York Philharmonic	669
6. NBC Symphony	425
7. Hollywood Bowl Symphony (Alfred Newman)	384
8. Cleveland Symphony	168
9. Minneapolis Symphony	143
10. Los Angeles Philharmonic	134

King Cole, BG's Sextet, Mooney Pace Small Orks

NEW YORK, July 26.—It's the Nat "King" Cole Trio by better than two-to-one in the small-bands voting in *The Billboard's* First Annual Disk Jockey Poll. Evident in the little ork (seven men or less) voting was the fact that the spinners go for mu-

sically hipper small groups; of the 62 units mentioned in the voting the jockeys voted in the vast majority for jazz trios.

The Cole trio, in its runaway triumph, outdistanced the longtime fave, Benny Goodman's Sextet. B. G.'s group, perhaps the oldest of the jazz chamber music units in the biz, showed the way to one of the newest additions to the rapidly growing list of small bands, the Joe Mooney Quartet. Mooney, whose foursome hit the biz with one of the most resounding flack campaigns of the past year and who has had but three Decca releases since he signed with that firm in January, apparently made his greatest dent with the jockeys on the strength of his novel waxed arrangements of *Just a Gigolo* and *Tea for Two*.

Tympany Five Are Fourth

Louis Jordan's Tympany Five came in fourth in a hardly amazing result, since it was the Jordan group's top-selling Decca waxings which dominated in the spinners' choices for fave race record. A second promising small unit, the Page Cavanaugh Trio, followed Jordan in final count.

That some spinners still go for small schmaltzy groups is evidenced by the presence of the Three Suns in sixth place and the Harmonicats, of *Peg O' My Heart* fame, in ninth place. The Suns, who roll on at the Hotel Piccadilly here like old man river, gave the organ and accordion to the music biz, while the Harmonicats suddenly have inspired a rash of harmonica harmonies.

Interesting note was the selection of Dave Barbour for 10th place. Barbour, who does not front a unit as such, but who supervises wife Peggy Lee's small-ork backgrounds for Capitol Records, apparently earned spinner favor via his guitar plucking on those disk dates.

the newest Latin ork field threat, having within only a few months landed a Victor recording deal on which a number of his disks have been issued and having played a number of prestige spots and one-nighter locations. Another growing Latin name is Noro Morales, in fourth place. Carlos Molinas rated fifth on the strength of a Capitol Records Latin album.

Longhair Orks Faves

In a hotly contested battle, the spinners, most of whom are inclined to the popular record field, chose the Boston Pops Symphony as their fave longhair ork. The Pops diskings occasionally land spots on many spinner shows with their version of *Turkey in the Straw* and *Rhapsody in Blue* under the baton of Arthur Fiedler. The Pops parent org, the Boston Symphony ork, landed second slot. Its readings of the standard and modern classics under Serge Koussevitsky's baton were critically acclaimed as tops in the field. Andre Kostelanetz, altho he leads no permanent ork, landed third slot on the strength of his prolific waxing for Columbia. The Philadelphia and New York Philharmonics were neck and neck for fourth and fifth, with the former coming out on top by two points.

Pipers Lead Chirp-Group Jock Choices

Mills Bros. Up to 3d

NEW YORK, July 26. — Platter spinners gave the palm to Capitol's Pier Pipers as the No. 1 singing group in *The Billboard's* First Annual Disk Jockey Poll (see the next page). Ahead of the Mills Brothers by 332 votes were the Modernaires, whose Columbia diskings brought them second money. The Mills Brothers, via some recent hot Decca platters, proved their phenomenal comeback is still riding high by outdistancing the Ink Spots, fellow Decca diskers.

There was a neck-and-neck race between two Capitol sister-teams for fifth place, with the Dinnings nosing out the Andrews Sisters in the final count. The King Cole Trio, Charioteers, Starlighters and Mel-Tones rounded out the first 10 winners.

Jockeys Vote Newman Tops In Longhair

NEW YORK, July 26.—Longhair results of *The Billboard's* First Annual Disk Jockey Poll indicate that the spinners like their classical music with a crew-cut inflection. It showed, too, that spinners were nearly always most familiar with those classics on which diskeries launched special jockey promotions. Works of the really heavy, deeper nature were barely mentioned among faves listings.

Newman on Top

Top jockey longhair disks were Alfred Newman's Majestic album, *Alfred Newman Conducts*, and his single diskings of *Hora Staccato*. With the exception of the *Rachmaninoff Piano Concerto*, which copped second in the album section, all the works chosen were either light-classic or pseudo-classical movie scores.

Among the singers, robust baritone Lauritz Melchior copped the honors. Melchior's recording activity on MGM disks reached the spinners via the new label's promotion network. Runner-up Robert Merrill has been the subject of a Victor build-up and his diskings of *The Whiffenpoof Song* received an elaborate publicity push which restored an interest in the song. All of the top 10 singers, except Merrill, are artists of long and reputed standing, with no other newcomer coming even close to the charmed toppers.

Hub "Pops" Up There

Ork topper was the Boston "Pops," which is composed of many musicians from the runner-up Boston Symphony Ork. The "Pops" ork is conducted by Arthur Fiedler and does longhair versions of lighter type works, while the symphony under Serge Koussevitsky is recognized in the classical field as one of the tops in its field.

Jocks Tab Top Chirps, New Names

Dinah, Bing, Melchior Cop Vocal Honors

Christy, Foster Band Favos

NEW YORK, July 26.—America's platter spinners from Keokuk to New York easily shoved sweet-singing Dinah Shore into the No. 1 fem vocalist spot, but when it came to balloting for the favored male in *The Billboard's* First Annual Disk Jockey Poll, a neck-and-neck race developed between Bingo and Frankie Boy, with the Groaner shoving his nose under the wire in first place by a mere seven tallies.

Boy Wonders

That the disk jockeys go along with the usual vocalist status quo—Crosby, Sinatra and Como, and Shore, Jo Stafford and Peggy Lee—holds true for the initial three positions, but along the line the turntable boys pulled a few surprises. Dick Haymes figured to wind up among the male leaders (he was fourth) but Art Lund latched onto fifth place ahead of Buddy Clark. Frankie Laine and Mel Torme, both newcomers, grabbed position over Tony Martin and Andy Russell.

Gal Favorites

Margaret Whiting copped fourth place among the few ladybirds, winning out over liltin' Martha Tilton, who in turn nosed out Doris Day for the fifth slot. Running in the sixth lane, Monica Lewis was just three votes ahead of Billie Holiday and Sarah Vaughan, while Anita O'Day scooted into the money in 10th position.

Male Band Singers

The old and new were mixed in a pot-pie when the jocks came to picking the top fem and male band vocalist.

Stuart Foster, who took over with Tommy Dorsey when Sinatra branched out as a single, was an easy winner over sweet-singing Eddy Howard, while Harry Babbitt, who has been off-again-on-again with Kay Kyser (currently doing a single while (See *Dinah, Bing, Melchior* page 38))

Lawrence, Laine, Warren 'Most Promising' Orks

NEW YORK, July 26.—With campus kids just recently acclaiming him "most promising" ork, maestro Elliot Lawrence did it again—walking off with "most promising" honors among the nation's disk jockeys. To round out their choice of names expected to zoom in the future, the spinners, according to *The Billboard's* First Annual Disk Jockey Poll, selected Frankie Laine as their male vocalist most likely to succeed while Fran Warren grabbed the fem trophy for future box-office fame.

Runners-Up

In the most promising new ork contest, some 1,600 points behind Lawrence, Sam Donahue copped second slot in one of the more surprising results of the entire poll. Donahue, (*Lawrence, Laine, Warren, page 38*)

The Billboard's First Annual Disk Jockey Poll—Part I

BEST-LIKED VOCALISTS

(FOR THE YEAR OF JUNE, '46, TO JUNE, '47)

ALL-AROUND POPULAR MALE

Bing Crosby	2,994
Frank Sinatra	2,987
Perry Como	2,382
Dick Haymes	1,745
Art Lund	929
Buddy Clark	846
Frankie Laine	762
Mel Torme	611
Tony Martin	494
Andy Russell	397

ALL-AROUND POPULAR FEMALE

Dinah Shore	3,227
Jo Stafford	2,420
Peggy Lee	2,371
Margaret Whiting	1,542
Martha Tilton	886
Doris Day	684
Monica Lewis	522
Billie Holiday	519
Sarah Vaughan	519
Anita O'Day	502

CLASSICAL MALE-FEMALE

Lauritz Melchior	661
Robert Merrill	540
John Charles Thomas	538
Lily Pons	469
Nelson Eddy	456
Rise Stevens	456
Jan Peerce	375
James Melton	276
Ezio Pinza	240
Marion Anderson	216

MALE BAND VOCALIST

Stuart Foster	1,852
Eddy Howard	1,129
Harry Babbitt	715
Art Lund	667
Jack Hunter	640
Vaughn Monroe	593
Buddy DeVito	566
Jimmy Saunders	535
Frankie Lester	439
Bill Lockwood	421

FEM BAND VOCALIST

June Christy	2,695
Marjorie Hughes	1,377
Fran Warren	1,258
Doris Day	1,051
Rosalind Patton	909
Carolyn Grey	692
Anita O'Day	637
Marion Morgan	463
Peggy Lee	428
Jane Russell	331

SINGING GROUPS

Pied Pipers	3,237
Modernaires	1,773
Mills Brothers	1,441
Ink Spots	1,239
Dinning Sisters	1,193
Andrews Sisters	1,076
King Cole Trio	932
Chariotiers	785
Starlighters	708
Mel-Tones	511

MOST PROMISING NEWER NAMES

(FOR THE YEAR OF JUNE, '46, TO JUNE, '47)

BANDS

Elliot Lawrence	2,843
Sam Donahue	1,258
Eddy Howard	714
Boyd Raeburn	687
Ray McKinley	635
Johnny Bothwell	511
Herbie Fields	491
Skitch Henderson	462
Billy Butterfield	462
Art Mooney	386

MALE VOCALISTS

Frankie Laine	1,128
Art Lund	947
Mel Torme	660
Vic Damone	434
Buddy Clark	343
Joe Alexander	245
Gordon MacRae	245
Bill Lockwood	204
Clark Dennis	192
Johnny Desmond	192
Ray Dorey	192

FEMALE VOCALISTS

Fran Warren	493
Rosalind Patton	468
Jane Russell	444
Doris Day	387
June Christy	348
Monica Lewis	348
Sarah Vaughan	348
Betty Rhodes	255
Peggy Lee	228
Marjorie Hughes	211

'25 New Songs' Category Added By Peat Sheet

NEW YORK, July 26.—Committee recently appointed by Music Publishers Contact Employees' Union (MPCE) to study the Peatman performance sheet has come up with a suggestion for including "25 new songs" as a separate category on the Peat sheet. Proposal will be presented soon to publishers in letter form, it is reported.

Plan of the plugger committee is to have Peatman continue his weekly listing of 50 most-performed tunes but to include as well a separate listing of 25 "most-performed new songs." The 25 would be culled from the complete list of performed songs in the order of the audience coverage index totals. Provision for replacement in the "new songs" listing would be as follows: a new song, once it rated inclusion in the "25 most performed new songs" list, would be allowed a maximum of six weeks in that category. After six weeks of appearance in the "new song" category, the tune would automatically be disqualified from further inclusion in that category. It could still, however, appear in the regular "most-performed" listing depending on its audience coverage rating.

Pluggers plan is designed to battle

PA Master Sale Points Up AFM Royalty Issue

HOLLYWOOD, July 26.—The issue of whether the American Federation of Musicians (AFM) can demand back royalty payments on masters or platters purchased from a bankrupt record firm may soon be determined as an outcome of last week's sale of the entire catalog of the defunct Pan American Record Company. Stock of over 150 Pan Am masters plus 25,000 finished pressings was purchased from trustees of the bankrupt firm by Robert Gray and W. G. Long. Gray, formerly secretary of the old Pan American firm, announced that the new outfit will soon enter recording field, using the same trade name as well as old masters.

Back royalty headache, which came to the fore when ARA Records went broke and which later prevented buyers of ARA masters from pressing disks, has never been officially determined by either court ruling or an edict from Petrillo. Union has

radio agency resistance to songs "that are not on the sheet." With a "most performed new songs" category, pluggers feel they'd have a talking point for explaining that they were working on a new song which, comparatively speaking, had developed enough action to warrant agency attention.

maintained that either trustees of the bankrupt plattery or buyers of the masters must come thru with back royalty payments before AFM would allow marketing of new pressings. Lawyers contend that under the law and union regulations, a purchaser of bankrupt masters assumes no liability for previous debts. If this is upheld, the new Pan Am outfit has no concern except to meet future union and other royalty payments.

With passage of the Taft-Hartley bill, the problem has become even more muddled, with both union and trade confused as to their specific rights. A spokesman for Local 47 said that matters pertaining to recording franchises and royalties have been transferred to national AFM jurisdiction, a task formerly handled by local execs. Showdown, therefore, will come when Pan Am ops apply for a new franchise, at which time Petrillo will be forced to rule the limit of obligation for past royalties. Since the Pan American franchise was revoked months before the plattery went broke, it is likely that Petrillo will seek some form of back royalty settlement from new Pan Am owners.

McKinley Socko in Jackson

JACKSON, Tenn., July 26.—Ray McKinley's ork, playing a one-nighter at the Pit here last week, drew 900 customers, almost capacity, despite a recent lull. The spot featured Sonny Dunham, Tony Pastor and Billy Butterfield earlier in the season.

Re Petrillo

NEW YORK, July 26.—Latest developments on the Petrillo front, including an early meeting with Rep. Carroll D. Kearns (R., Pa.); possible actions in connection with the Taft-Hartley Bill; developments on musical broadcasts over FM; jockeying for position in the future battle to save the welfare fund, and the dropping of the ban on amateur radio broadcasts and record-making by school and military bands, will be found in the general and radio sections.

Carroll, AFM Warring Anew

SCA-Producer Pacts Reserve Cleffer Rights

HOLLYWOOD, July 26.—New songwriter-producer pacts proffered by the Screen Composers' Association will grant film companies only the pic and synchronization rights to a composer's music, reserving all other rights for the cleffer. This means publishing and recording rights remain the property of the composer.

Pact also requires specification of a cleffer's screen credit, and whether the pic will use music by another penman. Latter point has at times been the source of flare-ups, since a cleffer would be contracted to pen music for a flicker and later find that music by others was to be incorporated in the scoring. Idea is to avoid these mix-ups when the contract is signed.

Producers are granted all rights necessary in production of a pic, as well as rights for reissue and 16mm. film reductions of the 35mm. print.

SCA will ask for a change in its classification by the American Society of Composers, Authors and Publishers (ASCAP). SCA feels an inequity exists at present, since ASCAP is collecting from theaters for music written only by SCA members but which in turn is divided up among ASCAP's entire membership, thereby giving royalties to those cleffers whose music never is heard from the screen. SCA will ask that ASCAP adopt a per-use policy as practiced by licensing societies in England and France. This would mean film revenue would be paid out only to those composers whose music appears in pic, rather than be included in the over-all pot. Plea will be placed before ASCAP brass in New York when Zissu returns there next week.

Warnow To Leave MCA for Morris

HOLLYWOOD, July 26.—Batoner Mark Warnow will ankle Music Corporation of America (MCA) management and move to William Morris office as a condition of forthcoming settlement of his disagreement with MCA over commissions paid the talent house (*The Billboard*, May 24). Warnow revealed that attorneys had reached verbal settlement, including a substantial cash rebate.

Ork leader's feud with MCA was based on claim that the agency had nicked the batoner for 20 per cent commission fees over a period of years in violation of American Federation of Musicians (AFM) rules and regulations of California labor laws.

Les Elgart Touring South

NEW YORK, July 26.—Les Elgart has decided to see if he can shake up a few coins in the supine Southern territory. Monday (28) the bandmaster starts a three-week tour that will take him as far south as Florida. So far Elgart's tour includes a naval air base in Florida, a two-day interfraternity date at the University of Florida, a Kiwanis Club session at Hendersonville, N. C., and the Virginia Polytechnic Institute. He winds up on August 16.

Woody Hires Flack Rogers

HOLLYWOOD, July 26.—Former orkster Woody Herman, now taking a fling at the single singer derby, embarked this week on a full-scale publicity campaign by engaging West Coast flack Henry C. Rogers, who handles many top flick names.

Monon's \$3,500 Jock Promotion To Bally Road

CHICAGO, July 26.—The most expensive disk jock promotion yet took place at French Lick, Ind., last week-end when the Monon Railroad, thru the public relations counsel for its centennial celebration, being held thruout Indiana during July and August, hosted 30 execs and platter pilots from 14 major Hoosier radio stations.

Guest jocks and their bosses were given railroad passes from all over the State, and were winned, dined and given free use of the exclusive French Lick Springs Hotel for the two days. On Saturday evening, a short program was presented during which the railroad's record album of Hoosier songs, which has gone on sale thruout the Midwest, was debuted for the jocks. Cost of the two-day event was set at \$3,500, which means that each man got himself a \$115 week-end for free.

The record album is part of the \$150,000 program set up by Monon execs to promote the road by utilizing live entertainment, recorded songs and published sheet music, reported earlier in *The Billboard*.

3-Lounge Jazz Circuit Formed In Middle West

CHICAGO, July 26.—A Midwest circuit of three lounges with a name jazz policy and supported by Dave Garroway, disk jockey of WMAQ here, who is credited with reviving jazz in the Chi area (*The Billboard*, July 26), was started this week. Dick Stern, cocktail booker for McConkey Music Corporation, started the ball rolling toward strengthening the Midwest as a jazz center when he worked out an exclusive booking deal with the ops of Jumptown, South Side nitery; the Silhouette Club, North Side bistro, and the Continental Show Bar, Milwaukee.

Stern, in signing the outlets to exclusive papers, set up a prospective minimum three-month stay for any name jazz units in the Midwest. Previously, units were frequently unable to find more than a month's work at a time in the area and were unable to absorb traveling costs. Thus, they either remained in L. A. or New York areas where jobs were longer and more plentiful. Despite the fact that the Silhouette and Jumptown are both in Chi, ops of both places feel that since they are situated about 16 miles apart they will not be competitive and can interchange the same headliners. Jumptown and the Milwaukee spot are currently using top names, while the Silhouette will start its name policy around September 1.

Stern leaves for New York next week to set up a series of bookings for the spots. Ops have instructed him to get top units, so he will attempt to pull established names from 52d Street spots.

Garroway, whose hour and a half 11:60 *Club* nightly over WMAQ has stimulated jazz interest, has worked out a commercial spot deal whereby he will plug the three niteries over his show regularly. While ops will use newspaper ads, the bulk of their advertising revenue will go into Garroway plugs.

Local's Peace Bid Nixed by Brightery Op

"Publicity Hunt"—Union

HOLLYWOOD, July 26.—Just when Earl Carroll and execs of Local 47, American Federation of Musicians (AFM) appeared ready to kiss and make up, Producer Carroll tossed in a fresh batch of barbs which brought musickers to their feet ready to resume their feudin' and fussin'. New fuel on the fires was in the form of a biting attack by Carroll in which he turned down proposals advanced by the union last week for settling differences (*The Billboard*, July 26).

In a statement to *The Billboard*, Carroll said: "Mr. Wallace (Spike Wallace, Local 47 prexy) has sent me a letter informing me that I need only hire the musicians I desire; that the musicians' union, instead of striking, will agree to arbitrate any future controversies, and that if my activities come within the provisions of the new Taft-Hartley Bill, they will conform to it. After they had granted these fair requirements they, with legal verbiage, vitiate everything I have fought so hard to obtain. In other words, the musicians' union is giving me everything—including the needles."

Union Replies

Carroll's bitterly worded statement brought swift reply from Local 47, altho union toppers claimed they had received no official answer from Carroll at press time. Assailing the producer for airing his beefs in the trade press, Local 47 Veepee John Tegroen stated: "In view of Carroll's statement and the pleasant negotiations we thought we had undergone, and inasmuch as the congressional investigation committee begins hearings August 4, it is our opinion that Carroll is attempting to gain more publicity in his behalf at the cost of the musicians' union. We attempted in every way to come to a decent and fair understanding. We are amazed at his attitude."

Union further accused Carroll of making outlandish demands, including clauses for free rehearsal time, a practice never given club owners. Moreover, it was learned, Carroll had attempted to negotiate a pact for his projected 7,000-seat theater, altho its operating policy has not been formulated as yet. Request was turned down cold.

Refused Arbitration

A spokesman for Carroll indicated that the producer's main beef was the union's refusal to arbitrate differences thru the American Arbitration Association and the clause "suggesting" that pay scales be upped \$20 per man should Carroll make further cuts in band personnel.

Carroll's blast came as an obvious surprise to the musicians' group, which had freely predicted settlement by the end of the week. Union toppers still felt that the fracas would be settled satisfactorily in the long run, but feared that the producer would stretch out the issue for publicity purposes until after the congressional subcommittee, headed by Rep. Carroll D. Kearns, had completed its skeddled Los Angeles hearings. Both Carroll and Local 47 officials have been subpoenaed to appear before the House group.

Pelham Heath And BMI Sign

NEW YORK, July 26.—Long drawn-out negotiations between Pelham Heath Inn and Broadcast Music, c. (BMI), which saw the latter sue recently against the nitery, were concluded this week when Herman Schubert agreed to terms after tussle with BMI execs.

While terms of the license agreement not disclosed, it is believed that Schubert signed the original three-year pact dating back to May 1, 1946, which was tendered all operators.

The Glen Island Casino license will come up for a decision Friday (1) when owners hold a stockholders' meeting. Shep Fields, who leases the casino, has referred the license to Westchester County officials, who will eventually have to sign a licensing agreement.

Kenton Back Front in Fall

NEW YORK, July 26.—Stan Kenton will resume ork fronting after a several month layoff with a two-day stand at Balboa Beach, Calif., September 27-28. Kenton will then embark on a series of one-nighters which will bring him East to fulfill engagements and dates at Hotel Pennsylvania, Paramount Theater and Frankley's Meadowbrook. The orkster, who lost his former chirp, June 1946, to the single ranks, has been going around for a new thrush. He led this week to get Claude Thornhill's singer, Fran Warren, but was misled by a contract which binds legal to Thornhill for several years. The Kenton ork's personnel will remain virtually the same among the players as he had prior to his breakdown. Kenton will add two rhythm instruments, bongo and maraccas, but will drop his Pastels vocal group. The orkster expects to take his first gig at concertizing in the winter on college dates will try a contemporary dance formula.

Thornhill in Penn Sept. 8

NEW YORK, July 26.—Claude Thornhill's ork will open the new season at the Hotel Pennsylvania's Le Rouge with a four to six-week engagement beginning September 8. Thornhill will follow current tenant, Mitch Henderson, whose options will be picked up thru the first week in September. Other tentative dates for the spot include Charlie Spivak November 17 and Frankie Carle for December 29, with the four-week period between Thornhill and Spivak not tentatively filled.

Penn's manager, James McCabe, reports that Henderson's biz at the hotel has been holding up fairly well considering the newness of the ork.

Thanks Ops!

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IT'S A SIN—Victor 20-2241
WHAT IS LIFE WITHOUT LOVE!—Victor 20-2058
I COULDN'T BELIEVE IT WAS TRUE—Victor 20-2241
THAT'S HOW MUCH I LOVE YOU—Victor 20-1947

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Court Denies Shubert Plea To Dismiss ASCAP Group's Reply in Select Music Suit

Theater Ops Claim Illegal Transfer of Song Rights

NEW YORK, July 26.—New York Supreme Court Justice Felix Benvenega has denied Select Theaters Corporation (STC), a Lee and J. J. Shubert company, its motion to dismiss the defendants' answers to a suit filed by STC against Herman Starr, Abraham M. Wattenberg, Harms, Inc., Deems Taylor and John J. Bregman in a test of the validity of three contracts entered into by Starr and Wattenberg, as directors of the Shubert Music Publishing Corporation, with the American Society of Composers, Authors and Publishers (ASCAP). The STC, which is a part of the Shubert brothers set-up, owns 50 per cent of the stock of Shubert Music, while Harms controls the other 50 per cent.

According to the complaint filed by Klein & Weinberger, attorneys for STC, it is charged that Harms, Starr and Wattenberg are alleged to have violated provisions of the stock corporation law of New York State by entering into the three agreements with ASCAP without first obtaining a two-thirds majority vote of the board.

Agreement Claimed

STC claims that, under the terms of an agreement between itself and Harms, it was agreed to apply for reinstatement in ASCAP, Shubert Music having been inactive prior to and subsequent to 1940. It is further claimed that, pursuant to that agreement, Shubert Music entered into an agreement with ASCAP on its usual form, which granted the licensing org exclusive rights until December 31, 1940.

The three contracts which are specifically being tested, according to the plaintiff's charges, were made without calling a board meeting and without consulting J. J. Shubert and John W. Waters, both members of the board of Shubert Music. The first of the three contracts in question was signed February 7, 1940, and extended the January, 1940, agreement for 10 years thru December 31, 1950. The second was signed August 2, 1943, and extended the February, 1940, agreement for an additional 15 years, and the third contract was signed October 1, 1945, granting ASCAP the television rights to Shubert musical works for three years.

Transfer Charged

These agreements, STC contends, were for unreasonable periods of time and the Select directors would have opposed them had they been consulted. The plaintiff further charges that Harms, Starr and Wattenberg, as a result of the agreements, transferred to ASCAP all assets and properties of Shubert Music, in violation of the New York State corporation law, and that ASCAP, thru Taylor and Bregman, had full knowledge of the facts.

STC asks that the three agreements be declared void, that Starr and Wattenberg be removed as directors of Shubert Music, that an accounting be made to the plaintiff and Shubert Music for all monies involved, that the court appoint a receiver to handle all assets and that Shubert Music be dissolved.

Defendants Deny

The defendants have entered a general denial of all allegations, Starr and Wattenberg contending that the three agreements were made after Shubert Music was elected to ASCAP membership, under the Harms and STC agreement of 1940. The defendants further contend that Shubert Music entered agreements with ASCAP, and claim that the STC officers, as directors in Shubert Music, had been and should have been, if reasonably diligent as officers and directors, familiar and acquainted with the acts and transactions per-

Operating Costs Of Auds Zoom; 12 Show Profit

(Continued from page 3)

able to obtain materials and labor," he said.

McElravy discussed the part auditoriums played during the war, when they were used thruout the nation by military organizations for hospital, dormitories and headquarters, and to house recreational facilities of USO's. There were 20,000 soldiers housed in the auditorium at Memphis at one time, he said.

Many managers reported an increase in business so far in 1947 over last year. Some said they have solid bookings as far ahead as next May. It was brought out that there has been a general increase in trade shows and exhibitions. Attendance has been as good this year as last, but receipts have fallen off in some cases because of lower admission rates.

Only 12 Profit-Makers

Reports from managers showed that only 12 major auditoriums in the country made a profit last year, while five operated at a loss and 23 broke even. Milwaukee and Buffalo were among those showing substantial earnings.

Millard U. Schindler, New Orleans manager, took the position that auditoriums should break even or show a profit, without depending on city subsidy.

Twenty-two points were considered in round-table discussions. Increased cost of operations was a major subject. It was brought out that the 20 to 50 per cent increase in costs was caused largely by rising labor costs, both for common labor and stagehands, and by the cost of supplies.

Nathan Podoloff, New Haven, Conn., led discussions on good will, illuminating and special lighting, flops and how to recognize them, and institutional advertising.

A new topic discussed was the increasing popularity of barber shop quartets in some cities. Competitions locally have been well attended, some managers said.

formed in and on behalf of Shubert Music.

Starr and Wattenberg in their answers ask for dismissal of the complaint on the ground that the action is barred by the Statute of Limitations. The defendants further allege that Select is guilty of neglect, because of their failure and neglect to bring suit before 1947 and therefore should be barred from bringing action.

The STC attorneys are expected to appeal Justice Benvenega's decision.

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S. S. Relief for Ork Leaders

Retroactive Payment May Be Ruled Out

Treasury Directive Expected

WASHINGTON, July 26.—Treasury Department may issue a directive next week freeing bandleaders from any obligation to pay the social security tax on their employees for dates prior to the time the Supreme Court ruled orksters accountable, it was learned today.

The upcoming directive will relieve the minds of some bandleaders who feared the court action would be made retroactive for the entire year. Under the court ruling, however, orksters must pay the tax after July 1, regardless of any clause in contracts obliging dance proprietors to pay the levy.

Pay Hike as Offset

NEW YORK, July 26.—Bandleaders, who were made responsible for payment of the 3 per cent federal unemployment tax and the 2 per cent withholding tax payments under the late June Supreme Court decision on the Form B contract, which designated them as employers, not the ballroom and one-night promoters, may be able to avoid the new finan-

cial burden of the decision.

At the meeting of American Federation of Musicians (AFM) execs and lawyers and reps of major booking offices, held in Chi last week, union spokesmen suggested that the scale for frontiers, which currently is one and one-half times the scale for a sideman, be hiked to twice the sideman's pay, in order to beat the added financial burden, which was passed from the ballroom or one-night promoters to the bandleader under the June Supreme Court findings.

Leaders Could Break Even

If and when the AFM raises the scale for batoneers, the additional boost will enable leaders who operate with local bands to just about break even, altho they have to fork out the additional 4 per cent total (sidemen pay 1 per cent of the 2 per cent social security tax, while frontier, as employer, kicks in the remainder) to the government for federal unemployment and social security taxes. Name ork leaders, who work in the thousands-per-week bracket will have to fork over from \$10 to \$50 per week, depending on their total band salaries, to make up for the new financial tax burden, it's estimated.

With the additional leader's scale, the frontiers will be passing the buck again indirectly to the ballroom op and nitery owner, who originally under the Form B pact had to lay it out for the 5 per cent tax total.

Several suggestions, it's understood, were made to take the bookkeeping burden, encountered by leaders who will now have to make out reports and payments for both taxes to the fed government, from the musickers' shoulders, but none of the recommendations received much comment or enthusiasm.

Duke's Ballroom Date a Precedent Setter in Diego

HOLLYWOOD, July 26.—For the first time in nearly eight years, a Negro ork will play for white patrons in a San Diego ballroom. Deal to bring Duke Ellington into the bordertown's Pacific Square Ballroom for a one nighter August 8 was set last week by William Morris band booker Jack Archer. Event is being watched carefully by San Diego ops and talent agencies in the hope that the experiment launched by Pacific Square Manager Bud Melcher will open the door for other Negro orks in the future.

Strained situation in San Diego was the tacit outcome of racial disturbances in past years. To avoid repetition, ops tacitly agreed to pass up Negro attractions. With the exodus of war workers and service personnel, terpseries now feel that customers will welcome bands of the Ellington caliber.

Also in San Diego, it was announced that Trianon Ballroom's op, Larry Finley, will launch a name-band policy after operating the hall on a full-week scale band basis. Finley will continue to play local orks on week-nights, bringing in name crews during week-end sessions. Op holds that with band prices leveling off to a reasonable figure, smaller managers can now afford to meet guarantees and still wind up in the black.

Como Package Breaks Record In Cleveland

CLEVELAND, July 26.—Perry Como's theater package, which included Lloyd Shaeffer's ork, Marion Hutton, Larry Storch and the Satisfiers, broke the all-time attendance record for in-person shows at the Palace Theater here last week. Como grossed \$56,868 and played to 87,923 persons in the one-week engagement. He played the house on a straight 50-50 split deal. He currently is finishing a three-day engagement at the Palace Theater, Columbus, O., where Como is reported doing exceedingly well.

Majestic Inks Martha Tilton

NEW YORK, July 26.—Martha Tilton, who was reported in *The Billboard* last week as leaving Capitol Records, this week signed a waxing pact with Majestic diskery. Deal calls for a normal 5 per cent royalty payment and a minimum of eight sides annually for a three-figure advance for each side.

CHICAGO, July 26.—Rumors that Majestic Radio & Television Corporation was having trouble with a bank loan that would hamper its disk-affiliate operation was countered by firm execs this week. Spokesmen claimed that the Continental Bank here, rather than press Majestic R. & T. for dough, recently had advanced a fresh \$800,000 loan and was holding another \$800,000 in reserve for the Majestic interests to call upon, if and when required.

Apollo record no. 1070... **CARAVAN**
BACKED BY THAT SENSATIONAL MUSICAL SATIRE...
DARKTOWN STRUTTERS' BALL

Never!
HAVE SO MANY BEEN SO SURE ABOUT ONE RECORD!

Look's Record Guide Conducted by MICHAEL LEVIN

The younger fry roll around on the ground sputtering about it. Their elders scrawl fan letters. All tracts and poison-pen notes. All this hollering about pop music in the past decade has been a good thing. But the musicians concerned have become a little too serious, and the fights about styles are worse than a Hatfield-McCoy tea party. Somewhere in the scuffles, everyone's sense of humor was side-tracked. Currently standing with his saxophone in the dike is Charlie Barnett, playing Darktown Strutters' Ball (Apollo). Barnett moved his alto cheekwards once before in 1938 with *The Right and Wrong Ideas*, the latter a marvelous parody of sweet bands. RCA Victor decided it was musical libel and wouldn't release the disc for several years. This new one is a hilarious take-off on the way all the hot bands used to play in the 20's, complete with beeping trumpets, asthmatic sax solos and a glorious individual chorus with everyone playing in the true spirit of rugged individualism, slightly de-tuned. Flipover runs through *Caravan*, one of Barnett's favorite bits of Ellingtonia, with his reed-work included.



Charlie Barnett

Record of the Month
SELECTED BY
Song Hits MAGAZINE

"The best this month!"
BILL GOETTLIEB (WASHINGTON D.C. POST)

"Don't miss it!!"
LEONARD FEATHER (MODERN SCREEN)

"A great record!!"
ART FORD (WNEW)

"Best bet of the month!"
DOWN BEAT

SONG HITS' RECORD OF THE MONTH

CHARLIE BARNET'S amazing musical career has taken him and his band to more than one record company. At each of his stops, Charlie has recorded at least one number that hit the top. His versions of "Cherokee," "Comanche War Dance" and "Redskin Rhumba" are highly prized collectors' items. Now that Apollo Records has Charlie recording for their label, he has come through for them as he always has in the past. It didn't take more than one listen to this Apollo platter of "Caravan" to convince us that this was another collectors' item in the making. That's why we've selected it as Song Hits' Record of The Month.

The "Mad Mab" or "Cherokee Charlie," as he is variously called, is once more headed for big things—if his newest platters are signs of the future. So, Apollo Record No. 1070 of "Caravan" backed by "Darktown Strutters' Ball" is our number one selection of the month. Look for it at your record shop.



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"I THINK YOU GET
WHAT I MEAN"

"THAT'S WHAT"

CAP. B437

"NAUGHTY ANGELINE"



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LUTCHER**

Her great vocals and piano, with
rhythm accompaniment

"HE'S A REAL GONE GUY"

"LET ME LOVE
YOU TONIGHT"

(From the Latin-American Song "No Te Importe Saber") CAP. 40017

"HURRY ON DOWN"

"THE LADY'S IN
LOVE WITH YOU"

(From the Paramount Picture "Some Like It Hot")

CAP. 40002

**Capitol
RECORDS**

FIRST WITH THE HITS FROM HOLLYWOOD

Sunsetland Vine

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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

Week Ending
July 25

TRADE
SERVICE
FEATURE

HONOR ROLL OF HITS

(TRADEMARK)

This Week

Last Week

1. **PEG O' MY HEART** *By Alfred Bryan and Fred Fisher
Published by Robbins (ASCAP)* 1
Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nicksleland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052. Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivaneck Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
2. **I WONDER, I WONDER, I WONDER** *By Darryl Hutchins
Published by Robbins (ASCAP)* 2
Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143; Glenn Davis, Skating Rhythms, SR-236. Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.
3. **THAT'S MY DESIRE** *By Carroll Loveday and Helmy Gresa
Published by Mills (ASCAP)* 4
Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Lane, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235. Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard.
4. **CHI-BABA, CHI-BABA** *By Mack David, Al Hoffman and Jerry
Livingston; published by Oxford (ASCAP)* 3
Records available: Blue Barron, MGM 10027; Connee Boswell, Apollo 1064; The Charioteers, Columbia 37384; Perry Como, Victor 20-2259; Sherman Hayes Ork, Aristocrat 1001; Peggy Lee, Capitol 419; Ted Martin, De Luxe 1080; Louis Prima, Majestic 1133; Henry Rene Musette Ork, Victor 25-1085; George Towne Ork, Sonora 2023; Lawrence Welk, Decca 23873; Glenn Davis, Skating Rhythms, SR-238. Electrical transcription libraries: George Towne Ork, Associated; Blue Barron, Lang-Worth; Nat Brandwynne Ork; Jumpin' Jacks-Patti Dugan, NBC Thesaurus; Ernie Filice Quartet, MacGregor; the Four Knights, Lang-Worth; Lawrence Welk, Standard.
5. **ACROSS THE ALLEY FROM THE ALAMO** *By Joe Greene; published by
Capitol Songs (ASCAP)* 5
Records available: Earle Hagen Ork, Mercury 3060; Woody Herman, Columbia 37289; Stan Kenton, Capitol 387; Mills Brothers, Decca 23663; The Three Suns, Victor 20-2272; The Starlighters, Mercury 3060; Glenn Davis, Skating Rhythms, SR-237. Electrical transcription libraries: Les Brown, World; Lawrence Welk, Standard.
6. **I WONDER WHO'S KISSING HER NOW** *By W. M. Hough, F. R. Adams and
J. E. Howard
Published by E. B. Marks (BMI)* 8
From the 20th Century film "I Wonder Who's Kissing Her Now."
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-a-lres, Hollywood Rhythms 1552; Jack McLenn Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1065; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Proeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15, Phil Reed, Dance-Tone 119. Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozle Waters, MacGregor.
7. **ASK ANYONE WHO KNOWS** *By Eddie Seiler, Sol Marcus and Al Kauf-
man; published by Witmark (ASCAP)* 9
Records available: Joe Dosh, Continental C-11001; Larry Douglas, Signature 15123; Anita Ellis, Mercury 3059; Eddy Howard, Majestic 1124; Ink Spots, Decca 23900; Sammy Kaye, Victor 20-2239; Dinah Shore, Columbia 37344; Kate Smith, MGM 10028; Four Vagabonds, Apollo 1060; the Velvetones, Sonora 2014; Margaret Whiting, Capitol 410. Electrical transcription libraries: Les Brown, World.
8. **MAM'SELLE** *By Mack Gordon and Edmund Goulding
Published by Feist (ASCAP)* 6
From the 20th Century-Fox film "The Razor's Edge."
Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Al Gayle and His Harmonicords, Aladdin 536; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Falligant, Enterprise 257; Frankie Lane, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Edo Lubich, International D-240. Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard; Frankie Masters, Lang-Worth; The Music of Manhattan Ork, NBC Thesaurus; Art Mooney Ork, Associated; Charlie Spivak, World.
9. **WHEN YOU WERE SWEET SIXTEEN** *By James Thornton; published
by Shapiro-Bernstein (ASCAP)* 10
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jurgens, Columbia 37803. Electrical transcription libraries: Foursome Quartet, MacGregor.
10. **TALLAHASSEE** *By Frank Loesser
Published by Famous (ASCAP)*
From the Paramount film "Variety Girl."
Records available: Bing Crosby-Andrews Sisters, Decca 23885; Ray Dorey, Majestic 7239; Johnny Mercer-the Pied Pipers, Capitol 422; Vaughn Monroe, Victor 20-2294; Dinah Shore-Woody Herman, Columbia 37387; Kate Smith, MGM 10028. Electrical transcription libraries: Art Mooney, Associated; Russ Morgan, World.



RCA VICTOR'S SAMMY KAYE!

The Turntable Song

('Round, An' 'Round, An' 'Round) Looks like an overnight hit! It's a fresh and bouncy disc jockey song, to be featured in Deanna Durbin's new movie. Don Cornell, Laura Leslie and The Kaydets do the vocal.

Castanets and Lace

Don Cornell and The Glee Club put a barrel of charm into this neat, new ballad. Moderately slow . . . with that swell Kaye touch! RCA Victor 20-2345



RCA VICTOR'S RUSS CASE!

and his Orchestra

Russ introduces a completely new symphonic style in this terrific waxing of two swell tunes. Touches of rhythmic kicks blend beautifully with his brilliant strings.

As Years Go By

A haunting melody based on Brahms' Hungarian Dance No. 1. From K. Hepburn's new pic, "Song of Love."

Secrets

Based on Tchaikovsky's Concerto for Violin RCA Victor 20-2344

HENRI RENE and his Orchestra Speak to Me of Love (Parlez-Moi D'Amour) AND Rosenkavalier—Waltz RCA Victor 25-0102

IRVING FIELDS, at the Piano with The Campos Trio Warsaw Concerto AND Donkey Serenade RCA Victor 25-1093

POLISH

SILVER BELL ORCHESTRA under dir. of Bernard Witkowski. Polka W Zoologicznem Ogrodziu (At The Zoo) AND Mazur Na Cyrkusi (Mazurka At The Circus) RCA Victor 25-9173

LATIN-AMERICAN

PEDRO VARGAS with Agustín Lara at the Piano Pecadora — Bolero (The Hussy) AND Aunque Quiera Olvidarte — Bolero (Should I Want To Forget You) RCA Victor 23-0653

SACASAS and Lis Orchestra with vocals in Spanish by Rubén González Paquete No — Son Montuno (No Package) AND Hasta Que Se Rompa El Coco — Guaracha (Until The Coconut Breaks) RCA Victor 23-0652

RCA VICTOR'S BERYL DAVIS!

with Toots Camarata and his Orchestra.

You're Breaking in a New Heart

(While You're Breaking Mine) Slow and sentimental . . . a natural for her warm, intimate style.

Mother, Mother, Mother

(Is It Good or Is It Bad) Another "Yes My Darling Daughter"! RCA Victor 20-2354



RCA VICTOR'S TOMMY DORSEY FAMILY! (MOUNTAIN BRANCH)

When Dorsey goes hillbilly, people listen! It's a riot of a job, with barefooted vocals by Jo Stafford and the Pied Pipers.

Friendship



THE HOLLYWOOD HILLBILLIES!

A wow of a satire by a crew that knows how to dish the corn and get the laughs.

Chattanooga Choo Choo

RCA Victor 20-2355

RCA VICTOR'S SONS OF THE PIONEERS!

You Never Miss the Water Till the Well Runs Dry

Bob Nolan talks with contagious humor as Hugh Farr's melodious bass answers in harmony. A sure bet for the Hillbilly Hit Parade.

Will There Be Sagebrush In Heaven

The Pioneers sing this cowboy chant with spiritual feeling, backed by guitar, fiddle and bass. RCA Victor 20-2350

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

M-G-M RECORDS  M-G-M RECORDS

"Hello, Korn Kobblers..."

ART MOONEY Kalling!"



"Listen, you guys...you've got me spending all my nickels in juke boxes, listening to your new M-G-M Record. 'I Can't Get Offa My Horse' and 'Why Did I Teach My Girl To Drive' are the kind of frantic-antics I just can't resist!"

"We love you, too, ART...and talk about novelty numbers — what a sensation 'Va-Zap-Pa!' is... We wish we had recorded it first... And you've got us whistling 'On the Avenue', even in our sleep!... We'll bet it won't be long before the whole country joins in!"

THE KORN KOBBLERS — ON M-G-M RECORDS

I Can't Get Offa My Horse
WHY DID I TEACH MY GIRL TO DRIVE
 (M-G-M 10055)

Art Mooney
and his Orchestra

ON THE AVENUE - VA-ZAP-PA!

(M-G-M 10056)

HELEN FORREST
 sings
YOU DO
BABY, COME HOME
 (M-G-M 10050)

RAYMOND SCOTT
and his Orchestra
TIRED TEDDY BEAR
HUCKLEBERRY DUCK
 (M-G-M 10057)

HAL McINTYRE
and his Orchestra
MY FUTURE JUST PASSED
CHICKASAW LIMITED
 (M-G-M 10045)

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending July 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 Last/This Week/Week		Publisher
10	1	1. PEG O' MY HEART (R)	Robbins
9	2	2. CHI-BABA, CHI-BABA (R)	Oxford
12	4	3. THAT'S MY DESIRE (R)	Mills
11	3	3. I WONDER, I WONDER, I WONDER (R)	Robbins
10	5	4. ACROSS THE ALLEY FROM THE ALAMO (R)	Capitol Songs
2	10	5. I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
18	6	6. MY ADOBE HACIENDA (R)	Peer
18	9	7. MAM'SELLE (F) (R)	Feist
4	8	8. ASK ANYONE WHO KNOWS (R)	Witmark
21	7	9. LINDA (R)	E. H. Morris
17	12	10. IF I HAD MY LIFE TO LIVE OVER (R)	General
8	10	11. MIDNIGHT MASQUERADE (R)	Shapiro-Bernstein
3	14	12. WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
4	15	13. IVY (F) (R)	Burke-Van Heusen
1	—	14. ALMOST LIKE BEING IN LOVE (M) (R)	Sam Fox
1	—	15. TALLAHASSEE (F) (R)	Famous

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last/This Week/Week		
13	1	1. AMONG MY SOUVENIRS	Lawrence Wright T. B. Harms
12	2	2. A GAL IN CALICO	Feldman Remick
10	3	3. PEOPLE WILL SAY WE'RE IN LOVE	Chappell Williamson
5	4	4. I GOT THE SUN IN THE MORNING	Chappell Berlin
15	3	5. TELL ME, MARIANNE	Southern *
3	3	6. ON THE OLD SPANISH TRAIL	Peter Maurice Peter Maurice
2	7	7. MAM'SELLE	Francis Day Feist
13	6	8. TRY A LITTLE TENDERNESS	Campbell-Connelly Robbins
7	10	9. TIME AFTER TIME	Sinatra Songs Edwin H. Morris
4	8	10. THEY SAY IT'S WONDERFUL	Chappell Berlin
6	11	11. HEARTACHES	Campbell-Connelly Leeds
28	9	12. ANNIVERSARY SONG	Campbell-Connelly Mood
26	12	13. APRIL SHOWERS	Chappell Williamson
8	8	14. COME BACK TO SORRENTO	Ricordi Public Domain
6	14	15. DEAR OLD DONEGAL	Leeds Leeds
32	16	16. THE STARS WILL REMEMBER	Feldman *
21	13	17. HOW LUCKY YOU ARE	Kassner *
15	18	18. HEAR MY SONG, VIOLETTA	Dix Crawford
12	17	19. HARRIET	Keith Prowse Broadway
2	—	20. IT'S NEVER TOO LATE TO MEND	Strauss-Miller *

* Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

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

- ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- AS LONG AS I'M DREAMING (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Welcome Stranger." National release date—June 13, 1947.
- BESIDE YOU (Famous), sung by Dorothy Lamour in Paramount's "My Favorite Brunette." National release date—April 14, 1947.
- I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- I WONDER WHO'S KISSING HER NOW? (E. B. Marks), in 20th Century-Fox's "I Wonder Who's Kissing Her Now?" National release date not set.
- IVY (Burke-Van Heusen), in Universal-International's "Ivy." National release date—June, 1947.
- MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
- MY HEART IS A HOBO (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Welcome Stranger." National release date—June 13, 1947.
- TALLAHASSEE (Famous), in Paramount's "Variety Girl." National release date not set.
- TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- WOULD YOU BELIEVE ME (Remick), sung by Trudi Erwin in Warner Brothers' "Love and Learn." National release date—May 3, 1947.

VITA *acoustic* 100% TONE CONTROLLED Records presents

"LIVING SOUND"

The Newest in a Musical Thrill!

5a **"HONKY TONK TRAIN" blues**

R. R. ticket for a unique musical ride



"Mel" HENKE pianist

and

"The Honey Dreamers"

+
bass
and
guitar

Quiet... Gentle... Soothing

5b **"IN A MIST"**

VITA *acoustic* 100% TONE CONTROLLED Records
"LIVING SOUND"

GENERAL OFFICE & STUDIOS
42nd FLOOR • 20 N. WACKER DRIVE • CHICAGO 6, ILL.
CHICAGO • NEW YORK • HOLLYWOOD



FOY WILLING and THE RIDERS OF THE PURPLE SAGE

The lads who gather 'round the campfire . . . when the critters quiet down . . . and the ghosts of the Old West are abroad in the gathering gloom. Here is singing that's the vocal incarnation of the romantic range country. That's why these recordings will corral the coins for you.

"TUMBLING TUMBLEWEEDS" and "TWILIGHT ON THE TRAIL"

Majestic No. 6014

"Take it away Leon" McAULIFFE

The versatile Leon composed "Twin Guitar Boogie" himself! And in both these recordings there's the distilled and concentrated essence of boogie that tickles a trickle of nickels into a current of currency. "Take it away Leon" McAuliffe will get business into your box with the best guitar in the business.

"TWIN GUITAR BOOGIE" and (I know my baby loves me)

"IN HER OWN PECULIAR WAY"

Majestic No. 11016

Majestic RECORDS

Studio: NEW YORK CITY • Sales: ELGIN, ILLINOIS
(Subsidiary of Majestic Radio & Television Corporation)

The Billboard MUSIC POPULARITY CHARTS PART III Radio Popularity

Week Ending
July 25



SONGS WITH GREATEST RADIO AUDIENCES

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(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 Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
Across the Alley From the Alamo (R)	Capitol Songs	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
As Long As I'm Dreaming (F) (R)	Burke-Van Heusen	ASCAP
As Years Go By (F) (R)	Miller	ASCAP
Ask Anyone Who Knows (R)	Witmark	ASCAP
Cecilia (R)	ABC	ASCAP
Chi-Baba, Chi-Baba (R)	Oxford	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Deep Down in Your Heart	Triangle	ASCAP
Don't Tell Me (R)	Robbins	ASCAP
Every So Often (R)	Harry Warren	ASCAP
Feudin' and Fightin' (R)	Chappel	ASCAP
I Believe (F) (R)	Sinatra Songs	ASCAP
I Can't Get Up the Nerve to Kiss You	Santly-Joy	ASCAP
I Do, Do, Do Like You (R)	Harms, Inc.	ASCAP
I Want To Be Loved (R)	Melrose	ASCAP
I Wish I Didn't Love You So (R)	Paramount	ASCAP
I Wonder, I Wonder, I Wonder (R)	Robbins	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Ivy (F) (R)	Burke-Van Heusen	ASCAP
Je Vous Aime (R)	Crawford	ASCAP
Just an Old Love of Mine (R)	Campbell-Porgie	BMI
Mam'selle (F) (R)	Feist	ASCAP
My Adobe Hacienda (R)	Peer	BMI
My Heart Is a Hobo (F) (R)	Burke-Van Heusen	ASCAP
Peg o' My Heart (R)	Robbins	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
That's My Desire (R)	Mills	ASCAP
The Echo Said "No" (R)	Lombardo	ASCAP
Time After Time (R)	Sinatra Songs	ASCAP

The Next 20

A Sunday Kind of Love (R)	Peter Maurice	ASCAP
Ain'tcha Ever Comin' Back? (R)	Sinatra Songs	ASCAP
All My Love (R)	Remick	ASCAP
Anniversary Song (F) (R)	Mood	ASCAP
Beside You (F) (R)	Famous	ASCAP
Cu-Tu-Gu-Ru (Jack, Jack, Jack) (R)	Sinatra Songs	ASCAP
I'm So Right Tonight (R)	Leeds	ASCAP
Linda (R)	E. H. Morris	ASCAP
Love and the Weather (R)	Berlin	ASCAP
Midnight Masquerade (R)	Shapiro-Bernstein	ASCAP
Passing By (R)	Chappel	ASCAP
Red Silk Stockings and Green Perfume (R)	E. H. Morris	ASCAP
Say No More (R)	Advanced	ASCAP
Stella by Starlight (R)	Beverly	ASCAP
The Man Who Paints the Rainbow in the Sky (R)	Mutual	ASCAP
The Old Ferris Wheel	Goldmine	ASCAP
There's That Lonely Feeling Again (R)	Mellin	BMI
Tomorrow (R)	E. H. Morris	ASCAP
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP
Would You Believe Me? (F) (R)	Remick	ASCAP

RECORDS MOST-PLAYED ON THE AIR

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

Weeks Last to date	Position	Title	Artist	Label	Lic. By
6	1	PEG O' MY HEART	Buddy Clark	Columbia 37392	ASCAP
13	6	I NEVER KNEW	Sam Donahue (Bill Lockwood)	Capitol 405	ASCAP
10	12	PEG O' MY HEART	The Harmonicats-Sid Fisher	Vitacoustic 1	ASCAP
7	4	PEG O' MY HEART	Three Suns	Victor 20-2272	ASCAP
9	2	I WONDER, I WONDER	Eddy Howard	Majestic 1124	ASCAP
8	3	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)	Capitol 412	ASCAP
			(Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Nono Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)		
5	8	PEG O' MY HEART	Ted Weems (Bob Edwards)	Mercury 5052	ASCAP
5	9	SMOKE! SMOKE! (THAT CIGARETTE)	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001	BMI
1	—	I AIN'T MAD AT YOU	Count Basie (Taps Miller) (Ted Donnelly)	Victor 20-2314	ASCAP
			(Jesse Price Ork (Jesse Price), Capitol 348)		
6	5	PEG O' MY HEART	Art Lund (Johnny Thompson Ork)	MGM 10037	ASCAP
14	7	THAT'S MY DESIRE	Frankie Laine	Mercury 5007	ASCAP
9	12	CHI-BABA CHI-BABA	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259	ASCAP
3	15	BLOOP BLEEP	Alvino Rey (Rocky Coluccio)	Capitol 428	ASCAP
			(Two-Ton Baker Ork, Mercury 5058; Woody Herman, Columbia 37533; Danny Kaye, Decca 23950; Frank Loesser, MGM 10044)		

(Continued on page 127)

A DOUBLE
HEADER

Batted Out by

CLIFFIE STONE

300 LBS.
OF SOLID
ENTERTAINMENT



"Sugar
Hill"

"T-N-Teasing
Me"

WATCH THESE TUNES HIT PAY-DIRT!
ON CAPITOL RECORDS #40013

"Sugar Hill"

CHART MUSIC PUBLISHING HOUSE

506 S. WABASH AVE.
CHICAGO 5, ILLINOIS

"T-N-Teasing Me"

AMERICAN MUSIC PUBLISHING CO.

9109 SUNSET BLVD.
HOLLYWOOD 46, CALIF.

For All These Pressings, Many Thanks
... to **RCA VICTOR**



Latest Release:

AS YEARS GO BY

and **SECRETS** by Russ Case and His Orch.

It's a privilege to conduct and arrange for Beryl Davis, Perry Como, Dennis Day, Johnny Desmond, Dorothy Kirsten, Jeanette MacDonald, Tony Martin, Robert Merrill, Betty Rhodes, The Satisfiers, John Sebastian, Gladys Swarthout, Whittemore and Lowe, and Paul Wing.

RUSS CASE

• Musical Director of Popular Recordings for
RCA Victor

• Conductor "Music America Loves Best," RCA
Victor radio show, NBC, Sundays, 2 p.m. EDT.

est. 1898



WILLIAM MORRIS AGENCY, Inc.

NEW YORK CHICAGO BEVERLY HILLS LONDON

Billboard MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
Week Ending July 25

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	POSITION		Record Title	Artist	Label
	Last Week	This Week			
11	1	1.	PEG O' MY HEART	The Harmonicats-Sid Fisher	Decca 23865
			<i>Fantasy Impromptu</i> Vitacoustic 1	
4	3	2.	TIMTAYSHUN	Red Ingle and the Natural Seven-	Capitol 412
			<i>(I Love You) For Seventy Mental Reasons</i>	Jo Stafford-Cinderella G. Stump Capitol 412
7	5	3.	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The	Victor 20-2251
			<i>The Red Silk Stockings and Green Perfume</i>	Kaydets)	Victor 20-2259
9	2	4.	CHI-BABA, CHI-BABA	Perry Como (The Satisfiers-	Victor 20-2259
			<i>When You Were Sweet Sixteen</i>	Lloyd Shaffer Ork)	
9	6	5.	I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124
			<i>Ask Anyone Who Knows</i>	
2	8	6.	SMOKE, SMOKE, SMOKE	Tex Williams Western Caravan	Mercury 5007
			<i>(That Cigarette)</i>	(Tex Williams-Trio)	
6	4	7.	PEG O' MY HEART	Three Suns	Victor 20-2272
			<i>Round-Up Polka</i>	
6	7	8.	PEG O' MY HEART	Art Lund (Johnny Thompson	MGM 10037
			<i>Across the Alley From the Alamo</i>	Ork)	
4	—	9.	THAT'S MY DESIRE	Frankie Laine	Mercury 5007
			<i>By the River St. Marie</i>	
5	9	10.	I WONDER, I WONDER, I WONDER	Cuy Lombardo	Decca 23865
			<i>It Takes Time</i>	

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album Title	Artist	Label
	Last Week	This Week			
15	2	1.	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Dorothy Shay (Mischa Russell Ork)	Columbia C-119
28	1	2.	Al Jolson Album	Decca 469
6	3	3.	Carle Comes Calling	Frankie Carle	Columbia C-129
74	4	4.	Glenn Miller and Orchestra	Victor P-148
2	5	5.	Sentimental Journey Album	Les Brown	Columbia C-131

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 Title	Artist	Label
	Last Week	This Week			
110	3	1.	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
68	2	2.	Jalousie	The Boston Pops; Arthur Fiedler, conductor	Victor 12160
95	1	3.	Clair de Lune	Jose Iturbi	Victor 11-8351
11	4	4.	The Whiffenpoof Song	Robert Merrill	Victor 10-1313
84	5	5.	Warsaw Concerto	The Boston Pops Ork; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Album Title	Artist	Label
	Last Week	This Week			
46	1	1.	Rachmaninoff Concerto No. 2 in C Minor	Artur Rubinstein, pianist, NBC Ork; Vladimir Gloschmann, conductor	Victor 1075
2	3	2.	The Student Prince	Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer, and the Guild Choristers)	Victor P-180
101	2	3.	Rhapsody in Blue	Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor	Columbia X-251
14	4	4.	Rhapsody in Blue	Paul Whiteman	Signature GP-1
3	—	5.	Scheherazade Symphonic Suite Op. 35	Pierre Monteux; San Francisco Symphony Ork	Victor DM-920

The Billboard
MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
July 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.

POSITION		Going Strong	
Weeks to date	Last/This Week	Record	Label
14	1	1. PEG O' MY HEART	The Harmonicats-Sid Fisher
10	2	2. I WONDER, I WONDER, I WONDER	Vitacoustic 1
8	3	3. PEG O' MY HEART	Eddy Howard Majestic 1124
9	6	4. CHI-BABA, CHI-BABA	Three Suns Victor 20-2272
			Perry Como (The Satisfiers-Lloyd Shaffer Ork)
10	4	5. I WONDER, I WONDER, I WONDER	Victor 20-2259
10	8	6. THAT'S MY DESIRE	Guy Lombardo Decca 23865
3	7	7. SMOKE! SMOKE! SMOKE!	Sammy Kaye (Don Cornell-The Kaydets) Victor 20-2251
			Tex Williams-Western Caravan (That Cigarette)
5	5	8. TIMTAYSHUN	Capitol Americana 40001
			Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)
			(Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)
4	14	9. WHEN YOU WERE SWEET	Perry Como (The Satisfiers-SIXTEEN Lloyd Shaffer Ork) Victor 20-2259
			(Mills Brothers, Decca 23627)
5	10	10. PEG O' MY HEART	Art Lund (Johnny Thompson) MGM 10037
13	9	11. ACROSS THE ALLEY FROM THE ALAMO	Mills Brothers Decca 23863
13	11	12. THAT'S MY DESIRE	Frankie Laine Mercury 5007
4	—	13. PEG O' MY HEART	Ted Weems (Bob Edwards) Mercury 5052
2	15	14. PEG O' MY HEART	Buddy Clark Columbia 37392
6	12	15. PEG O' MY HEART	Clark Dennis Capitol 346

Coming Up

RAGTIME COWBOY JOE Eddy Howard Majestic 1155

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION		Coming Up	
Weeks to date	Last/This Week	Record	Label
6	1	1. SMOKE! SMOKE! SMOKE!	Tex Williams-Western Caravan (That Cigarette) Capitol Americana 40001
			(Tex Williams-Trio)
7	2	2. TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) Capitol 412
10	3	3. IT'S A SIN	Eddy Arnold and His Tennessee Plowboys Victor 20-2241
6	—	4. DON'T LOOK NOW (BUT YOUR BROKEN HEART IS SHOWING)	Ernest Tubbs Decca 46040
2	5	4. TEARDROPS IN MY HEART	Sons of the Pioneers Victor 20-2276
16	4	5. NEW JOLIE BLONDE	Red Foley (The Cumberland Valley Boys) Decca 46034

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION		Coming Up	
Weeks to date	Last/This Week	Record	Label
18	2	1. I WANT TO BE LOVED (BUT ONLY BY YOU)	Savannah Churchill Manor 1046
5	4	2. NEW ORLEANS BLUES	Johnny Moore's Three Blazers (Charles Brown) Exclusive 240
8	1	3. JACK, YOU'RE DEAD	Louis Jordan Decca 23901
7	5	4. ACROSS THE ALLEY FROM THE ALAMO	Mills Brothers Decca 23863
6	3	4. I WANT TO BE LOVED (BUT ONLY BY YOU)	Lionel Hampton and His Hamptonians Decca 23879
20	4	5. OLD MAID BOOGIE	Eddie Vinson Ork (Eddie Vinson) Mercury 8028

“His Golden Touch”
is the Midas touch
for your machines



FRANKIE
CARLIE
and his Orchestra playing

THE GLOW-WORM

PENGUIN AT THE WALDORF

COLUMBIA 37567

HEAR THE GREAT ARTISTS AT THEIR BEST ON

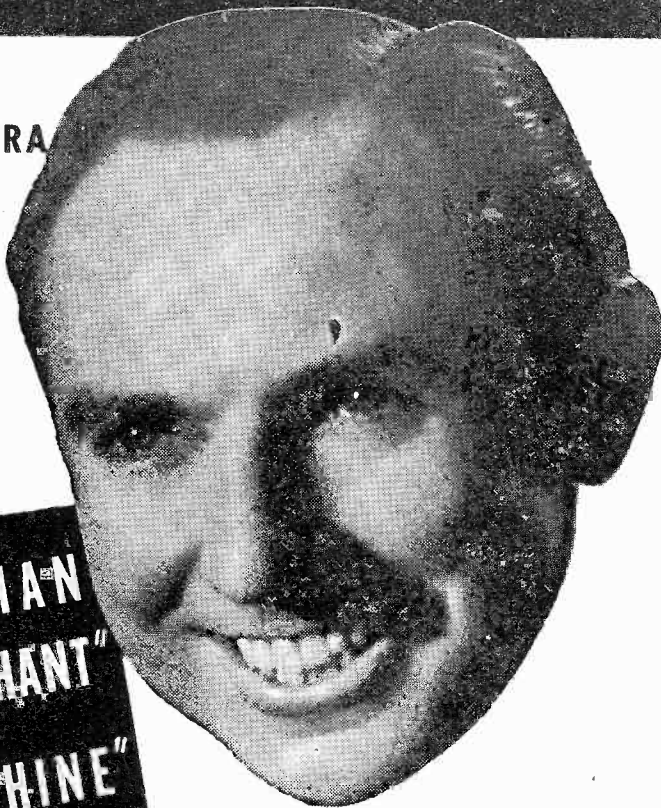
Columbia Records

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



DEL COURTNEY

AND HIS ORCHESTRA

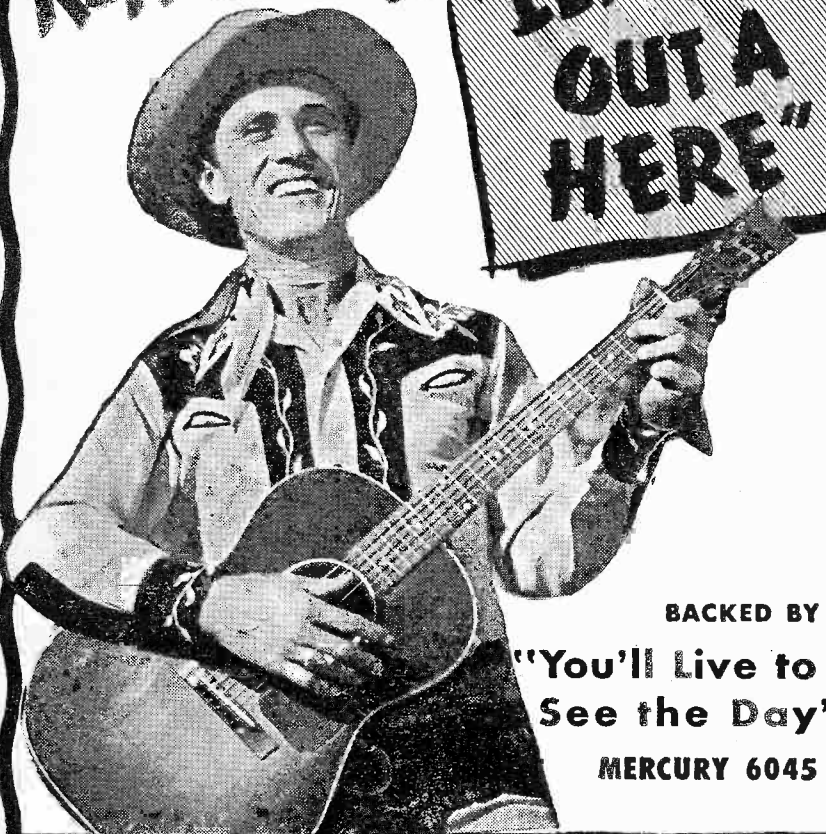


"HAWAIIAN WAR CHANT"
"JOSEPHINE"

MERCURY 5054

KEN CURTIS

"LEMMIE OUT A HERE"



BACKED BY
"You'll Live to See the Day"

MERCURY 6045

MERCURY RECORDS

The Billboard MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending July 25

Billboard TRADE SERVICE FEATURE

RECORD POSSIBILITIES

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

LET ME LOVE YOU TONIGHTNellie Lutcher..Capitol Americana 40017

Live a little and sell some records, too! Here's about the best of the recent sides by the new Negro gal sensation, Nellie Lutcher. You have to play this one more than once to get the really refreshing and "different" jazz inflections and slurs, but the more you play the better you'll appreciate the basic talent that turns this rendition of a grand standard into a slow-rhythm classic. If Capitol keeps turning the promotional screws behind vocalist-pianist Nellie—early reaction has been stacking up fine—we'll lay odds that "Love You Tonight" digs in there wide and deep. Flipover, "He's a Real Gone Guy," is strictly barrelhouse piano with vocal style to match. Despite a somewhat metallic piano the fabulous turn of notes and hard block-chords make "Guy" fine juke-box material.

AUF WIEDERSEHNJohn Laurenz with Earle Hagen's Ork.Mercury 5060

Shades of Columbia and Como on this Mercury disk. John Laurenz's bary piping is the highlight of an exceptionally well-recorded hunk of oldie and goodie music by Sigmund Romberg. Technical recording is in brilliant tones, the best yet on Mercury wax, with the Earle Hagen-led ork cutting interesting backgrounds. With proper promotion, this waxing could well move out and clean up. Flip—"When I Write My Song," an adaptation of "My Heart at Thy Sweet Voice"—retains the Saint-Saens melody but the new lyrics are hardly an improvement.

RECORD REVIEWS

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

COUNT BASIE (Victor 20-2346)

I'm Drownin' in Your Deep Blue Eyes—FT; VC. South—FT.

Count Basie brings two bright rhythmic dishes to this disk, coupling an introductory spin for word-slinger Bob Bailey with an instrumental. It's a rhythmic blues ballad for "Deep Blue Eyes" and Bailey pipes it pleasantly with easy and relaxed rhythmic feeling as the saxes sustain the harmonies and the brasses cut biting figures in the background. And it's a fine marching blues for a righteous and rocking "South" which shows off the terrific power of the Basie band along with the tenor sax rider. Clipped brasses in cups kick off the spin and polish it off in high rhythmic order, with the grooving giving some of the Count's treble-tinkling at the 88's to make it a thoroughly satisfying instrumental whirl on wax.

Basie fans, particularly at the race spots, will click coins for "Deep Blue Eyes."

AMBROSE (Decca F-5454)

Rhapsody in Blue—Parts I & II—FT.

A clipped instrumental version in concert style of the Gershwin classic by Ambrose, London maestro, with the piano flourishes provided by Bert Barnes. Retaining the "Rhapsody" themes in the arrangement as it spins over both sides of the disk, and still fashionable in the scoring altho it was cut some years back, major interest is in the tonal quality of the spinning. An import from the label's British branch, it's a full frequency range recording that brings out all the instrumental qualities of the Ambrose band. As a matter of fact, one can't help wondering why such rich tonal qualities are not duplicated for the diskings made on the home front.

For the home library.

WOODY HERMAN (Columbia 37553)

Bloop Bleep—FT; V. *Baby, Come Home*—FT; V.

Getting full band background, Woody Herman projects his lyrical talents to better advantage for these sides. But it's still a long way from the former maestro's song selling capabilities when he had his own band for the musical build-up. Sings it low-down enough for "Bloop Bleep," but without bringing out the melodic and lyrical humor weaved into the song. Slows down the tempo for a torchie "Baby, Come Home," which he sings with full rhythmic and sentimental feeling.

Little coin power in this plattering.

SAMMY KAYE (Victor 20-2345)

The Turntable Song—FT; VC. *Castanets and Lace*—FT; VC.

The smooth syncos of Sammy Kaye's clan, largely in support of the singers, bring attraction to both of these new songs. It's an engaging rhythm novelty for "Turntable Song" with Don Cornell, Laura Leslie and the Kaydets telling the lyrical story of the radio disk jockey; and it's super-sweet and melodic for the tango-fashioned Latin serenade, "Castanets and Lace" which Cornell and the Glee Club chant with sugar-coated piping to add to its romantic allure.

"Turntable Song" packs the phono possibility.

BOB CROSBY (Decca 25117)

Big Noise From Winnetka—FT. *Honky Tonk Train*—FT.

Two everlasting jazz classics from the Bob Crosby bobcat corner of old being brought back for those who started their hot jazz collections late in years. "Big Noise" is the classic duo jazz concerto of Bob Haggart on bass and Ray Bauduc at the drums with the bull fiddler's hot whistling licks setting the stage for the speed spin. For the flip, it's Meade Lux Lewis's "Honky Tonk" boogie-woogie classic with the piano power of the late Bob Zurke showcased as the band lays down a riff-ridden background.

For the hot diskophiles.

TEX BENEKE (Victor 20-2341)

How I'll Miss You—FT; VC. *Without Music*—FT; VC.

The Beneke band, with its strong reed voicing, brass choir and the maestro's tenor sax flanked by the fiddle section, cuts both of these sides in a bright rhythmic pattern for the dancers. "How I'll Miss You" is remembered as the theme song identifying the late Hal Kemp, and Beneke calls on Garry Stevens with the Moonlight Serenaders to provide the lyrical flavor. The Serenaders harmonize it alone for "Without Music," a theme song of more recent vintage identifying Martin Block's network disk jock show.

Song popularity will condition coinage for this cutting.

BUDDY RAYMOND (Continental C-1159)

When Your Old Wedding Band Was New—W; V. *I Wouldn't Trade the Silver in My Mother's Hair*—FT; V.

The sweet and tender tenor piping of Buddy Raymond brings out all the nostalgic flavor for both of these old-timers. With Sula's musette orchestra, small group paced by a soulful fiddler, Raymond sustains a full nostalgic flow in his sweet song for both sides. Takes "Wedding Ring" at a waltz tempo with a moderate beat set for the "mother" song on the mated side.

Both sides should hit pay dirt in taverns.

JUDITH ARLEN (DeLuxe 1085)

All My Love—W; V. *Dat's Love*—FT; V.

Here is a gal who projects a lyric with the best of 'em, with a degree of intimacy in her styling that is tops in song selling. Moreover, Judith Arlen displays a full and wide range for a brand of low-throated piping that is strictly out of the top drawer. Singing from way deep down and with a flair for the sophistication in her interpretation, Miss Judith sings it with full expression and feeling for a slow and lilting "All My Love" waltz lullaby, fashioned from Walseufel's "Doiores Waltz." And for a companion cutting, has an excellent show piece, marred only by some surface noise in singing the "Habanera" aria, "Dat's Love," from "Carmen Jones." Mac Ceppos' music, accenting strings and woodwinds, provides suitable support for a songbird who definitely belongs on wax. "All My Love" will help the phono fans discover Judith Arlen.

(Continued on opposite page)

(Continued from opposite page)

BERYL DAVIS (Victor 20-2354)
You're Breaking in a New Heart—FT; V.
Is It Good or Is It Bad?—FT; V.

The British songbird makes a marked impression in her song selling for these contrasting chants. Packing plenty of lyrical charm in her torch pipes, Beryl Davis sings it with full sentimental expression for the "Breaking in a New Heart" ballad. Celeste figures flood the subdued background music painted by Toots Camarata, also adding the rhythmic spark as the songbird steps up the tempo for a second stanza. And for the flip, has a most engaging and catchy rumba-foxtrot rhythm novelty in "Is It Good or Is It Bad?" make it a real vocal tease, with the Camarata music sparking the rhythms.

"Is It Good or Is It Bad?" will help attract phono attention to the songbird.

TINY BRADSHAW (Savoy 650)
These Things Are Love—FT; VC.
I've Been Around—FT; VC.

Label brings back two sides by maestro Tiny Bradshaw whose small band supports his song selling. And it's for the torch chanting that the maestro makes some real spinning sense. Sings it slow and feelingly for his own "These Things Are Love," topping the spin with a dramatic recitation. Talks his way thru "I've Been Around," boogie race blues taken at a faster clip, but neither the song nor the singing makes much spinning sense.

Race spots which once favored "These Things Are Love" may give it another round of coins.

TERRY SHAND (Decca 2-A)
Wabash Cannon Ball—FT; VC.
The New River Train—FT; VC.

A reissue of two hillbilly classics played by the Terry Shand band of old with a bright and peppery rhythmic punch to scoring in modern dress. Maestro shouts it in sweet and strong tenor voice for "Wabash Cannon Ball" with the band boys joining in on the refrains for "New River Train."

Both sides spin bright for the hillbilly coin locations.

DEAN HUDSON (Mello-Strain 111-112-113)

Heart of My Heart—FT; VC.
Because—FT; VC.
Violets—FT; VC.
Zoomba—FT; VC.
Eight-Nine-and-Ten—FT; VC.
Swing Time Session—FT; VC.

With full body and nice blend to the band, altho balance could be better, and scoring to show off a trombone choir to rich harmony advantage, Dean Hudson gives a pronounced dance appeal to his plattering of these six sides. Spins to best advantage when taking it smoothly and slow with the band framing the song sellers attractively. Top dance dinking is the "Because" wedding ballad that offers the trombone choir and Sonny Stockton's sweet tenor singing. Establishes the same mood for "Violets," with the maestro singing the Sigma Alpha Epsilon fraternity song with enough sincerity to make for selling even if he lacks in vocal qualities. Full-voiced chanteusing of Frances Colwell adds a pleasant rhythmic touch to the band's bright version of the "Heart of My Heart" oldie. Lively rhythm ditties mated to each of the ballad sides, but without spinning the Hudson crew to advantage. "Zoomba," a rumba item, with Ross Leonard coming on the session to give bary voice to the song, makes little impression on the wax. Nor does "Eight-Nine-and-Ten," trite novelty with Kenny Martin and the ensemble singing the arithmetic wordage. Band makes for toe-teasing rhythms with "Swing Time Session," which turns out to have a trite lyric with Frances Colwell and Kenny Martin fumbling the wordage about a radio platter show.

Campus crowd may give up some coin for one of the ballad sides, particularly at the Southern colleges where the maestro is a familiar name.

RUSS CASE (Victor 20-2344)
As Years Go By—FT.
Secrets—FT.

With symphonic undertones in the rhythmic scoring, Russ Case conducts the studio orchestra for two colorful arrangements of both ballads fashioned from familiar classical melodies. Both melodies rich in melodic appeal, Case's cutting makes it easy and pleasant listening for each with contrasting tonal harmonies and figures to make it full-fashioned.

Both are fine musical backgrounds for the atmosphere spots.

RONNIE KEMPER (Signature 15142 and 15143)

Cecilia—FT; V.
Bessie Couldn't Help It—FT; V.
My Future Just Passed—FT; V.
Ragtime Cowboy Joe—FT; V.

Stepping out as a solo singer, Ronnie Kemper, out of Dick Jurgens's band, makes his platter bow on this label with songs long identified with his characteristic chanting—soft and intimate with a fine rhythmic flair in his phrasing. Sings it slow and shyly for his familiar "Cecilia" and "Bessie Couldn't Help It" interpretations, sticking closely to the lyrical line for the "Future Just Passed" oldie and with fine rhythmic projection for "Ragtime Cowboy Joe." However, it is only

for the last-named needling that Alvie West's small riff-patterned band provides the piper with suitable support. For the slow sides, the music is without substance to sustain the relaxed and leisurely lyrical flow of the singer with the result that the spinning leaves too much to be desired. Not enough here to sustain coin interest.

THE THREE SUNS (Decca 6)
Beyond the Blue Horizon—FT; VC.
Crazy Rhythm—FT.

The colorful and rhythmic blend of organ, accordion and guitar, rich in melody and harmony, makes it pleasant for both the ear and the hoof as the Three Suns make with the music. And while these were cut many years ago, the spinning is still tasty. Both provide a lively tempo to both familiars with Artie Dunn's sweet singing added to "Beyond the Blue Horizon."

Both sides stack up strong where the Three Suns make the nickel music.

DICK ROBERTSON (Decca 1-A)
Heart of My Heart—FT; VC.
I'll Never Smile Again—FT; VC.

Staff singer in earlier years, label reissues two standards by Dick Robertson, whose band is a studio set-up. The small unit providing smooth syncopated support, Robertson's tenor piping spins a course just as smoothly and with a high note of sincerity for both ballads, both taken at a moderate tempo.

"Heart of My Heart," now a tap and tavern classic, will bring in some coin pieces.

CHUCHO MARTINEZ (Apollo 150)
La Paloma—FT; V.
Ay! Ay! Ay!—FT; V.

Rich romantic and expressive powers in the tenor piping of Chuchito Martinez in Spanish bring a pleasant lyrical charm to both of these familiar melodies. And with Jerry Jerome's music providing a full musical background, makes it an attractive tango tease for "La Paloma" with a lively rumba beat for "Ay! Ay! Ay!" Pleasant plattering for the parlor boxes at home.

GERMAINE SABLON (Continental C-1401)

My Man—FT; V.
My Legionnaire—FT; V.

Like her brother, Jean, Germaine Sablon sings the French chansons with tender feeling and high degree of intimacy and charm. With low-pitched torch pipes, gal sells both of these familiar French torchies in top order, taking liberties with the slow tempos for fullest expression. Hal Kaner's music provides adequate support without adding any distinction to the gal's fine continental song styling.

For the intimacy of the home.

HAL WINTERS (Apollo 1068)

Because—FT; V.
You'll Never Walk Alone—FT; V.

With a pleasant and wide range in his tenor voice, Hal Winters sings it with a full measure of tenderness for both of these rich melodic ballads that spin at a slow tempo with full musical bank provided by Jerry Jerome. And while there isn't the dramatic power in his pipes for either the "Because" wedding song or the "Walk Alone" lovely from "Carousel," Winters sings 'em with enough sincerity to make for the song selling.

For the home boxes.

JOE DOSH (Continental C-11001)

Apple Blossom Wedding—FT; V.
Ask Anyone Who Knows—FT; V.

With the added advantage of good ballad material, Joe Dosh, the ex-Hit Parader, pipes it pleasantly enough to his smooth baritone for both of these ballads of current popular interest. Justin Stone's music, all string and celeste tinkles, provides an attractive musical bank for Dosh's straightforward balladeering.

Song popularity may help attract coin attention to the sides.

LARRY DOUGLAS (Signature 15144)

Sleep, My Baby, Sleep—W; V.
You Do—FT; V.

The plaintive baritone piping of Larry Douglas, with fine romantic feeling and phrasing and a rich musical bank created by maestro Ray Bloch, makes it entirely pleasant plattering for both of these songs. "Sleep, My Baby, Sleep" is an old country melancholy melody rich in minor melody to make for attractive slumber song spinning in the waltz tempo. And for the flip, it's a catchy rhythm ballad, "You Do," from the "Mother Wore Tights" screen score by Joe Myrow and Mack Gordon, and a strong possibility for hit popularity.

Screen will hypo attention of "You Do" for the singer.

MARIE GREENE (Signature 15138)

September Song—FT; V.
Bill—FT; V.

Singing it softly and meaningful, Marie Greene stylizes both of these standard ballads in an expressive and intimate manner. Gets a rich riddle gloss in the musical bank created by Dave Mann for a slow and plaintive "September Song" sing. And with the Merrymen, piano and rhythm, in support, displays a wide and tutored range for a more intimately-styled "Bill," the "Showboat" musical ballad.

For the home buyers seeking out smart song styling on the spinning sides.

(Continued on page 127)

Signatures PLATTER PLAQUE to



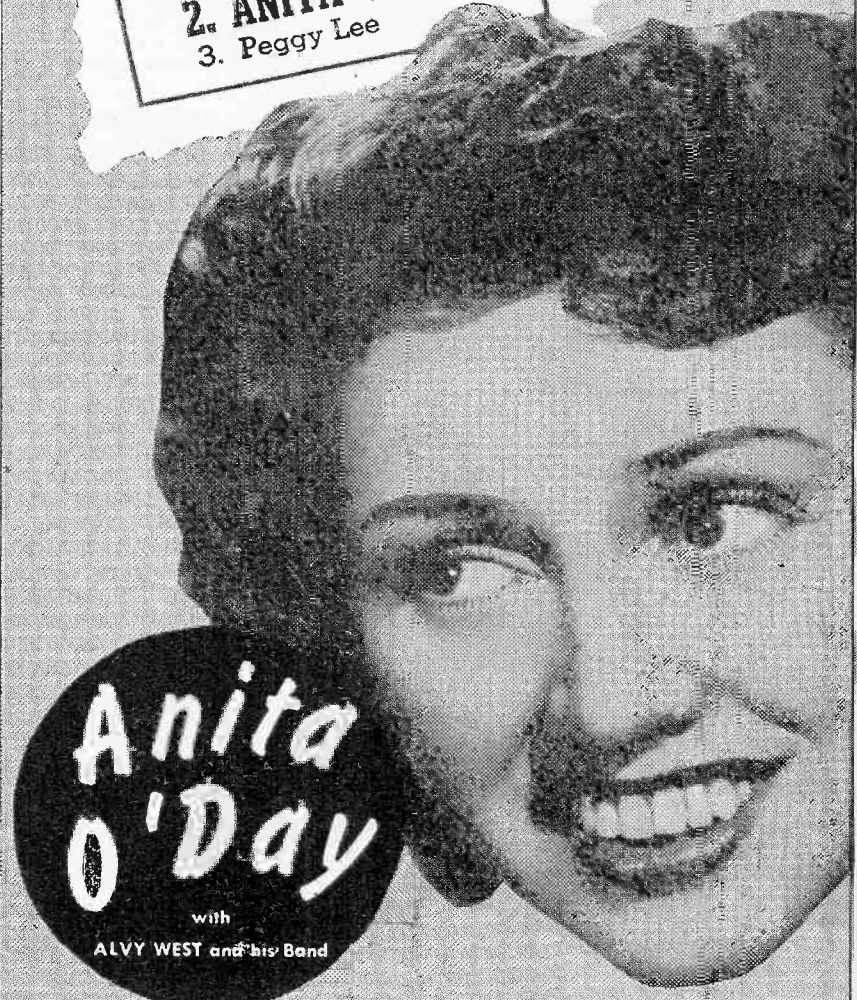
Jack Cooper

Jack Cooper is the Director of Negro Programs over Chicago's WSBC. He also spins discs over his shows, "Rug Cutters, Gloom Chasers and Jump, Jive and Jam."

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2. ANITA O'DAY
3. Peggy Lee

The Billboard
July 12, 1947



Anita O'Day

with
ALVY WEST and his Band

on Sig 15127

ACE IN THE HOLE SOMETIME I'M HAPPY

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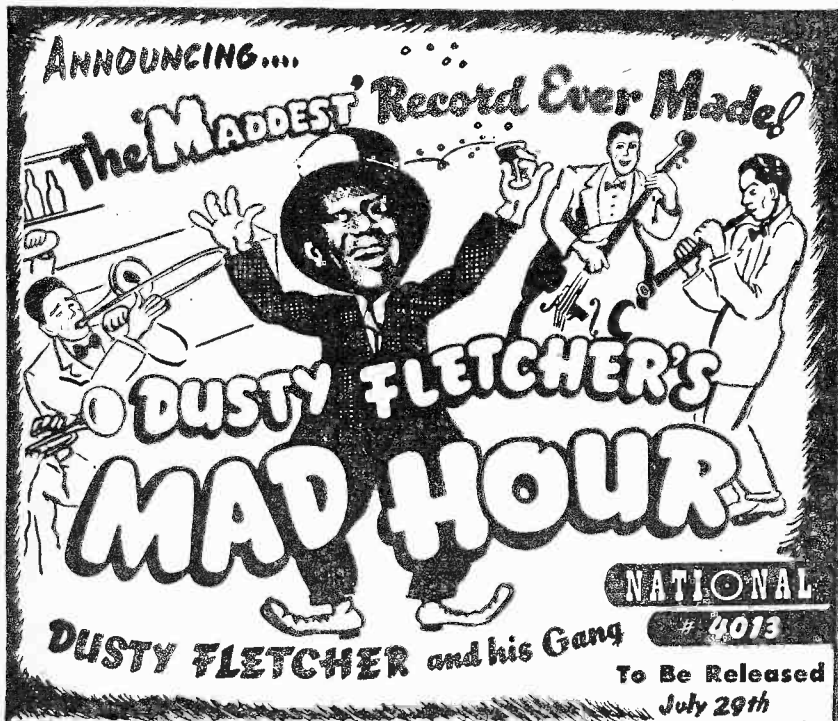
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The **Billboard**
MUSIC POPULARITY CHARTS
 PART VII
Advance Information
 Week Ending July 25

ADVANCE RECORD RELEASES

Records listed are generally approx- supplied in advance by record companies.
 mately two weeks in advance of actual Only records of those manufacturers voi-
 release date. List is based on information untarily supplying information are listed.

POPULAR

- AFTER YOU'RE GONE Tiny Bradshaw Ork (SALT LAKE) Manor 1082
- AMERICAN WALTZ ALBUM Ray Bloch Ork Signature S-11
- Alice Blue Gown Signature 15131
- Missouri Waltz Signature 15132
- Shadow Waltz Signature 15132
- That Naughty Waltz Signature 15133
- Three o'Clock in the Morning Signature 15133
- Wonderful One Signature 15131
- A-N-G-E-L SPELLS MARY Bobby Doyle (Ray Bloch Ork) (JEALOUS) Signature 15125
- AS YEARS GO BY Larry Stewart-Air Lane Trio (WHEN YOUR DOUBLE) De Luxe 1094
- AT SUNDOWN Loren Becker (Milt Page Trio) (RIDIN' DOWN) Mar-Kee 1001
- AUF WIEDERSEHN John Laurenz (Earle Hagen Ork) (WHEN I DO) Mercury 5060
- BABY, COME HOME Helen Forrest (Harold Mooney Ork) (YOU DO) MGM 10050
- *BLUES IN THE NIGHT (My Mama Done Tol' Me) Woody Herman Ork (LAUGHING BOY) Decca 25194
- CHECKERBOARD Vido Musso Ork (THE DAY) Trilon 184
- CHRISTMAS DREAMING (A Little Early This Year) Frank Sinatra (Axel Stordahl Ork) (THE STARS) Columbia 37809
- CHICKASHAW LIMITED Hal McIntyre (Nancy Reed) (MY FUTURE) MGM 10045
- CRAWDAD SONG Phil Harris (Phil Harris) (SMOKE, SMOKE) Victor 20-2370
- CUDDLE UP A LITTLE CLOSER Ray Bloch Ork (Warren Covington) (I'M DROWNIN') Signature 15146
- DO YOU FEEL THAT WAY, TOO? Ink Spots (INFORMATION, PLEASE) Decca 24111
- *DON'T FENCE ME IN ALBUM Bing Crosby Decca A-559
- Don't Fence Me In—Andrews Sisters (Vic Schoen Ork) Decca 23484
- It Makes No Difference Now—(Bob Crosby Ork) Decca 23968
- New San Antonio Rose—(Bob Crosby Ork) Decca 23968
- Nobody's Darlin' But Mine—(Victor Young Ork) Decca 23970
- Pistol Packin' Mama—Andrews Sisters—(Vic Schoen Ork) Decca 23484
- Ridin' Down the Canyon—(Victor Young Ork) Decca 23969
- Walking the Floor Over You—(Bob Crosby's Bobcats) Decca 23970
- You Are My Sunshine—(Victor Young Ork) Decca 23969
- *STEPHEN FOSTER ALBUM Bing Crosby Decca A-482
- Beautiful Dreamer—(John Scott Trotter Ork) Decca 25128
- De Camptown Races—(The King's Men—Victor Young Ork) Decca 25129
- I Dream of Jeanie With the Light Brown Hair—(John Scott Trotter Ork) Decca 25127
- My Old Kentucky Home—(The King's Men—Victor Young Ork) Decca 25129
- Nell and I—(John Scott Trotter Ork) Decca 25127
- Old Black Joe—(John Scott Trotter Ork) Decca 25130
- Swanee River (The Old Folks at Home)—(John Scott Trotter Ork) Decca 25130
- Sweetly She Sleeps, My Alice Fair—(John Scott Trotter Ork) Decca 25128
- HAVEN'T ANY BLUES Milt Page Trio (Milt Page) (NO MORE) Mar-Kee 1000
- HUCKLEBERRY DUCK Raymond Scott (TIRED TEDDY) MGM 10057
- I CAN'T GET OFFA MY HORSE The Korn Kobbler (Stanley Fritts) (WHY DID) MGM 10055
- I FOUND A LOVELY DREAM Zack Dante Ork (Thelma Gracen) (TAXI DREAM) Future 100-1
- I WONDER WHO'S KISSING HER NOW Danny Kaye (WHAT'S THE) Decca 24110
- I'LL SEE YOU IN MY DREAMS Mary Martin (SOMEONE TO) Decca 24112
- I'M DROWNIN' IN YOUR DEEP BLUE EYES Count Basie (Bob Bailey) (SOUTH) Victor 20-2346
- I'M DROWNIN' IN YOUR DEEP BLUE EYES Ray Bloch Ork (Warren Covington) (CUD-DLE UP) Signature 15146
- I'M STILL SITTING UNDER THE APPLE TREE Doris Day (Frank Comstock Ork) (WHEN TONIGHT) Columbia 37568
- INFORMATION, PLEASE Ink Spots (DO YOU) Decca 24111
- JEALOUS Bobby Doyle (Ray Bloch Ork) (A-N-G-E-L SPELLS) Signature 15125
- JOHNNY HAD A YO-YO Ruth Wallis (YOUR DADDY) De Luxe 1089
- AL JOLSON ALBUM Al Jolson Decca A-575
- Back in Your Own Back Yard Decca 24108
- Carolina in the Morning Decca 24109
- Golden Gate Decca 24107
- I'm Sitting on Top of the World (Just Rolling Along) Decca 24107
- Liza (All the Clouds'll Roll Away) Decca 24109
- Toot, Toot, Tootsie (Goo'bye) Decca 24108
- Waiting for the Robert E. Lee Decca 24106
- When You Were Sweet Sixteen Decca 24106
- JUST AN OLD LOVE OF MINE Tommy Dorsey (Stuart Foster—Lucy Ann Polk—The Town Criers) (THE OLD) Victor 20-2371
- JUST AROUND THE CORNER Dell Trio (THE ONE) Columbia 37591
- JUST AROUND THE CORNER Chuck Foster Ork (ON THE) Mercury 3064
- *LAUGHING BOY BLUES Woody Herman Ork (BLUES IN) Decca 25194
- (a) LOVE'S OLD SWEET SONG, Bob Hannon (SWEET MARIE) Majestic 7251
- (b) SWEET GENEVIEVE Gaylord Carter (SONG OF) Black & White 3016
- MEADOWLAND Black & White 3016
- MY FRIEND IRMA Harry James (Marion Morgan) (STRANGE WHAT) Columbia 37810
- MY FUTURE JUST PASSED Hal McIntyre (Frankie Lester) (CHICKA-SHAW LIMITED) MGM 10045
- NO MORE LOVE FOR ME Milt Page-The Bobsters (Milt Page Trio) (HAVEN'T ANY) Mar-Kee 1000
- OLD DEVIL MOON Milt Page-The Bobsters (Milt Page Trio) (ONE LITTLE) Mar-Kee 1002
- ON THE AVENUE Art Mooney Ork (Galli Sisters—Bud Brees) (VA-ZAP-PA!) MGM 10056
- ON THE AVENUE Chuck Foster Ork (JUST AROUND) Mercury 3064
- ONE LITTLE, TWO LITTLE Milt Page-The Bobsters (Milt Page Trio) (OLD DEVIL) Mar-Kee 1002

(Continued on opposite page)

(Continued from opposite page)

PENGUIN AT THE WALDORF	Frankie Carle (THE GLOW-WORM)	Columbia 37567
PIC-A-NIC-IN' (In the Park)	Lawrence Welk (SMOKE, SMOKE)	Decca 24113
RAGTIME COWBOY JOE	Harry Cool Ork (WHO TAKES)	Mercury 3066
RED HEAD	Air Lane Trio-Elm City Four (Tony Lane) (VA-SAP-PA)	De Luxe 1092
RIDIN' DOUBLE	Loren Becker-The Bobsters (Milt Page Trio) (AT SUNDOWN)	Mar-Ke 1001
ROMEO LOVES JULIET ALBUM	Larry Clinton	Rainbow 310
A Little Doodad	Jeanette Davis	Rainbow 31002
Coffe, Cokes and Cigarettes	Janette Davis	Rainbow 31003
For a Penny	Marshall Young-the Toon Timers	Rainbow 31004
How About a Boogie	Marshall Young-the Toon Timers	Rainbow 31002
Questions	Marshall Young-Janette Davis	Rainbow 31003
The Wheels Keep Spinning Around	Marshall Young- the Toon Timers	Rainbow 31004
(Baby) Walk Before You Run	Marshall Young-Janette Davis- the Toon Timers	Rainbow 31001
You Heard This Story Before	Marshall Young-Janette Davis- the Toon Timers	Rainbow 31001
SALT LAKE CITY BOUNCE	Tiny Bradshaw Ork (AFTER YOU'RE)	Manor 1082
SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir) (THAT'S WHAT)	Victor 20-2372
SMOKE, SMOKE, SMOKE (That Cigarette)	Phil Harris (Phil Harris-The Sportsmen) (CRAWDAD SONG)	Victor 20-2370
SMOKE, SMOKE, SMOKE (That Cigarette)	Lawrence Welk (PIC-A-NIC-IN')	Decca 24113
SOMEONE TO WATCH OVER ME	Mary Martin (I'LL SEE)	Decca 24112
SOMETHING IN THE WIND	The Modernaires (Mitchell Ayres Ork) (THE TURNTABLE)	Columbia 37569
SONG OF THE VOLGA BOATMAN	Gaylord Carter (MEADOWLAND)	Black & White 3016
SOUTH	Count Basie (I'M DROWNIN')	Victor 20-2346
STRANGE WHAT A SONG CAN DO	Harry James (MY FRIEND)	Columbia 37810
SUBWAY LULLABY	Zack Dante Ork (Vocalites) (TWO SIL- HOUETTES)	Future 100-3
SWEET MARIE	Bob Hannon (LOVE'S OLD)	Majestic 7251
TAXI DREAM	Zack Dante Ork (Thelma Gracen) (I FOUND)	Future 100-1
THAT'S WHAT EVERY YOUNG GIRL SHOULD KNOW	Sammy Kaye (Laura Leslie) (SERENADE OF)	Victor 20-2372
THE DAY I LEFT ALSACE- LORRAINE	Vido Musso Ork (Honey Dreamers) (CHECKERBOARD)	Trilon 184
THE GLOW-WORM	Frankie Carle (PENGUIN AT)	Columbia 37567
THE HEATHER ON THE HILL	Bobby Doyle (Ray Bloch Ork) (THERE BUT)	Signature 15129
THE ONE I LOVE (Belongs to Somebody Else)	Dell Trio (JUST AROUND)	Columbia 37591
THE OLD PIANO TUNER	Tommy Dorsey (Stuart Foster) (JUST AN EYE)	Victor 20-2371
THE STARS WILL REMEMBER (So Will I)	Frank Sinatra (Axel Stordahl Ork) (CHRISTMAS DREAMING)	Columbia 37809
THE TURNTABLE SONG ('Round, an' 'Round, an' 'Round)	The Modernaires (Mitchell Ayres Ork) (SOMETHING IN)	Columbia 37569
THE UNFINISHED BOOGIE	Vido Musso Ork (TREES)	Trilon 183
THERE BUT FOR YOU GO I	Bobby Doyle (Ray Bloch Ork) (THE HEATHER)	Signature 15129
TREES	Vido Musso Ork (Ray Wetzel) (THE UN- FINISHED)	Trilon 183
TIRED TEDDY BEAR	Raymond Scott (HUCKLEBERRY DUCK)	MGM 10057
*TOO MARVELOUS FOR WORDS	Bing Crosby-Jimmy Dorsey (WRAP YOUR HEAD)	Decca 25193
TWO SILHOUETTES ON THE MOON	Zack Dante Ork (Vocalites) (SUBWAY LULLABY)	Future 100-3
VA-SAP-PA	Air Lane Trio-Elm City Four (RED HEAD)	De Luxe 1092
VA-ZAP-PA! (Means: Go to Work)	Art Money Ork (Galli Sisters) (ON THE MGM)	MGM 10056
WALTZ TIME ALBUM	Abe Lyman Ork	Columbia C-136
Charmaine		Columbia 37508
Down by the Old Mill Stream		Columbia 37509
I'm Falling in Love With Someone		Columbia 37511
Jeannine (I Dream of Lilac Time)		Columbia 37510
La Golondrina		Columbia 37508
Meet Me Tonight in Dreamland		Columbia 37509
Missouri Waltz (Hush-a-bye, Ma Baby)		Columbia 37510
Valse Huguelte		Columbia 37511
WHAT'S THE USE OF DREAMING	Danny Kaye (I WONDER)	Decca 24110
WHEN I WRITE MY SONG	John Laurenz (Earle Hagen Ork) (AUF WIEDERSEHN)	Mercury 5060
WHEN TONIGHT IS JUST A MEMORY	Doris Day (Frank Comstock Ork) (I'M STILL)	Columbia 37568
WHEN YOUR OLD WEDDING RING WAS NEW	Elm City Four (AS YEARS)	De Luxe 1094
WHO TAKES CARE OF THE CARETAKER'S DAUGHTER	Harry Cool Ork (RAGTIME COWBOY)	Mercury 3066
WHY DID I TEACH MY GIRL TO DRIVE?	The Korn Kobbler (Stanley Fritts) (I CAN'T)	MGM 10055
*WRAP YOUR TROUBLES IN DREAMS (And Dream Your Troubles Away)	Bing Crosby (John Scott Trotter Ork) (TOO MARVELOUS)	Decca 25193
YOU DO	Helen Forrest (Harold Mooney Ork) (BABY, COME)	MGM 10050
YOUR DADDY WAS A SOLDIER	Ruth Wallis (JOHNNY HAD)	De Luxe 1089


RELIGIOUS

EVERYBODY WILL BE HAPPY (Over There)	Brown's Ferry Four (THE LORD)	King 631
GOD BE WITH YOU	The St. Paul Church Choir of Los Angeles (J. Earl Hines) (I'M SO)	Capitol Americana 40018
I CRIED HOLY	The Singing Crusaders (WHEN THE) Super Discs	1037
*I'M IN THE KING'S HIGHWAY	Rangers Quartet (WHAT WOULD)	Decca 46056
I'M SO GLAD JESUS LIFTED ME	The St. Paul Church Choir of Los Angeles (J. Earl Hines) (GOD BE)	Capitol Americana 40018
*IN THE SHADOW OF THE CROSS	Rangers Quartet (I'VE FOUND)	Decca 46055
*I'VE FOUND A HIDING PLACE	Rangers Quartet (IN THE)	Decca 46055
*LOOK AWAY TO JESUS	Royal Quartet (WE'LL SOON)	Decca 46057
THE LORD IS WATCHING (Over Me)	Brown's Ferry Four (EVERYBODY WILL)	King 631

CHILDREN'S RECORDS

ALICE IN WONDERLAND ALBUM (2-10")	Grace Coptin	Melodee MA-22
CINDERELLA ALBUM (2-10")	Richard James	Melodee MA-18
FAVORITE NURSERY SONGS AND GAMES ALBUM (2-10")	Barbara Ashley	Melodee MA-20
SLEEPING BEAUTY ALBUM (2-10")	Richard James	Melodee MA-16
SNOW WHITE AND THE SEVEN DWARFS ALBUM (2-10")	Richard James	Melodee MA-12
SONGS OF SAFETY ALBUM (2-10")	Joey Nash	Melodee MA-14
THE ADVENTURES OF PINOCCHIO ALBUM (2-10")	Richard James	Melodee MA-10

(Continued on page 119)




PRESENTS

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Music---As Written

New York:

Joe Morris and John Griffen, sidemen with Lionel Hampton, have pulled out to form their own ork which will be under the exclusive management of the Gale Agency. . . . Steve Gibson and His Redcaps have inked a new pact with Mercury. . . . Sammy Smith, of E. B. Marks, and Sid Foley, Valiant Music, have formed their own pubbery. . . . Dennis Day returns to the Coast Wednesday (30) after vacationing in town. . . . Signature cutting six program openings and closings by Johnny Long, Monica Lewis, Larry Douglas and Ray Bloch for disk jockey use.

Ray Anthony's theme song title contest held over his *Treasury Bands for Bonds* Mutual aircer resulted in victory for Betty Dunn, of Philadelphia. New title is *Dream Serenade*. Anthony was set to play Palisades Park beginning August 23 thru Labor Day. . . . Mel Torme's C. P. MacGregor transcription of his own composition, *County Fair*, which is pubbed by Burke & Van Heusen, was restricted from air performance by the American Society of Composers, Authors and Publishers this week, reportedly because the work was sold to Walt Disney for a short and the flick cartoonist raised objection to public performances.

Frank Dailey's opener for his Meadowbrook is still hanging in air following attempts by General Artists Corporation to free Elliot Lawrence's ork from other obligations to reopen the spot August 22 with crooner Mel Torme co-starring. Dailey reportedly has set Skitch Henderson's ork to follow the opening bill and fill in the week prior to Carmen Cavallaro's September 17 opening there. . . . MGM Records' Harry Meyerson will be busy next week recording Hal McIntyre, Sy Oliver, Billy Eckstine, Buddy Weed's trio and the Four Chicks and a Chuck. McIntyre will be in town to start a two-week vacation.

Lester Young, hot tenor sax star, leading a small unit to alternate with Jimmy Oliver's band at Watt's Zanzibar. . . . Kokomo Trio, current at 212 Club, signed by Rainbow Records to cut eight sides. Unit features Kokomo's piano vocals with guitar and bass. . . . Lew Ott, formerly with Tommy Dorsey, playing bass with the Sonny Miller Trio at the Drake Hotel's Ocean Room. . . . Ray Eberle set at Frank Palumbo's Click for a month's stand. . . . Leonard Torres, Cugat alumnus, brings his rumba band to Club Carioca. . . . Eddie Woodland, top tenor sax sideman around town, leading his own band at Spider Kelly's.

Chicago:

Aristocrat Records has signed Don Moreland, MBS vocalist. . . . Roy Carlson has taken over publicity duties in the Chi office of Frederick Bros. . . . Vic Rickey, formerly head of his own independent booking agency in Milwaukee, has joined FB here in the act and band department, with Phil Phillips joining Joe Musse in the cocktail department. . . . Cecil Golly has left Central Booking's band stable and switched to Frederick Bros.

Jerry Murad, leader of the Harmonicats, will marry Camille Amico in Chi July 30. . . . Ray Pearl, the FB band leader, married his band manager, Gloria Shevlin, June 21. . . . Lang Thompson has reorganized his dance band in the Pittsburgh area and has just closed 10 weeks at the William Penn Hotel there. . . . Russ Carlyle has been signed by Jim Bullet, of Bullet Records, to a year's contract. . . . Lil Gren has joined Cootie Williams as vocalist after years as a sin-

gle blues singer. . . . Frankie Masters cut his first four sides for MGM in New York July 6.

Gay Claridge has inked a year's pact with Future Music Records. . . . Jerry Murad's Harmonicats are set for the Hippodrome, Baltimore, the week of July 31, and their Roxy date comes August 6, 13 or 20. . . . Anita O'Day has obtained her release from the William Morris agency and has inked a year's booking contract with McConkey Music Corporation.

Kansas City:

Gene Eyman's band moved into the Drum Room of the Hotel President for a four-week stand, replacing Bob Opitz. . . . Tommy Sheridan has taken over the bandstand of the Terrace Grill of the Muehlebach Hotel. . . . The Five Scamps, new race instrumental quintet, opened Monday (14) at the Flamingo Club and its option was picked up before the end of the week, John Tumino, of Consolidated Orchestras, reports. . . . Jimmy Hollyfield Quartet, another new combo, fresh from Lawrence, Kan., opened Monday (14) at the new Governors Hotel in Jefferson City. The unit features a Haskell Institute Indian on the drums.

Julia Lee is celebrating her 14th year at Milton's. She's just back from a Coast disking session at Capitol, where she cut 16 sides. . . . Long runs hereabouts: Dee Peterson band (8) finishing fourth year at Southern Mansion; Jerry Gilbert Trio in second year at Elms Hotel in Excelsior Springs, Mo.; Ernie Henderson, race balladist who just cut four sides for Embassy on his 41st week at El Clippo Club, where, incidentally, the Danny Hale Quartet opened Monday (21).

Walter Brown, blues shouter who just cut four sides for Mercury, is skedded into the Jockey Club here next Thursday (31). . . . Vic Colin and Kay Hill opened for an indefinite run at Putsch's. . . . McConkey is skedding Anita O'Day for a tour thru the territory in September, and Ish Kabibble opens at Pappy's Showland in Dallas August 21.

Detroit:

The Basin Street Boys, who have just cut four sides for Exclusive, are coming east from Hollywood for two weeks at the Club Three Sixes, Detroit. They are now under a new joint Rollo S. Vest-MCA agreement. . . . Lou Owens, blues singer, is back for her fourth engagement within a year at the Rose Room in Terre Haute, Ind. . . . Jerry Harris fronting a new 8-piece band with fem vocalist, has been penciled for Jefferson Beach Ballroom, opening August 16. . . . C. W. Strawn, vice-president of RCA Victor Distributing Corporation here, is resigning August 15 to organize his own firm.

HOLLYWOOD:

Frank Loesser's new air force tune *Keep Your Eye on the Sky* gets full plug treatment on all army air shows. . . . Harpist Nancy McDonald, formerly with Philadelphia Symphony, has joined Bill Millner's new dance ork. . . . Red (Timtashun) Ingle currently conducting nationwide contest to find fem thrush for his new outfit. . . . Band Box songstress Mae Williams got first recording break, waxing couple of new tunes with Tommy Dorsey for RCA Victor.

Goddard Lieberson, Columbia Records veepee in charge of masterworks, and Bob Meyers, of West Coast staff will supervise batch of longhair dates next month, including sessions with Rise Stevens and Nelson Eddy. Among tunes to be etched will be 30 Stephen

Foster melodies, to be issued in new Eddy album. . . . A new Latin-American waxery, Discos Detecnal, issued first releases in L. A. area last week. . . . Louis Armstrong and Lionel Hampton reunited for first time in many years, working in new Danny Kaye pic, *That's Life*.

Lanny Ross checked into Hollywood to prepare for concert date at Hollywood Bowl August 2. . . . Newly formed Rima Rudina Rio Trio moves to Lyon's English Grill in San Fernando Valley. . . . While holding down the Palladium stand, Frankie Carl will wax an album of his interpretation of classical faves, similar to his *Carle Meets Mozart* dishing mad when he was with Horace Heidt. . . . Betty Rhodes, rumored out of the Victor fold, will remain with the Camden waxworks. . . . Capitol is building the newly formed Hal Derwin band to round out its catalog with a sweet crew.

San Francisco:

Ray Hackett, musical director at KQW, took his band into the Marl Hopkins Hotel July 22 for a four week engagement. . . . Russ Bennett, former vocalist-guitarist with Horace Heidt's ork, has taken over the band chores at the Music Box. . . . Glen Gray signed for a week at Edgewater-at-the-Beach Ballroom starting August 1. . . . Joe Matthew ork opened July 19 at the new Club Casino in Daly City.

Buddy Rich, B'port, \$1,650

BRIDGEPORT, Conn., July 26.—With admission lowered to \$1.20 Buddy Rich drew 1,380 customers at a Pleasure Beach Ballroom here Sunday (20) for a gross of \$1,656. Cu prices brought larger attendance than some of the bigger-name band leaders have been able to pull.

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IOG Cavallaro Detroit Date

DETROIT, July 26.—Gross of \$10,000 was turned in last week at Eastwood Gardens in East Detroit by Carman Cavallaro, setting the second highest figure of the season.

Average business for the outdoor spot has been off 50 per cent from 1946 to date, chiefly because of rain an average of four to five days a week since the start. Another factor has been the booking of the top name bands for later in the season, instead of the early dates of last year.

Claude Thornhill, who preceded Cavallaro at Eastwood, grossed \$7,500, while his predecessor, Charlie Spivak, set the high of the season so far, \$11,000 for his first week. He slumped to \$9,000 the second.

Tune Disk, Inc., Bows In Atlantic City

ATLANTIC CITY, July 26.—Two local tunesmiths, one a former maestro, are setting up a new disk label for their Broadcast Music (BMI) publishing firm. The waxerie, to be called Tune Disk, Inc., has been incorporated in Pennsylvania by Eddie Wilson and Bill Gerner. Until 1936, Wilson led a 17-piece band of his own called the Harmony Kings, favorites at Convention Hall and Ventnor Pier here. The boys will cut originals, doing their recordings and distribution out of the Philadelphia area, where already more than a half dozen indie labels flood the disk marts.

NEW ORLEANS, July 26.—Magnolia Recording Company, new diskery here, is preparing to release its first record, *Arizay*, backed up with *My Wife's Angel Cake*. Both numbers were written and are performed by Pinky Vidacovich, musical director of WWL, who leads the ork on local daily *Dawn Buster's* show.

Spivak One-Nighter In K. C. Gets \$5,794

KANSAS CITY, Mo., July 26.—Charley Spivak's band grossed \$5,794 on a one-nighter at Pla-Mor Ballroom here Saturday (19), Will H. Wittig, ballroom manager, reports. Attendance totaled 3,119 on tickets retailing a \$1.75 in advance and \$2 at the gate.

Les Brown's orchestra, which played the hall the preceding Saturday, grossed \$4,481 on attendance of 2,755, with ducats selling at \$1.50 in advance and \$1.75 at the gate.

Wittig points out that despite reports of slumps in ballroom turnouts elsewhere in the Midwest, Kansas City figures are right up to those of last year. Location bands at the Pla-Mor also have been holding their own on week-ends, he reported, but mid-week trade is off about 15 per cent.

Tony Pastor's crew is skedded into the hall tonight, followed by Claude Thornhill (August 2) and Glen Gray (9). Bob Berkey is the current location band, with Charles Fisk moving in for three weeks August 10.

AP To Review Disks

NEW YORK, July 26.—Jack O'Brian, Associated Press (AP) drama critic and Broadway columnist, hereafter will devote one column each week to reviewing disks for afternoon AP papers.

Maestro Rolls Promotion Ball For Himself

CHICAGO, July 26.—With dance band biz down in the Midwest, and ballroom ops, one-night bookers and the fronters themselves arguing about who's supposed to do the promotion job to hypo grosses, Ray Pearl, whose band is currently doing a three-monther at the Blackhawk here, is taking the promotional ball himself and reports good gains.

Pearl started his publicity rolling last year while doing a stint at Melody Mill, suburban Chi dancery. While there, he began sending small one-column mats to newspapers in towns all over the Midwest and part of the East where he had worked. Ad copy informed readers of when the CBS radio remotes, piped from Melody Mill, could be heard in that area. The three-month program set Pearl back about \$2,500.

When the band started its one-night tour in January, following his stint at the Mill, Pearl said that despite some poor weather, ops for whom he worked did biz 60 per cent up from his last visit. In addition, FB band bookers in Chi reported receiving several requests from cps who had seen the ads and gotten comment from their patrons.

While at the Blackhawk, Pearl is again laying out \$200 per week for newspaper ads and, in addition, is having 5,000 window display cards made which he is sending out to ballroom ops for whom he's worked.

Pearl said that he got the idea of throwing extra light on his radio remotes after hearing that certain band-leaders were playing down air shots as a promotion factor, and decided to get a jump on competition by swinging attention to his air work.

Pearl has utilized a coverage map, supplied by remote execs of WGN. Mutual outlet here which pipes the Pearl music over the network. Using the chart, which shows which stations pick up the Blackhawk remote, Pearl says he is concentrating his advertising in those areas and has already received offers from some promoters.

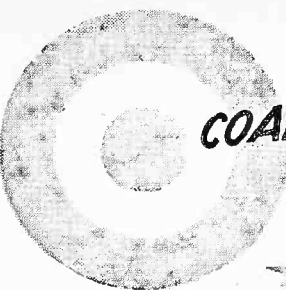
Paul Davis To Head McConkey K. C. Staff

KANSAS CITY, Mo., July 26.—Paul Davis, former ork leader, has been appointed general manager of the Kansas City office of McConkey Music Corporation. Jay S. McConkey also announced this week the appointment of Milo Finley to head the act department of the K. C. office. Finley also is an ex-frontman.

McConkey himself is going on the road, traveling between his agency's offices on the East and West Coasts and Chicago. Ethel Nelson, who has been his secretary for three years, will take over the accounts which McConkey has been handling. The K. C. office is in the LaSalle Building at Ninth and Main.

Henry Durst has been transferred from the K. C. office to Chicago, where he is heading the big band department.

Music and act business thru the Midwest States served by the office here is "practically normal" for the summer, but about 20 per cent under last year, McConkey reports. He finds big bands hard to handle in this territory for more than a couple or three weeks at a stretch. Cocktail acts and combos are proving the best bet.



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7 West 46th St., New York 19, N. Y.

Stalemate in ASCAP Drive To License Employee Music As IRA Surveys Membership

Industrial Group To Submit Plan Based on Poll

CHICAGO, July 26.—The attempt by the American Society of Composers, Authors and Publishers (ASCAP) to license industrial plants that originate music to employees during working hours, which started early this year, has been temporarily halted until some time this fall, it was learned by *The Billboard* this week. The ASCAP try at obtaining a licensing fee of 2 cents per exposed employee per month was stalemated when execs of ASCAP met with John W. Fulton, executive secretary of the Industrial Recreation Association (IRA), which represents some 250 major industries and their branch plants, including Ford, Chrysler, Lockheed and Libby-Owens.

Industry Representation

Fulton visited New York shortly before the death of John G. Paine, general manager of ASCAP, and deliberated with the late ASCAP chief concerning the group's licensing attempt. Fulton said that Paine admitted that no representatives of industries which used either wired music or originated their own music were called in on the consultation prior to the start of the campaign. Paine agreed to withdraw ASCAP's demands to industrial plants until such time when the publishers' org can meet with a number of reps of industries which utilize music.

Fulton said that he had met with execs of two firms which supply record and e. t. libraries to industrial users. Fulton said that studies which he had made of the ASCAP projected 2 cents per employee for originated music as compared to a 5 per cent license fee on wired music agreed with studies made by the two platter and e. t. firm execs. All three of the surveys show conclusively that wired music at its present 5 per cent tax rate could undersell music originated in the plant by from 300 to 800 per cent depending upon the number of employees in the plant. The increased cost of the projected ASCAP tax on originators of industrial music within the plant accelerated as the number of people employed rose. The only persons who would get a break by originating their own music and not using wired music would be plants with less than 150 workers, the studies showed.

IRA Plan

Fulton, who is currently conducting a nationwide canvass of industrial users of music for plant employees and has sent out over 1,200 questionnaires to plant prexies, personnel execs and recreation directors, said that the IRA is attempting to work out a plan for consideration by ASCAP, under which plants originating music will be licensed according to how many employees are exposed to music, how many hours the workers are exposed and other ramifications which the survey discloses are important enough for consideration.

Thus far, Fulton has heard from one major industry which has completely dropped its music for employees; while another has swung to an all BMI catalog to avoid paying any ASCAP assessment. Fulton said that he has received a letter from a Gotham ASCAP exec, giving permission for any industrial plant to originate ASCAP music without charge, pending some agreement which might be worked out between reps of industries which use music and ASCAP execs.

A study is being made, Fulton said, in conjunction with the plant survey, as to whether or not industrial music has proven fully worth while in providing increased production. Fulton pointed out that ASCAP's contention that music while you work has not yet been tested in court as "performance for public profit," tho an Eng-

Dinah, Bing, Melchior Cop Vocal Honors

(Continued from page 20)

the ork rests), slipped into third place ahead of Art Lund, who, altho making great strides as a single recently, is still identified by some spinners with the old Benny Goodman platters.

Gal Band Orioles

Among the wrens, June Christy copped first place for her warbling with the Stan Kenton Kut-Ups before they disbanded, with Frankie Carle's canary, Marjorie Hughes, nosing out Fran Warren, of the Claude Thornhill ork, for the place slot. Doris Day, who recently departed the Les Brown ork to branch out as a single with plenty of success, snagged the No. 4 position ahead of Rosalind Patton, of the fast-climbing sweet-with-a-beat Elliot Lawrence ork. Carolyn Grey, current Gene Krupa wren, notched up enough votes to outdistance Anita O'Day, ex-Gene Krupa, for sixth place, while Marion Morgan, now handling the vocals with Harry James, passed Peggy Lee, former Benny Goodman chirp, and the movies' Jane Russell, formerly and briefly, of the Kay Kyser troupe, in the final tabulations.

The platter spinners revealed far less interest in the longhairs as was seen in the number of votes cast for the most popular classical singing artist. Lauritz Melchior grossed enough tallies to beat out Robert Merrill, whose Victor dishing of the *Whiffenpoof Song* proved to be the big pay-off for this comparative newcomer. John Charles Thomas took third money over Lily Pons, Nelson Eddy, Rise Stevens, Jan Peerce, James Melton, Ezio Pinza and Marion Anderson.

lish decision so holds, and U. S. copyright laws are similar.

NEW YORK, July 26.—Spokesman for American Society of Composers, Authors and Publishers (ASCAP) here declared they had not received copies of the Fulton survey, but suggested that if "Fulton has figures to prove that the ASCAP-asked rate is out of line we might make adjustments—but we're not sure it's out of line and Fulton will have to prove it."

The Society official said that almost a year ago, when industrial reps and ASCAP-ers first conferred, both sides agreed there was no suitable precedent for figuring out a base rate. When ASCAP suggested 2 cents per employee per month, the official said one industrial exec commended the Society on its fair demand. It was later, claimed the ASCAP-er, that the Fulton-survey idea came into the picture.

Lawrence, Laine, Warren 'Most Promising' Orks

(Continued from page 20)

whose Capitol waxing of *I Never Knew* ended in the top 10 all-round record class, has been working incessantly to sell his slick two-beat style since he got out of the navy last year and this second place victory marks initial recognition for the orkster. Eddy Howard landed third slot in the most promising category an anti-climactic award since Howard had been named the year's top-sweet band by the same jocks who apparently thought him "new" enough to rate position in the "promising" division. Modernist, Boyd Raeburn and Ray McKinley, closely tailed Howard to cop fourth and fifth respectively.

The spinners voted for 72 different orks in the most promising contest and it was only a few votes that separated 10th place winner, Ar Mooney, from orks like Ray Anthony, Randy Brooks and Ziggy Elman.

Newer Male-Chirp Favos

Most promising of the newer male vocalists, say the jocks, is Frankie Laine. Laine set the turntables spinning with his Mercury platters. His recording of *That's My Desire* almost single handedly carried that song into the hit brackets. Laine currently is embarking on a tour of location which will bring him into New York for an engagement at the Troubadour new name for the soon-to-be reopened Dixon's on 52d Street. Laine topped Art Lund, another singer who rose to prominence via the single top disk route, his being the MGM record of *Man'selle*. Youngsters Mel Tormé and Vic Damone ended in third and fourth, respectively, while the veterans Buddy Clark (newly "big timing" on disks) copped fifth slot. Joe Alexander, in sixth place, was the only Negro crooner to hit the top 10 and one of four to win mention among the 74 singers listed in the contest.

Newer Fem-Chirp Favos

Fem singer to win "most promising" choice was Claude Thornhill's chirp, Fran Warren. The 21-year-old Warren gal, who has been around music biz for several years, connects primarily for her singing on Thornhill's Columbia waxing of *A Sunda Kind of Love*. She topped Elliot Lawrence's chirp, Rosalind Patton, by only 24 points. Surprise third place winner was film beauty Jane Russell who cut some wax on Columbia with Kay Kyser and evidently, according to the way the spinners voted, singing just as well as she looks—bo-i-n-g. Doris Day, who soon will share the *Hit Parade* radio spotlight with Fran Sinatra and is due for movie work at Warner Bros., copped fourth. Three-way tie for fifth place include thrushes June Christy, Monica Lew. and Sarah Vaughan. Miss Vaughan was the only Negro gal to hit the top 10 and was one of eight mentioned among the 84 girls listed.

University, New Diskery In N. Y., To Stress Albums

NEW YORK, July 26.—Formation of a new disk company, to be known as University Records, has been completed here by Robert Martin and Richard Henschel. The firm, which will cut records only on assignments will specialize in albums for school associations or groups that are interested in circulating the disks among their membership. There will be no general distribution to the public for the time being.

First album to be turned out by the firm was done for the Alpha Delta Phi, a national college fraternity. Disks featured an octet and the Four Clubmen. Several other assignments of a similar nature which are now pending will feature whatever talent the customer requests.

Teeners 57.4% for Pop Tunes, Disks as Gifts, Survey Shows

NEW YORK, July 26.—A *Seventeen* magazine consumer panel survey of 2,000 teen-age girls (to develop data on their musical interests) not only revealed popular music as the favorite among 57.4 per cent of the gals queried (semi-classical, 26.7 per cent), but also showed heavy fem preference for disks as gifts. According to the panel, 49.1 per cent reported that they both give and receive disks as gifts, 31.6 per cent gave or received individual records, 14.5 per cent albums and 53.1 per cent reported both. There were 40.2 per cent who reported they purchased disks regularly, 33.7 per cent occasionally and 17.2 per cent rarely.

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Only .7 per cent said they never bought disks. The greatest majority 66.6 per cent, said they bought two to four records at one time, 15.8 per cent bought one record at a time, and 12.3 per cent purchased four to six disks at one time. Most of the purchases were made out of regular allowance money.

Artist Favorites

In the talent portion of the study, the favorite male vocalist with the girls was Bing Crosby, followed in order by Perry Como, Dick Haymes, Frank Sinatra and Vaughn Monroe. In the male classical listing, Lauritz Melchior was the favorite with 18.8 per cent, while Nelson Eddy, James Melton, John Charles Thomas and Lawrence Tibbett completed the first five listing.

Dinah Shore proved an overwhelming favorite among the fem vocalists, with Jo Stafford second and Ginny Simms nosing out Margaret Whiting for show. Peggy Lee was fifth. Among the classical fem singers, the girls preferred Lily Pons, with Rise Stevens, Patrice Munsel, Jeanette MacDonald and Marian Anderson following.

Favorite pop ork was Tommy Dorsey, with Harry James taking second position by a nose over Tex Beneke and the Glenn Miller ork. Vaughn Monroe and Guy Lombardo filled out the first five positions. In the classical field, the Boston Symphony-Pop ork was No. 1, followed by Andre Kostelanetz, the New York Philharmonic, the Philadelphia Symphony and Phil Spitalny.

Label Preference

In answer to the question: "Do you have any records you can't hear enough of?" 64.9 per cent answered "yes"; 27.7 "no," and 7.4 did not reply. Those answering "yes" preferred, in order, the following labels: Victor, Columbia, Decca, Capitol and Majestic. The first five artists appearing on the records in this classification included, in order of preference, Frank Sinatra, Jose Iturbi, Perry Como, Tommy Dorsey and the Glenn Miller ork.

Goldkette Cut Short in A. C.; Four GAC Bands Following

NEW YORK, July 26.— The attempted comeback of old-time orkster Jean Goldkette at Hamid's Pier, Atlantic City, met with a snafu this week as the ork frontier received his two-week notice. Originally skedded to play the entire summer at the pier, Goldkette is being pulled out because of n. s. h. biz to make way for a series of General Artists Corporation ork dates, including Boyd Raeburn, Johnny Bothwell, Sam Donahue and Billy Butterfield. Each ork is in for one week, with Raeburn teeing off the new policy August 1.

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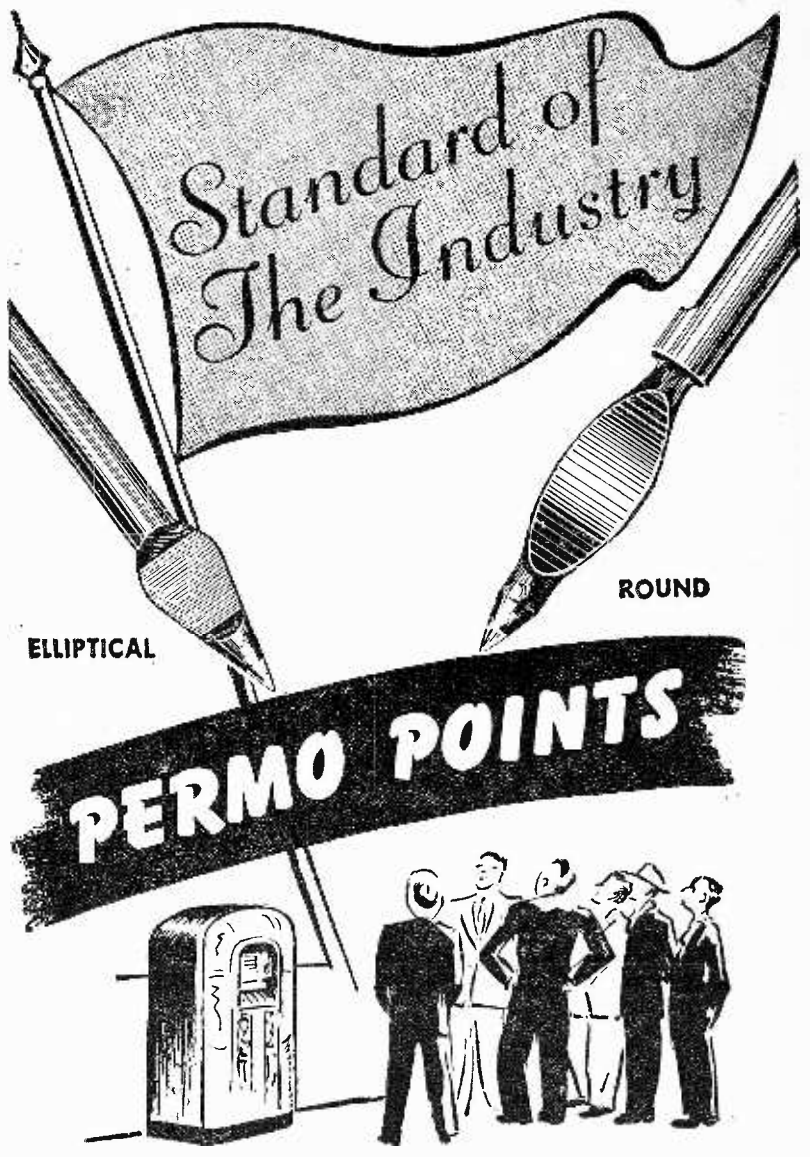
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Nellie Lucher Inks 6-Year Gastel Pact

HOLLYWOOD, July 26.—Nellie Lucher, race songstress recently introduced on Capitol's Americana

label, was signed by Carlos Gastel to a six-year personal management paper. She is currently appearing at Billy Berg's.

Capitol's Dave Dexter is being credited as the talent scout who discovered her.



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BE-BOP BISTROS BOOM ON 52D

Jazz Making Biz Hum in Stem Spots

Key Niteries Reviews

By Hal Webman

NEW YORK, July 26.—Jazz reigns supreme once again on 52d Street. Only a few months ago the hipsters began straggling back to *The Street* in an effort to revive biz on the unofficial main artery of jazzdom. And today the *Le Hot* lads are playing to gratifying box office figures. Reports from the half dozen jazz bistros in the past few weeks show that for the first time since before the war spots have had the ropes up.

Reviews of units at key street spots, the Onyx, Downbeat, Hickory House and Three Deuces, follow this story.

Reason for the sudden return of the hip faithful's coin on 52d Street appears to be the emergence into its own of a comparatively new jazz styling called be-bop. Leader and spiritual guide of the be-boppers, Dizzy Gillespie, is currently on the street at the Club Downbeat at \$1,600 per week. Gillespie's price tag is the highest in the hot music niteries, altho it actually is tootler union scale for the spot. Other street budgets fluctuate between \$1,000 and \$1,500 weekly, the latter being the nut for the recently reopened Onyx Club which features Billy Eckstine, Vivien Garry's Trio and Lou Mel Morgan's Trio.

The influence and drawing power of be-bop was evident in nightly tours made of the jazz bistros this week by *The Billboard*. Club Downbeat, with Gillespie, packed them in, while the Three Deuces, with units led by Coleman Hawkins and Deryck Sampson, both smacking very much of the bop, also had them coming in droves. At the Onyx the draw is Billy Eckstine, essentially a singer, but who from his big band days is known among the hipsters as one of the key bop boosters. On the other hand, the more ancient tenor choruses of Bud Freeman next door at Jimmy Ryan's hasn't had the gate magnetism of the boppers. Freeman, who closed tonight, will be followed by the Albert Nicholas Trio, with Nicholas also a member of the older jazz school. The Famous Door, which featured Jack Teagarden's group for several weeks, late this week brought in the more modern Earl Warren Sextet to join tenorist John Hardee's Quartet at the spot.

But despite good biz in the bistros (one op said that he is disappointed if his place doesn't make him at least \$1,000 per week now) some owners claim that jazz acts still aren't worth buying. They point out that prices for name jazzmen are too high for the size of their operations. Most of the street's spots have a seating capacity of between 50 and 75 persons, but almost all of them do their greatest biz with transients at the bar. Drinks are priced from 75 cents for beer and cokes and \$1 and up for liquors, with most on a drinks only policy. Ops point out that a money-making operation must gross

Editorial

Sometimes We Berle

We certainly recognize that Milton Berle is among show business's all-time great comics. And we understand that one of the reasons for Berle's success is that he is always working . . . whether he is playing a paid engagement or not. There probably has been no opening of any consequence—whether nitery or hotel, whether featuring an act or band show—at which Berle has not made a very prominent appearance. At most of the openings at which we've taught Berle, the featured maestro or attraction has introduced Berle and asked him to come up to the mike. On most such occasions, Milton gets up and kills the people. All of which is fine.

There have been several openings, however, at which the featured band or act has not chosen to call upon Berle, even tho the irrepressible Milton did everything but take off his pants to attract attention. On some such occasions, at the close of the show, Berle, without invitation from anyone, leaps to the stage, gets himself a mike and does a short, fast typical Berle routine. This generally consists of giving the operator of the joint a plug, asking the audience to confirm that the band or act featured at the opening is really great, and then usually introducing another celeb with whom Berle is attending the opening.

Latest instance of this type of Berle antic came off Thursday (24) when the Andrews Sisters opened at Bill Miller's Riviera. The girls saw Berle as they were working in the opening show. They made several mentions of Berle, but didn't call him to the mike. At the show's close, Berle leaped to the stage and did his usual opening routine anyhow.

We're sure the Andrews Sisters didn't mind. We know that Berle has helped many performers in many ways. And for that reason it's all the more pertinent, in our opinion, that Milton realize that there are times when it's bad taste to indulge in such flagrant attempts to deflect some of the glory due an attraction—at an opening which is important to that attraction—onto himself. When he is asked up to the mike, that's fine. When he isn't, he ought to do his show from his table . . . that's plenty.

between 30G and 32G monthly.

Many street ops, however, are enthused over the new flow of biz. They avow that biz is encouraging but maintain that it's still not like the "good old days." Most are booking further into the future than they have for many months with names of the Ella Fitzgerald and Sarah Vaughan caliber expected to return to the hot music bistros. And Bill Levine, long-time street op, is currently prepping to bring the highest priced jazz and other closely allied acts back to the street in the soon-to-be-opened Troubadour nitery, formerly Freddy Lamb's Club 18. Spot will unshutter August 8 with Louis Jordan's Tympany Five with the Jordan price tag set at \$3,750 per week. Others due to follow include Frankie Laine, King Cole Trio and Peggy Lee and Dave Barbour.

Onyx Club

The Onyx is the original home of hot jazz on 52d Street and it had a long-time recess before it went back to catering for the hipster trade several weeks ago. In its short return to jazz activity the spot has moved into the box office spotlight on the street. Top attraction at the bistro is the big-voiced, handsome former orkster Billy Eckstine.

Accompanied by John Malachi at the piano, Eckstine runs thru a fifteen-minute set every hour booming out things like *Ivy*, *Sophisticated Lady*, *Without a Song* and his own blues, *Jelly, Jelly*. The Vibrato, as Eckstine has been tagged, does handsomely with the material and handles his audiences with ease and confidence.

Sharing billing with Eckstine is the Vivien Garry Trio and the Lou Mel Morgan Trio. Miss Garry is a comely and tall lass who plays an odd instrument for a gal, the bass viol, and she plucks it very well indeed. She chirps an occasional tune of the *A Stranger in Town* type and delivers in an arresting manner. Hubby Arv Garrison on guitar and pianist Teddy Kaye round out the unit, which as a threesome makes a good appearance and would make a (See *Jazz Makes Biz*, opposite page)

Vegas Clubmen's Free Air Travel

HOLLYWOOD, July 26. — Las Vegas hotel and club owners last week launched a policy of providing Hollywood patrons with free round-trip air transportation to the Nevada resort town. Plan was set up by Sanford Adler, operator of El Rancho Vegas Hotel and new owner of the swank Flamingo Hotel. Present sked offers three chartered flights daily with plans to increase number of trips as business warrants.

Freight bill is about \$1,000 a day, with tariff being shared by seven gaming clubs, two Adler hotels and Last Frontier hostelry.

Jessel Guester Sets Roxy Opening Mark

NEW YORK, July 26.—The Roxy splintered its opening day record last Wednesday (23), grossing better than \$21,000. The house expects to do about \$130,000 for the first week of *I Wonder Who's Kissing Her Now*, with Abbott and Costello, Joe Howard, Hermanos Williams and Amanda, Maurice Rocco, and Audrey Young on the stage.

On the first day, the house brought in George Jessel, June Haver and Howard, in addition to the acts booked, for a one-day personal appearance. After Howard's first show click, however, he was booked for the rest of the run.

According to the Roxy office, there were about 2,500 mothers and kids lined up waiting to get in Wednesday morning for the first show. The house was filled shortly after the pic started and there was almost enough people waiting in line at the end of the first showing to fill the house again. In fact, the line went east on 50th Street to the Avenue of the Americas, north on the latter to 51st Street and west on 51st to the Roxy Building—a short two-hour wait for seats.

Borsht-AGVA Feud Goes On

NEW YORK, July 26.—Borsht belt booker Jack Segal's suit against the American Guild of Variety Artists (AGVA) to enjoin and restrain the union from interfering with his business was left up in the air this week when the judge reserved decision on Segal's plea for an injunction. In the meantime, Segal faces new woes in the shape of an AGVA hearing next week on charges that he booked acts into spots declared unfair by the union.

Segal, in addition to booking several hotels in the mountains, owns a hotel there and has been sleeping his acts in his place, transporting them to their jobs. AGVA charged that Segal was violating the five-mile rule and put his hotels on the unfair list. At this point the County Resort Association (Big 21) and the Federation of Hotel Men, which had an agreement for a united stand against AGVA in case any of its members was called unfair by AGVA, got together and notified the union that both bodies would declare themselves unfair if the union kept the hotels on the unfair list. The two orgs canceled their shows, but July 18 dissolved their agreement and the acts went on as sked. This left Segal battling the union single-handed.

Hearing Planned

According to AGVA, Segal continued to book acts into the hotels listed unfair. The union plans to hold a hearing on the charges either Tuesday (29) or Thursday (31), before committees representing AGVA and the AAA, agent's org.

At the Supreme Court hearing yesterday (25), Justice J. Edward Lumbard narrowed the issue in Segal's suit to whether or not it was a labor dispute. AGVA contended that since the hotel operators who had been declared unfair have since been removed from that category after signing an agreement with the union ironing out all details (the hotels agreed to sleep acts on the premises) and that since Segal operates under an AGVA franchise, the dispute is strictly confined to a union operation. Therefore, contended attorneys Silverstone and Rosenthal, who represented AGVA, the court has no jurisdiction to issue an injunction.

Louis Engelberg, Segal's lawyer, however, maintained that no labor dispute is involved and that the granting of an injunction is proper.

La Russell Back To Nitery Circuit

CHICAGO, July 26.—Connie Russell, newly-signed NBC featured singer here, will re-enter the night club field after an absence of about two years when she starts a four-week engagement at Chi's Latin Quarter starting Wednesday (30). Miss Russell, who has been in retirement for over a year, formerly was featured singer at such spots as the Chez Paree here and the Waldorf-Astoria, New York.

She will be booked into the current LQ show featuring the Ritz Brothers to replace Jane Withers as featured singer on the bill and will receive \$1,000 per week.

Her last appearance here was a year and a half ago at the Chicago Theater with the Ritz Brothers. Her last nitery appearance was at the Chez Paree two years ago.

Jazz Makes Business Boom In New York's 52d St. Spots

(Continued from opposite page)
good bet for any cocktail bistro, Eastside or Westside.

Lou Mel Morgan's threesome has been long-time 52d Streeters and give out with hip, but hardly sensation, novelties and make some attempts at flashy technique which do not quite come off in contrast to the tastier efforts of Miss Garry's unit.

Club Downbeat

At the Downbeat you get be-bop in its pure and unadulterated form, for it is there that he of the goatee, beret and be-bop trumpet, John Birks (Dizzy) Gillespie, holds forth with his 17-piece ork. Biz for Diz has been exceedingly good, for Gillespie is a top-drawer attraction among the tootler clan and adding the musickers to regular street visitors keeps the cash register humming.

This Gillespie band is truly amazing. They execute extremely (Gillespie and Tad Dameron) difficult scores with an enthusiasm and reverence that is rarely seen in most orks today. Not only are they splendid musicians, playing the most extremely modern of the modern school of jazz, but they make for a good show as well. With them it just comes naturally. Watching Gillespie lead his band thru their paces affords the customer plenty of hip yocks. But most who travel on 52d Street are just looking for good music and musical ideas and with Gillespie they feast on both.

Relief for Gillespie on the continuous musical grind is the Barbara Cole Trio which features guitarist Chuck Wayne. Gal is tall and attractive, sings fairly well and plays a mixed breed of piano, embodying most of the modern keyboarding ideas running from block chords to be-pop.

But this spot belongs to the Diz. King Be-Bop draws 'em and then amazes them. You've just got to hear to believe it.

Hickory House

Off the righteous main street beat, closer to 7th Avenue, this once famed jazz spot has brought back some semblance of the hot stuff in the subdued stylings of the Dardanelle Trio. Primarily, the Hickory House is a beanery and a good one, but it uses the music to attract bar trade. Spot's bar biz has gone up considerably since Dardanelle displayed her Southern charm on the podium. Gal plays flawless piano and vibes and sings as well, altho because of electrical difficulties in the spot she gets very little opportunity to do so here. But the trio's music swings along lightly sparked by Sandy Bloch's bass pluckings and Joe Sincore's guit pickings. Trio does mainly a flock of attractive old standards such as *These Foolish Things* and *Just One of Those Things* with an occasional plug tune and original tossed in as well. This group would do exceptionally well in any intimate cocktail lounge.

Group is relieved by pianist Jimmy Harris.

Three Deuces

More boppin' and plenty moppin' at the turnstiles, for it is at the Three Deuces that one of jazzdom's greats, tenorist Coleman Hawkins, holds down the spotlight on the podium. The Hawk has admirers that are legion in jazz circles and it is his big, booming tone and myriad ideas that are the attraction. With a rhythm section he rolls off alternate be-bopish jumpers and moody solos on old fave standards like *Yesterdays* and *I'm in the Mood for Love*. And the audiences lap up every bit of his technical and improvisational genius. Relief group at the Deuces, which

kept jazz alive on the street during its only recent bad days, is the Deryck Sampson Quartet. Sampson is an agile and young be-bop pianist whose stuff occasionally falls more into the imitative than into the inspirational category.

Count Basie Set For N. Y. Strand

NEW YORK, July 26.—Count Basie ork will head the flesh show at the Strand for three weeks starting August 22 after a two-week all-film bill. The house drops the stagershow August 8 to present two film revivals, *Marked Woman* and *Dust Be My Destiny*, after which live bill will be resumed.

Basie now is at the Paradise Club, Atlantic City, and is supposed to play there 10 weeks. The last two weeks of this engagement will have to be canceled so he can make the Strand date. It's understood that William Morris bookers will be in A. C. this week-end working out the deal.

William Morris Office Gets Club Bengasi, Washington

NEW YORK, July 26.—The William Morris Agency has sewed up the Club Bengasi, Washington.

The exclusive booking deal was negotiated by Joe Wolfson, of the New York office.

New York

Capitol Zooms to 114G, Strand 65, in Stem Spurt

NEW YORK, July 26.—The six Stem in person-picture houses climbed back to \$456,000 for the week's gross after the previous session has registered \$439,000. Main reason for perk-up is Capitol's topping all previous attendance marks in 28-year history of the theater with 23,500 admissions paid for the opening day and 134,475 for the week.

Capitol (4,627 seats; average \$72,000) stuffed the till to the tune of a monster \$114,000 for the first week with Tony and Sally DeMarco, Ted Straeter ork, Paul Winchell, Charles Trenet and *The Hucksters*.

Strand (2,700 seats; average \$40,000) chalked up \$65,000 for the opening week with the Freddy Martin band, Artie Dann; Jean, Jack and Judy and *Cry Wolf*.

Loew's State (3,500 seats; average \$25,000) held its own with \$27,000 for Harry Babbitt, Ciro Rimac ork, Sue Ryan and *Odd Man Out*. New show (reviewed this issue) has Benny Fields, Adrian Rollini Trio, Tim Herbert, Manor and Mignon, the Winter Sisters and *High Barbaree*.

Radio City Music Hall (6,200 seats; average \$100,000) took a fourth week slide to \$110,000 after racking up a big second stanza with \$148,000, which followed a keen \$141,000 opener. Third week's take was \$127,000, making a four-week total of \$526,000. New show (reviewed this issue) has Paul Haakon, Joseph Levinoff, Stephanie Antle, Orlia Serova, Marjorie Williamson, Earl Covert, Ken Davidson, the Parks and *The Bachelor and the Bobby-Soxer*.

Roxy (6,000 seats; average \$85,000) did \$65,000 for the third and final week of Olsen and Johnson's revue, Harold Barnes and Moss Rose, after cashiering \$94,000 for the opener and \$75,000 for the middle stanza.

U. S. Whets the Ax Vs. Chisel Of Niteries Reneging on Pay Tax Withheld From Workers

Some Found Using Moneys as Working Capital

WASHINGTON, July 26.—Treasury agents are waging a nationwide drive to crack down on night clubs, some of which are alleged to be diverting use of money withheld from employees' salaries for income taxes, it was revealed here this week. Two Washington niteries were revealed to be in the Treasury's bad graces and T-Men were reported gathering evidence preparatory to cracking down on several others in the nation.

One local club, whose name was withheld, recently was closed temporarily by Treasury operatives for failing to turn over to the government the taxes collected. Officials said these taxes were "immediately paid" after agents moved in. Another nitery, Delmonico's, a former local swank spot now in bankruptcy,

was revealed to be in hock to the government for \$31,947 due in withholding and cabaret taxes.

Treasury officials said that some firms "are borrowing" withheld money to use as working capital. Under the law, this money is supposed to be paid in every month with an over-all accounting due each quarter. Treasury has the power to move into delinquent outfits and seize the property for public auction. If this step is taken, any funds taken in by the Treasury over the taxes due are refunded to the owner.

In Short

HERE AND THERE:

Marion Colby closes July 27 at Bath and Turf Club, Atlantic City, N. J., to be followed by Joan Merrill. . . . Buddy Lester at the 500 Club, Atlantic City, August 1. . . . *Spotlight* is new after-dark guide to entertainment seekers in Providence. . . . Haskell and his wife wound up two weeks at the Sheraton-Biltmore Garden Room July 12. . . . Dagmar played the F.E.I. nitery, Valley Falls, R. I., week of July 11. . . . The Buddy Moreno ork will play a repeat date at the Aragon, Chicago, after its August stint at the Chase Hotel, St. Louis.

The Carmencita Romero dance group will be with the Toronto Fair August 22 after it closes at the Moon Glow, Milwaukee. . . . The Merry Jesters combo will play the Star Dust, Toledo, September 30. . . . After five weeks at the Dunes Club, Virginia Beach, Va., the Jack Grant Trio opened at the Kentucky Hotel, Louisville, July 16. . . . The Jack Everette band finished five weeks at the Paramount Club, Centralia, Ill., and opened at the Colonial Hotel, Rochester, Ind., July 27. . . . The Tri-Tones current at the San Carlos Hotel, Yuma, Ariz.

First Act for Astor Roof

NEW YORK, July 26.—Keyboarder Jan August and his musicians will be the first act to play the Hotel Astor Roof when they open at the spot August 11. The Skinnay Ennis ork also goes in on that date. Show is expected to hold over for the rest of the summer until the place shuts for the winter. Sammy Kaye ork is the current attraction.

Omaha

Weather in Omaha Hits "Water Follies"

OMAHA, July 26.—The *Water Follies* grossed a fair \$25,793 for the week ended Sunday night (20) at Ak-Sar-Ben Field under sponsorship of the Omaha Civic Organization. Show met one scorching night, another in which a pre-show rain scared away customers, and a cold night.

The local engagement was marked by marriage of pool comedian Eddie Rose and Elaine Robbins of the cast, and reuniting of Lucille Wray, dancing star, with her father, Carl F. Benjamin, Omaha attorney.

Follies moved on to Toledo before settling down for a month at Salt Lake City.

Ak-Sar-Ben will sponsor a circus program August 5. Irving Grossman, of the Gus Sun office, is in Des Moines doing the booking. Ak-Sar-Ben brings in Ferde Grofe and pianist Earl Wilde August 12, with Victor Borge winding up summer season August 25. A rodeo and stock show re slated this fall.

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VAUDEVILLE REVIEWS

Roxy, New York

(Wednesday, July 23)

Capacity, 6,000. Price scale, 80 cents-\$1.50. Five shows daily, six Saturdays. House booker, Sammy Rauch. Show played by Paul Ash house band.

The Roxy crowded a lot of talent into 38 minutes in this show. In addition to the four acts booked for

the run, the house brought in for a one-day personal appearance George Jessel, Joe Howard and June Haver, because of their connection with the pic, *I Wonder Who's Kissing Her Now*. It's little wonder that things were kind of scrambled and each act's time was pared to a quickie. (Howard has been booked in for the remainder of the run.)

The half-and-half effect of the stagershow certainly didn't hurt its impact with the audience. Jessel's old gags and imitations of Al Jolson singing *California Here I Come* and Eddie Cantor chirping *If You Knew Susie* went over big, as always.

So did June Haver's vocalizing of *Embraceable You* with Lou Costello. Her version of *Goodbye, My Lady Love* out of the pic, and Joe Howard's song-and-dance to the same brought plenty of applause.

Usual Roxy Show

The rest of the show was along the usual Roxy lines. Opening number brought out the chorus boys and Gae Foster Roxyettes as window dressing for Hermanos Williams and Amanda. acro-tango act last seen here at the Starlight Roof. The turn was trimmed to one number by Amanda and a few shoulder stands and somersaults by the two boys. Nevertheless, the trio showed the class which sells it solidly and the audience gave it a heavy response.

Maurice Rocco, in customary white full-dress, did a jive *Jack, Jack* and *In the Shade of the Old Apple Tree* done to boogie rhythm. He was well received.

After Rocco, Paul Ash stepped up to the mike to intro Audrey Young. pic starlet, but Abbott and Costello popped out before she did. A&C retreated to the bandstand and sat down, while Miss Young, in an eye-popping strapless black satin gown, demonstrated a fair voice. During her number, Costello plucked the baton from Ash's hand and proceeded to lead the ork and pick a mock fight with the harpist.

Abbott-Costello Do Fair

Miss Young departed and A&C had the stage to themselves. It's a shame to say they didn't do it full justice. The boys seemed to be forcing the old routine and variations on a theme. Indicative was the fact that Cosello's "I'm a ba-a-a-d boy" routine barely got a snicker out of the audience. Some of the gags were for the showbiz audience only, but there were enough laughs in the routine to send the boys off to a good hand.

George Berkowitz.

Loew's State, New York

(Thursday, July 24)

Capacity, 3,500. Prices, 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Louis Basil's house ork.

The current bill is on a par with the layouts this house has had in the past few weeks. The six acts ring the bell.

Louis Basil's ork opened with *Peg o' My Heart*. The Winter Sisters, comely acro trio, followed with an entertaining routine of flips and somersaults, done to dance tempo. Nancy got plenty of applause for her walking-on-her-hands stunt and Dorothy tied up the turn solid with a tough one and one-half, twist somersault.

The Adrian Rollini Trio, doubling from Jack Dempsey's, is a smooth musical combo (bass, xylophone and guitar) with pleasing, rhythmical arrangements. Rollini also plays the chimes and piano, and his featured spots in two of the five numbers they played brought the trio a good hand.

Tim Herbert started slow with a comic patter-dance routine, but picked up giggles when he switched to imitations of a laughing nitery (See *Loew's State*, N. Y., opp. page)

Radio City Music Hall, New York

(Thursday, July 24)

Capacity, 6,500. Price range, 80 cents-\$2.40. Four shows daily, five Saturdays. House booker, Leon Leonidoff. Show played by Charles Previn's house ork.

The current show is built around a *Melody Time* theme and on the whole stacks up as an imaginative, entertaining bill. The entire presentation is tied together by means of various pictures on a curtain representing the different acts and each act is introduced with a white spot hitting the individual pic representing it.

The Music Hall Symphony Ork opened with *Capriccio Espagnol*, followed by a clever ballet, *Harlequinade*. Paul Haakon as Harlequin vied with Pierrot, danced by Joseph Levinoff, for the favors of the Columbine (Stephanie Antle). The ballet opened in Columbine's dressing room, a striking set, and the revolving stage was employed to switch to a mansion and garden effect, from which the scene changed back to the dressing room. Haakon, Levinoff and Miss Antle were outstanding in their interpretative dancing and a funny little bit was added by the maid, Olla Serova, at the end when Pierrot was kicked out. Florence Rogge's choreography was excellent thruout. The corps de ballet furnished able support in lovely blue gowns. Marco Montedoro's costumes and Bruno Maine's settings were splendid.

Badminton Match

The second number, a badminton match between Ken Davidson and Frank Jasen, seemed strangely out of place at first but this was forgotten quickly in the heat of competition played by two experts—these boys are champs. The game has considerable eye appeal, and Davidson has a unique exhibition ability, making seemingly impossible shots behind his back and just before the shuttlecock touches the floor, bringing oh's and ah's from the audience. It was exciting and well received. James Ross added much to the effect by announcing with a comical touch.

The Rockettes were on next in a smart production number, *A Silver Boom Ballad*. The Prospectors Quartette opened the number singing *Red Silk Stockings and Green Perfume*. Then the curtain parted and a dozen Rockettes were posed in cutouts in a second curtain. They came forward and another dozen girls appeared to take their places. The same thing happened a third time until all were out front for their precision terping. The girls were dressed in red silk stockings and green costumes. They got a great hand.

Thrilling Acrobatics

The Parks, acro trio (fem and two men), did some sensational triple balancing with one man as the understander, the girl balancing on him and the second man doing a handstand on her mid-section. The ease with which they performed these balancing stunts made even a backward somersault from shoulder height, which one performed, seem easy.

In the finale, Marjorie Williamson and Earl Covert, backed up by the choral ensemble, sang a medley from *New Moon*, including *Lover Come Back to Me*, *Stout-Hearted Men* and *One Kiss*. The set was a colonial mansion. It was an effective number and won hands.

Pic, *The Bachelor and the Bobby-Soxer*.
George Berkowitz.

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NIGHT CLUB REVIEWS

Bill Miller's Riviera, Fort Lee, N. J. (Thursday, July 23)

Capacity, 1025. Price policy, \$3.50-\$4.50 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking policy, non-exclusive. Publicity, Howie Horwitz. Estimated budget this show, \$22,000. Estimated budget last show, \$18,000.

About 10 years ago (almost to a day) three kids named the Andrews Sisters played a date at this cliff-top bistro for about \$200 a week. Last week these three kids came back to the Riviera for approximately \$12,500 a week. And the way they wrapped up the opening night mob proved that progressively for each of those 10 years, the girls have become more and more seasoned performers. In their sphere they are the best thing around and going away. Dinner show (8:30), on the girl's part, was marred only slightly by a slight and natural tendency toward nervousness in a few spots and an inclination to prolong some not especially funny non-singing bits of business. They were on about 40 minutes and every song they did sold solid. As is too well known to permit belaboring at this point, the gals handle calypsos, ballads, rhythm numbers, novelties, patriotic songs or what-have-you with an equal feeling and understanding for what they're singing and sock delivery in every other respect. They opened with *No Business Like Show Business*, followed by *His Feet's Too Big*, *Anniversary Song* and *Rum and Coca Cola*. Did a medley of a few of their top Decca disk hits such as *Bei Mir, Beer Barrel Polka*, etc., a mimic medley of Jolson numbers (*Sonny Boy*, *Mammy*, etc.) and introed Irving Berlin's *Freedom Train*, recording of which (with Crosby) will be utilized in the government's educational drive for democracy in September. All this songselling was heavily interlarded with comedy bits which displayed an ever-developing ability as a comedienne on Patty's part (Maxene and LaVerne leave most of it to sis).

Tightening in View

There is no question that at late show and ensuing performances minor flaws mentioned earlier will be eliminated as routine is tightened and girls' later platterings (*Tallahassee*, *Go West*, etc.) are worked into the picture.

The attractive Riviera line (20), beautifully costumed, opened the show, with Tony Bavar handling production warble chores competently. Chandra Kaly and dancers, standard tap turn, sold well as usual, due as much to Kaly's flashing teeth, wild eyes and general mugging, as to intrinsic authenticity of terping. On next (and possibly the one mistake in routine, as they follow another straight act) are the Sensationalists (two men and a girl), who go thru the spins and whirls customarily expected from and delivered by standard roller groups. Bob Evans, who follows with his Jerry O'Leary (dummy) is among the most technically competent ventriloquists in the business. As he is well known in vaude houses his Miller (Joe, not Bill) era gags seem slightly stale. In a nitery show like this it seems criminal for the talented dummy-talker to waste his technical skill on such sad material. The Evans act could become the top showbiz turn of its kind with a good script.

Line Is Tops

The second line number follows Evans, and again the costuming (Gay Nineties stuff) was tops. Girls' work in this and all numbers is first rate.

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Casa Seville, Franklin Square, L. I., N. Y. (Wednesday, July 23)

Capacity, 750. Price policy, \$2-\$3.00 minimum. Owner-operator, Gene Seville. Booking policy, MCA. Publicity, Jerry Sager. Estimated budget this show, \$1,600. Estimated budget last show, \$1,250.

Gene Seville, former terpsichorean, as might have been anticipated went overboard on dancing in the present offering at his newly decorated (at a cost of \$10,000), air-cooled, open-roofed roadhouse nitery. Policy stresses quality rather than quantity and result is a neat eye-appealing package plus Sonny King's troubadouring.

Show caught at a let-up second night opened with shapely Gerri Gale, dance stylist who puts a zing in ballet. She jazzes up the sometimes subdued art and her *Boogin' the Ballet* had habits begging for more. Did a turn at warbling, but the lass should stick to her dancing.

Sonny King has personality and stage presence. He opened with *Sorrento*, and his *Peg o' My Heart* had the fems screaming. *Donkey Serenade* brought the lyric tenor back for three encores. King also emsees.

The dancing La Maes (2) is a well-rehearsed, neatly-costumed floor working act. Of the three numbers well-rendered, *Mardi Gras*, in stepped-up beat, went over best.

The skating Whirlwinds (four—two boys, two girls) give out with fast capers abounding in lifts and whirls. Sock wind-up has all four in a blacked-out spin revealing phosphorescent-treated costumes in a mitt-getting pinwheel effect.

Ramon Torres (6) rumba band brought almost all payees onto the dance floor after the show, which was cut ably by Jimmy Alden (7).

Jack Tell.

Top o' the Town, St. Louis (Wednesday, July 9)

Capacity, 250. Price policy, \$1 minimum. Shows at 11 and 1. Booking policy, non-exclusive. Operator, Mack Barnholtz. Publicity, Charlie V. Wells. Estimated budget this show, \$1,000.

This spot is becoming noted for its quality shows, this particular one being no exception; in fact, it is far above the average for this or any club of comparable size.

The Mardel Girls open and close, the closer being particularly clever. Working to *That Old Black Magic*, the kids do individual and unison magic tricks to baffle the audience.

Ramona Clark, husky-voiced thrush, comes on next for several pop tunes and novelties. The gal, a long-time favorite here won big mitts.

Headliners on the show are the Three Ryan Brothers, short statured comics. The boys do a little bit of everything, tap-dancing, singing, gags and blackouts, all mixed up with a lot of slapstick. The size of the room enables them to achieve a certain intimacy that pays off in applause.

The Art Land ork (4) cuts the show well and plays top-notch dance music.

Abie L. Morris.

too, with all of them showing results of good drilling in fine routines.

Andrews lasses hit here and show wind-up has line back in *Saber Dance* routine, followed by Kaly, thence entire company.

Donn Arden, show's producer, and certainly one of the best in town, rates kudos for a top-drawer job on all scores. Lighting, costuming, routine, et al., is strictly big league. Joel Herron band cuts the show capably and Vic Schoen, Andrews' musical director (with couple of special musickers in for the girls' act) takes over when the sisters come on. Despite high nut, Miller should do boff with this one.

Joe Csida.

Village Vanguard, New York (Monday, July 14)

Capacity, 125. Prices, \$2.50-\$3 minimum. Shows at 10 p.m. and midnight. Owner, Max Gordon. Manager, Jerry Milich. Publicity, Jay Russell. Booking policy, non-exclusive. Estimated budget this show, \$1,200.

Max Gordon has one of the best bills he has had in a long time. In addition to Maxine Sullivan and the Three Flames, who almost come with the place by this time, he has Jay Marshall, magician "with tongue in cheek," which gives him a triple-header hard to beat.

Marshall, who is tall, slim and good looking and wears white tie and tails, is a smoothie who pans the heck out of the usual magician's routine while subtly demonstrating that he is as good as any of the magi. He has a great deal of talent and his material is funny, which adds up to sock entertainment. Marshall is one of the few comics around with an army bit that isn't stale. His routine on the nomenclature of a mop is a howl. Marshall uses linking rings, dice-box, traublewit (folding paper) electric cards and other magic gadgets and has a clever ventriloquist routine in which he makes his fist, encased in a glove, look like the head of a rabbit. It's a punchy closer and a very funny novelty.

Three Flames Sparkle

The Three Flames (Tiger Haynes, guitar; Roy Testamark, piano, and Bill Pollard, bass) are still hilariously entertaining. The show they put on is one of the best in town. The slapstick antics flow as freely as in the past and the boys have some new sock special numbers. They did *Nicholas*, *Don't Be So Ridiculous*; *Johnny*, *Take My Wife*; *Little Red Wagon*, *Village Vanguard Blues*, and *How'd You Like Some Sea Food?*

There is little doubt in anyone's mind as to the pinnacle on which Miss Sullivan's fame rests when she comes on. The room is darkened, the conversation stills and everyone waits expectantly for the clear, effortless vocalizing that has built her such a devoted following. It is a bit disappointing, therefore, despite her splendid singing, to hear the same numbers she has been doing for a long time. It diminishes the impact of her performance. It would be better showmanship if Miss Sullivan got some new songs and then used the oldies, which are faves, for encores or special requests. In this show, she sang *Surprise Party*; *I Do, Do, Do Like You*; *It's Almost Like Being in Love*. *Molly Malone*, *I Never Cried So Much in All My Life* and *Loch Lomond*, all well received.

Don Frye, as usual, served capably as emcee and intermission pianist.

George Berkowitz.

LOEW'S STATE, N. Y.

(Continued from opposite page)

emsee, a melo baritone and a Mexican. His jitterbug dance was amusing, but he didn't begin to smack home with the audience until he did his legit actor bit, which segued into a good three-in-one imitation of Katharine Hepburn, Jimmy Stewart and Ronald Colman.

Pansy, the horse, with two men in the skin (Dale Thomas, front, and Nonnie Thomas, rear) and Ann Ebbutt, an attractive, briefly clad blonde, acting as ringmaster, is a comical novelty act. The turn largely consists of monkeyshines, with the men in the skin lousing each other up for plenty of laughs.

Benny Fields Boffs 'Em

Headliner Benny Fields's performance was a lesson in how to make an audience holler for more. It's always a pleasure to see him work, holding the customers with his resonant voice, the smooth bits of business and the liberal applications of schmaltz. He built right from the opener, *There's No Business Like Show Business*, following with *It's a Good Day* and, after a little plug for

Al Jolson, a medley of songs associated with the mammy singer. Called back, he socked over three oldies, *I Can't Give You Anything But Love, Baby*; *Somebody Loves Me* and *For Me and My Gal*, which really had 'em yelling. Wound up with *The Lullaby of Broadway* and *It Seems Like Old Times*, to a terrific response.

Manor and Mignon are a handsome dance team. The fem is blond and dressed in a white formal gown, contrasting with the dark-haired man in tails. The pair did a ballroom number in which the spins and lifts were well executed, a tango and a fast dance to a Latin tune. Encored with a cute dance tribute to George M. Cohan.

Pic, High Barbaree.

George Berkowitz.

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LEAGUE-EQUITY PACT IN WORKS

Actors' Org Not Seeking Basic Changes

Aim Is Clarification

NEW YORK, July 26.—Negotiations which began yesterday for a contract between the League of New York Theaters and Actors' Equity (AEA) will not result in any drastic changes in conditions for thespians, but are expected to clarify existing regulations. The main stumbling block to a pact will be Equity's demand that a provision permitting AEA to prohibit its members from acting in the National Theater, Washington, as of June 20, 1948, be inserted in the contract. So far the managers have given no indication they are willing to go along with Equity on this demand and have even publicly opposed it. However, the trade reports that the provision may not be written into the contract but applied by the union unofficially.

Chief reason for Equity's failure to ask the managers for more radical contract changes is the Taft-Hartley law, which is making the labor outfit hesitate in taking any action that might provoke unrest and jeopardize good will among the managers at this time. Because of the new law, pact will be for one year instead of two as Equity originally planned, and must be signed by August 22. There seems to be no disposition on the part of the managers to obstruct or delay the signing of the contract.

Higher Minimum on Road

The union isn't even set on asking for a higher minimum, but will leave the pitch for this to the discretion of the negotiators. However, it does want a higher minimum than the local one—\$60 per week—to prevail on the road. At present there is no different touring scale for thespians, although producers do recognize that actors' expenses are higher and pay accordingly. Equity now wants a higher road scale written into the contract, and it probably will be about \$70.

Actor's org is asking that pay begin the first day of rehearsal, not (See League, Equity Pact on page 47)

Athenee, Paris, Shuttters Till Fall With "Maids"

PARIS, July 26.—Louis Jouvet, like most other Paris theater directors and owners, has closed his Theatre De L'Athenee, ending his 1946-47 season with a much criticized production of Jean Genet's *The Maids* and Jean Giroudoux's *Apollon From Marsac*.

Jouvet plans to re-open next fall with Moliere's *Don Juan*. He himself will probably play title role, with Pierre Renoir as the commander. Fernand Rene will be Sganarelle and Dominique Blanchard, the peasant. The role of Elvira still hasn't been filled.

Jouvet himself, who has had a busy year filming, staging and acting, has been ordered by his doctors to take a throat cure for several weeks before taking his troupe to the Edinburgh Drama and Music Festival at the end of August.

Late Start for Legit Season; More Theaters, Fewer Angels

NEW YORK, July 26.—All portents on the Stem point to a late season and a gratifying number of theaters available to producers during September, October and November.

Only two shows are now in rehearsal—*The Magic Touch* and *We Love a Lassie*—prepping for late August preems on Broadway, with the rest skedded to start coming in at the end of September and afterward.

The more theaters will be available, producers will have to pay the same dough for their houses. There seems to be very little chance that guarantees will come down, and, if a few unions about to begin negotiations succeed in getting raises, they may be slightly higher. This fact makes it a virtual certainty that prices for ducats will be the same.

Fewer Shows Expected

It is also growing more and more evident that fewer shows will be produced this season. Money, especially for musicals, is very tight and more than one manager trying to raise a bank roll for a script has given up the ghost. The prospects for an unusual season looked especially good last year because of the large number of scripts due to come in by name dramatists, 1946-'47 did not bring forth one *Harvey* or *Born Yesterday*.

On the other hand, tho the Stem isn't breathlessly awaiting an O'Neill script, the season may be much more fruitful at the b.o. where it counts.

Broadway does seem to be anticipating the new Richard Rodgers and Oscar Hammerstein musical, *Allegro*, which is just going into rehearsal and already has cost over 300G. However, at this moment there are only three more musicals prepping for production—*High Button Shoes*, *Look Ma, I'm Dancin'* and *Dream Boat*—and the chances are that due to the high cost of production there will be

He Read the Poem, So Dislikes Play

OGUNQUIT, Me., July 26.—The first time on record that the Ogunquit Playhouse has run into censorship trouble, self-appointed or official, took place recently when a prominent Portland, Me., Catholic layman protested by letter against *Dear Judas*, a new play scheduled for the Playhouse the week of August 4.

Objecting that the play was "revolting to a Christian," Francis W. Sullivan, attorney, went on to explain that he based his complaint on a reading of a poem by Robinson Jeffers on which author Michael Myerberg based his play. The play portrays relations between Jesus Christ and Judas Iscariot prior to Christ's death. Sullivan said he objected because "I have reason to believe that it does not portray Christ and the Blessed Mother as they should be portrayed."

Mrs. Walter Hartwig, owner of the Playhouse, termed Sullivan's protest "pretty high-handed." She further stated that "it's a perfectly lovely play, and there's nothing at all offensive or salacious about it."

The play will go on as skedded.

scarcity of the song and dancers. With the risk involved, investors are reluctant to wait the nine months to a year needed to get their dough back in the case of a large musical.

Definite entries in the legit sweepstakes among the straight shows with bonds up at Equity are *Command*, *The Stars Weep*, *Benchwarmer*, *The Big People*, *How I Wonder, Man and Superman*, *Anthony and Cleopatra*, *Medea*, *Our Lan'* and *Professor White*.

"Choc Soldier" On Tour Sept. 8

NEW YORK, July 26.—The J. H. Del Bondio and Hans Barch offices announce fall road booking for *Chocolate Soldier*, beginning with a one-week stand at Washington's National September 8.

Follow-up bookings include Baltimore, Cleveland, Pittsburgh, Toronto, Detroit and Chicago. Billy Gilbert will again fill the comedy slot. Casting of other principals is now under way.

'New Moon' Gets 32G In 9 Hoosier Starts

INDIANAPOLIS, July 26.—The first shot of big-time operetta here was a booming success July 11 to 19 despite weather that kept *The New Moon* from getting all the patronage it might have. While the take was slightly below expectations, 28,441 persons attended the nine performances for an excellent gross of \$32,070. Seats ranged from 50 cents to \$3.60, including tax. Tax was deducted from gross take.

The Indianapolis Summer Symphony opened July 20, with advance ticket sales pointing to a record-breaking season at Butler Bowl, under Conductor Fabian Sevitzyk. The first of these was the all-Gershwin concert, with Abram Chassin, pianist. Follow-ups include Thomas L. Thomas, star of *Manhattan Merry-Go-Round*; Vienna waltz night; an evening with Cole Porter, and *Aida*.

The spice of variety will be added to the centennial program. Fabian Sevitzyk will conduct the summer symphony orchestra in the first seven pop concerts, with Abram Chassin as piano soloist.

Tallu Breaks 15-Yr. Record at Westport

BRIDGEPORT, Conn., July 26.—Tallulah Bankhead, playing at the Westport Country Playhouse last week in *Private Lives*, shattered an attendance record set at the theater 15 years ago by Jane Cowl. So great was the demand for seats that the playhouse had to hire two extra girls to help mail \$10,000 in refund checks.

Other Connecticut strawhatters within a 40-mile radius of New York are also doing well, with Greenwich Playhouse achieving capacity the past week with the new Hartman musical, *Heaven Help the Angels*. The Guild Players at Stamford, the Torch Theater at Noroton Heights and the Ridgefield Playhouse are building steadily after a slow start, and are booking in stronger attractions.

Yankee Thesps, Plays Welcome In Argentina

BUENOS AIRES, July 26.—Despite the official nationalistic tendency, there is a growing interest here in foreign legit and topnotch performers in all fields. General feeling in Buenos Aires is that second and third-rate foreign artists should stay home but the best entertainers are always welcome. The same is true for foreign plays, which are widely translated and adapted.

Buenos Aires has no permanent English-speaking theater, but French companies appear frequently. There is a regular, free German theater, now in its 10th year, which offers excellent translations of many American plays. The most prominent of these presented is *Watch on the Rhine*.

45 Translations

Statistics for last year are not yet available, but 1945 figures, published by Argentores, list some 122 presentations, of which about 45 were translations. The latter included such Broadway hits as *The Voice of the Turtle*, *Jacobowsky and the Colonel* and *Tobacco Road*.

Argentores, which officially is called Sociedad General de los Autores de la Argentina, represents some authors and Century Plays, and its London connection is Samuel French. In other countries, it cooperates with similar organizations. Some authors are repped by their own agents, who, however handle the transference of royalties thru Argentores. The latter is a powerful set-up and offers prizes annually for the best plays.

Legit-Radio Deal

One of the local showmen, Iriberry, who usually specializes in singers and top pianists, is planning to offer foreign pop artists a legit and radio deal. In addition, he is booking such entertainers as Jean Sablon and Teddy Wilson for solo appearances at local movie houses.

Buenos Aires is drawing non-American artists, too. Among those expected soon are Emil Jannings; the Italian star, Emma Gramatica; the Milan Scala ballet; the Austrian dancer, Harold Kreuzberg, and the Chinese dancer, Woo Meiling.

On Cuff, But Good!

RIDGEFIELD, Conn., July 26.—The Ridgefield Playhouse recently experienced one of those embarrassing situations that occur every so often in show business. The second-act curtain of *Out of the Frying Pan* calls for Donald Buka to exit handcuffed to Edward Andrews, playing the cop. Once off, the pair held out hands for the property man to unlock the cuffs. But the key wouldn't work. All thru intermission the props worked desperately to separate the two, finally resorting to a hacksaw. That set Buka loose, but there was no time to get the manacle off his wrist. Buka stepped out and explained the situation, and then went into the third act for his romantic scenes bracelet and all.

Subway Circuit

I REMEMBER MAMA

(Reviewed Tuesday, July 23, 1947)

FLATBUSH THEATER,
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A comedy by John Van Druten. Staged by Edward Mendelsohn. Company manager, William Croucher. Press representative, Vince McKnight. Presented by Jules Leventhal.

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Mama.....	Mady Christians
Papa.....	Richard Bishop
Dagmar.....	Marl Lynn
Christine.....	Pamela Gillespie
Mr. Hyde.....	Jack Lynds
Nils.....	Douglas Jones
Aunt Trina.....	Marguerite Merrill
Aunt Sigrid.....	Carrie Bridewell
Aunt Jenny.....	Cora Witherspoon
Uncle Chris.....	Robert Keith
A Woman.....	Rosalie Bishop
Mr. Thorkelson.....	Bruno Wick
Dr. Johnson.....	Joseph Roeder
Arne.....	Byron Ellison
First Nurse.....	Dorothy Ellison
Second Nurse.....	Olive Dunbar
Soda Clerk.....	John Breiter
Madeline.....	Jean Aubuchon
Dorothy Schiller.....	Vicki Carlson
Florence Dana Moorhead.....	Norma Winslow
Bellboy.....	John Breiter

The Subway Circuit continues its lusty tune of the summer cash register. Jules Leventhal's latest importation to Flatbush, *I Remember Mama*, with Mady Christians in the lovable role she created on Broadway three seasons back, opened to a hefty advance and assured capacity business for the one-week stand. Wind-up cash assets look to crowd *Lucasta*, which set house record.

There is no point in rehashing John Van Druten's vignettes gleaned from Kathryn Forbes' novel, *Mama's Bank Account*. It is still a sock chunk of comedy entertainment — obviously when Miss Christians has her hands on the reins. Edward Mendelsohn, who stage-managed the original and therefore is vastly familiar with the Van Druten unveiling, has staged the current edition completely in the groove. Leventhal has approximated the sets and lighting which George Jenkins contributed on Broadway, and while they are not up to a Stem opening night, the over-all is ample road background.

3 of Original Cast

Outside of Miss Christians, only two of the original cast are concerned in the current edition. Richard Bishop still plays Papa to star's Mama and Bruno Wick again is about as Mr. Thorkelson. There also is no point in commenting on Miss Christian's performance of the title role. She created a moving and significant portrait on the Stem—and can and does duplicate it at will, which may account for the sellout week at the Flatbush. Robert Keith has taken over the Oscar Homolka chore of the lame and peppery Uncle Chris, who likes to drink liquor and keep a woman to the scandal of his family, but who spends his money on secret charities—and next to Mama is the best of the clan. Keith can do pretty nearly anything around a stage, and his Uncle Chris rates with the best items that he has offered to date.

Outstanding, also, is Diane Chadwick's Katrin. The daughter who narrates the play is a tough assignment, but the Chadwick youngster, who played it with the first road troupe, comes thru admirably. This reporter also liked Douglas Jones's Nils and Pamela Gillespie's Christine. *Bob Francis.*

ROUTES

Dramatic and Musical

Born Yesterday (Erlanger) Chicago.
Call Me Mister (Blackstone) Chicago.
Carousel (Shubert) Chicago.
Dream Girl (Shubert) Boston.
I Remember Mama (Geary) San Francisco.
Joan of Lorraine (Shubert-Lafayette) Detroit.
Oklahoma (National) Washington.
Private Lives (Harris) Chicago.
Red Mill (Cass) Detroit.

Paris Comedie-Francaise Skeds a Two-House Season

PARIS, July 26. — Pierre-Aime Touchard, the new director of France's national repertory theater, the Comedie-Francaise, this week announced plans for the coming season.

The national theater now consists of two playhouses. In the Salle Richelieu (Right Bank) the 1947-48 season will open with Beaumarchais' *The Marriage of Figaro* and *The Barber of Seville*. Pierre Dux, who will play the lead in these two classics, will also portray Crispin in *The Sole Heir*. In October, Moliere's *Misanthrope* will star Annie Ducaux as well as Pierre Dux. On Alfred De Vigny's 150th anniversary there will be a revival of his *Chatterton*. In November, Turgenev's *A Month in the Country* and in December Ra-

cine's *Athalie* will be revived.

The Salle Luxembourg (Left Bank, the former Odeon) will begin by reviving *Business Is Business* by Octave Feuillet, to which will be added Jean-Jacques Bernard's *Martine*, Edmond See's *The Lamb* and Emile Fabre's *La Rabouilleuse*. In October there will be a first performance of Paul Raynal's *Human Stuff* and in November Annie Ducaux will play the lead in *Sapho*.

The Comedie-Francaise also has matinees in which plays and poetry are read by outstanding actors. This fall the first will be a reading of Moliere's *The Learned Women*. This part of the State-controlled theater's activities will be under the general direction of Jean Debucourt.

Sometime later in the season Armand Salacrou's *Stranger From Arras* will be included in the rep for the first time.

Lucille Ball Draws 25G in Det. 2d Week

DETROIT, July 26.—The second week of *Dream Girl*, starring Lucille Ball, showed a modest build-up to \$25,000 gross after opening at \$23,000 for the first week. With a price scale of 83 cents to \$2.50, attendance was estimated at 13,000 the first week and 14,500 the second. Demand was heaviest for top-price seats, with the inexpensive balcony seats going begging.

The show ran nine performances per week, including three matinees, with the house dark Mondays. This, the first production by the Detroit Stage, Inc., was followed by opening of Kim Hunter in *Claudia*, Tuesday (22).

Rockefeller To Aid Experimental Group

NEW YORK, July 26.—The Dramatists' Guild has agreed to contribute \$2,000 to the Experimental Theater, Inc. (ETI). One-fourth of the sum already has been donated and the rest will be given when the new ETI contract is formally approved by the Guild's executive council.

The ETI also has coaxed \$2,500 out of the Rockefeller Foundation for expenses for out-of-town authors. This makes it easier for scripters in the hinterlands to come here and help with the staging and rewriting of their plays.

Strawhat Review

THE PLAY'S THE THING

(Opened Wednesday, July 23)

TENT THEATER, SHERMAN
OAKS, CALIF.

A comedy by Ferenc Molnar. Adapted by P. G. Wodehouse. Directed by Ben Kamsler. Settings by Bill Simpson. Stage manager, Vincent Allen. Press representative, Arthur Eddy. Presented by the Tent Theater Association.

Sandor Turat.....	Robert Warwick
Mansky.....	Norman Rainey
Albert Adam.....	Jack Edwards Jr.
Dworitschek.....	David Leonard
Iona Szabo.....	Eva Gabor
Almady.....	Alan Reed
Mell.....	Vincent Allen
First Lackey.....	John Rose
Second Lackey.....	Sam Bowitt

Hollywood film thespians have flocked to the strawhat circuits this summer, seeking outlets for their yearnings to play for live audiences. Of the area's many thriving summer legit enterprises most novel is the newly-formed Tent Theater Association, presenting its offerings in a cleverly adapted tent which boasts of a practical and efficient stage area, plus 300-odd seats. Within these crude confines the group has contrived a frothy and pleasant version of Molnar's classic comedy.

Group's hayseed version of *The Play* was somewhat lacking in polish and smoothness. With only a week's rehearsal, the thespians were visibly nervous and uncertain in spots. But faults were relatively a matter of time and will most certainly be corrected in the playing. On the credit side, the legiters could well boast of resourcefulness and enterprise in presenting a challenging piece in an acceptable manner.

Right spot in the production was the chance to showcase lovely Eva Gabor, Hungarian actress. Miss Gabor is not only beautiful, but the lass can well boast of talent. Best

Off-Broadway

THE DOG BENEATH THE SKIN

(Opened Monday, July 21, 1947)

CHERRY LANE THEATER

A poetic fantasy by W. H. Auden and Christopher Isherwood. Staged by Alexis Solomos. Sets, Al Hurwitz. Costumes, Janet Shannon. Arlene Fiener. Music, Robert Pennington. Dances and masks, Bert Presnky. Dog's mask, Remo Bufano. Press representative, Josef Colice. Presented by Bob Ramsey and Al Hurwitz and the Onstage Theatrical Company.

CAST: Bea Arthur, Jimmy McElwain, Victor Johnston, Louis Criss, Jean Saks, Irv Greenberg, Janet Shannon, Grace Gazzo, Charles Chauvin, Howard Caine, Jerry Stiller, Steve Zacharias, Jon Kinder, Judith Malina, Arthur Koullias, Joe Dan Sargent, Joe Colice, Roger Johnson, Henry Proach, Pat Basch, Barbara Long, Ruth Woodruff, Arlene Fiener, Murry Zinco, Kathrin Ross, Anna Berger, Bernice Harris, Al Hurwitz, Ellen Green, Lola Harris, Sylvia Prince, Nicol de Garrie, Michael Vincent Gazzo and Walter Mullen.

Altho *The Dog Beneath the Skin* was written back in 1935, this is its first unveiling in this country. The script is not commercial by usual b.-o. standards, but producers Bob Ramsey and Al Hurwitz are playing to capacity biz because they are wise enough to understand that legit patrons in Greenwich Village like something unusual — something perhaps with an intellectual flavor that would spell b.-o. death in other circumstances.

The play is a wordy, symbolic tale of a man who decides to act as a dog to see life around him in a different light. His family thinks he is lost and sends a young man out to find him with the promise that he will rate a son-in-law's ticket, if successful. In eight scenes the audience is given an unclear, symbolic picture of life as the authors see it. Then in a finale they pound their message to the effect that people are unhappy and fearful and should organize to get out of their rut. The script, to have any sort of momentum and appeal, should be cut considerably, but evidently the producers and director don't know where to begin.

Good Try, Anyway

To be produced at its best *Dog* needs the talent of a combined Mike Todd and Guthrie McClintic, and the bankroll of a Croesus. The present producers have neither, but are to be commended for undertaking such a stupendous job and carrying it off so well.

Several interesting performances were given by the cast of 34. Tops for the evening was Jean Saks, who impresses this reporter more each time he sees him. His portrayal of an English vicar which included a 10-minute speech, is nothing short of masterful. Right behind him, Walter Mullen turns in a fine stint as the dog. Mullen has a nice clean-cut look about him and a fine voice to boot and should do especially well in drawing room comedies with his natural British accent. One of the narrators, Victor Johnson, also impresses. And nods go to Jon Kinder, Joe Colice and Anna Berger for good contributions.

Alexis Solomos' direction is very little help to the script. If he must use the technique of having his characters go off-stage thru the audience, at least they should come back the same way and not reappear by the backstage route. Al Hurwitz's sets are vivid and imaginative.

Leon Morse.

all-round performance was turned in by Alan Reed, who literally stole the third act with his playing of a hammy actor. Heaviest acting load fell on the ample shoulders of Robert Warwick, who handled his wordy role in first-rate style. Vincent Allen's bit as the foppish social secretary was good, albeit overacted. Norman Rainey and David Leonard in other supporting roles were merely adequate. *Alan Fischler.*



BROADWAY SHOWLOG

Performances Thru
July 26, 1947

Dramas

	Opened	Peris.
A Young Man's Fancy... (Plymouth)	4-29, '47	103
All My Sons..... (Coronet)	1-29, '47	206
Born Yesterday..... (Lyceum)	2- 4, '46	624
Happy Birthday..... (Broadhurst)	10-31, '46	304
Harvey..... (48th Street)	11- 1, '44	1,158
John Loves Mary..... (Music Box)	2- 4, '47	199
Laura..... (Cort)	6-26, '47	36
State of the Union.... (Hudson)	11-15, '45	709
Voice of the Turtle, The. (Morosco)	12- 3, '43	1,375

DRAMA REVIVALS

Burlesque..... (Belasco)	12-25, '46	246
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Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	500
Brigadoon..... (Ziegfeld)	3-13, '47	156
Call Me Mister..... (National)	4-18, '46	535
Finian's Rainbow.... (16th Street Theater)	1-10, '47	227
Oklahoma..... (St. James)	3-31, '43	1,352
The Telephone and The Medium..... (Barrymore)	5- 1, '47	99

MUSICAL REVIVALS

Sweethearts..... (Shubert)	1-21, '47	216
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ICE SHOWS

Ice-time of 1948..... (Center)	5-28, '47	77
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CLOSED

Rip Van Winkle..... (City Center)	7-15, '47	15
Saturday (26).		

Magic

By Bill Sachs

MAL AND MAXINE LIPPINCOTT, forced to close recently as the free-act with the Jacob Pryor Shows, due to the serious illness of their daughter, Francine, are carded to open their fair season August 4 for J. C. Michaels Attractions. Francine, who had appeared with her parents' act during school vacations up until her marriage last December, has been a patient at Good Samaritan Hospital, Lexington, Ky., the last nine weeks, and her mother has been at her bedside constantly. Her condition, which has been critical, is showing improvement. Lieut. Lee Allen Estes, Safety Magician of the Kentucky State Highway Patrol, recently gave of his blood to aid her. . . . Don Grosini is current at the Latin Quarter, Montreal. . . . Little Johnny Jones, well-known Windy City necromancer, has joined the Tommy Sacco office, Chicago, as manager of the club department. He is known in his new connection as John Davenport—his two sir names. . . . Sydney N. Levine, the Montreal pasteboard expert, recently entertained the guests of Villa Du Lac Hotel, St. Marguerites, Que., and 125 children from nearby Sunshine Camp on the beach in front of the hotel. . . . El Zarro (Harry Carmer) reports from Long Beach, Calif., that he's ready to hit the road with his rebuilt Midnight Spook Jamboree. He plans to jump eastward with it. Writing under date of July 21, El Zarro says in part: "Had a number of good magic turns in this territory recently. Caught John Calvert recently in his presentation of *Dr. London's Inner Sanctum Hour*, a full hour of magic. A bit lacking in showmanship but it has numerous possibilities. A different type of spook show, with magic and no spooks. Saw Eddie and Lucille Burnett, at the Strand, local vaude house in a clever act featuring the old broom illusion in a new form, using a floorlamp instead of the broom. Really good. They were followed in by George and May Nichols, the Magical Chefs, who cooked up a meat ball, producing all the necessities by magic, finally producing a small dog via the duck pan. Very clever sleight-of-hand work here."

KHI-RON AND JO-DAL, magical team from Houston, in a recent visit to *The Billboard's* Chicago office infoed that they are looking for a house in or around Chicago, with the idea of making the Windy City their permanent abode. . . . The Johnstones (George and Betty), after a several weeks' layoff to permit George to have a set of balky tonsils yanked, opened July 21 at The Bowery, Detroit, for an indefinite stay. . . . H. A. MacKnight



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Gov't Mapping New Probe of Union Practices

WASHINGTON, July 26. — The House Labor Committee is preparing to unleash one of the most intensive Congressional investigations ever to be made of entertainment unions with the two-fold purpose of cracking down on what some committee members describe as "general union malpractices" and to gain universal acceptance of the Taft-Hartley labor act. First targets are to be organized labor groups in New York City, Chicago and Los Angeles, *The Billboard* has learned authoritatively.

Flying squadrons of committee investigators shortly will be zooming into these cities, and subsequently into other metropolitan areas, to lay the groundwork for what one high-ranking committee member declared might result in scores of subpoenas for appearances at later formal hearings. Chairman Fred Hartley (R., N. J.), of the House Labor Committee and co-author of the Taft-Hartley Act, told *The Billboard* that the proceedings would be tantamount to "a search for any type of union racketeering." In view of these preparations, committee members are regarding as "just a preliminary incident" the scheduled reappearance of AFM Prexy James C. Petrillo September 15 at a House Labor Subcommittee hearing on AFM practices. It is considered possible that this hearing may be pushed back in view of the fact that AFM contracts with nets and recording companies will not begin to run out until December 31.

Field Investigations

The forays by investigators into New York and Chicago will be aimed largely at studying operations of the AFM and related unions, while the expedition to the Los Angeles area will concentrate on activities of movie and related music unions. Rep. Richard Nixon (R., Calif.), an outspoken critic of AFM practices during the recent Petrillo hearing, is expected to head the Los Angeles inquiry, which will look into jurisdictional strife among movie unions and AFM restrictions on the use of films designed for video as well as the cinema.

scribbles from Spokane: "Have been working the Inland Empire and Great Northwest to satisfactory results. Have a contract for early October with the Globe Mills Company (Pittsburgh Flour) to work Northern California four weeks. Also have a repeat for International Harvester starting around the first of the year. My health has improved greatly during the past year. This is my 51st year in show business but I have not learned it all yet. The next 50 years should be more profitable."

. . . Beckman and Marie have just concluded a week's stand at the Casino Theater, Toronto. . . . Tommy Thompson, former drum beater and public relations man with the Harry Blackstone show, was in Cincinnati last week to handle advance exploitation for the Selznick Releasing Organization's (SRO) flicker, *Duel in the Sun*. Thompson has been with SRO since January and for the five years previous was with 20th Century-Fox in Dallas. . . . Dick Richards premiered his new magic turn before a select audience of some 25 friends and magic enthusiasts, including Ralph Read, Lou Tannen, John Maher and Bruce Reynolds, at the Hamilton Theater, New York, July 15. . . . Pierre Cartier, French magus, has just concluded a two-weeker at El Morocco, Montreal.

Burlesque

By UNO

LOONEY LEWIS has signed to do the featured comedy lead in the new Charley Sherman and Charles Raddock farce, *The Magic Touch*, due to open August 19 at the International Theater, Manhattan. . . . Isabelle Van, Jimmie Walters, Viola Spaeth and Nat Mortan are permanent Miami Beach residents. . . . Frank Bryan, operator of the Casino, Boston, visiting Manhattan last week, said his house next season would again be a spoke in the Midwest Circuit. . . . Dave King, who has operated the National, Detroit, since 1911, is joining the staff of the Avenue, same town, run by Messrs. Clamage and Rothstein, in an executive capacity. Kitty Parker is to remain as cashier at the National under the new management of Saul Korman. . . . Tirza crashed recent issue of *Collier's* with half page of her Wine Bath photos. . . . Jack Beck's cast for week of August 3 at the Globe, Atlantic City, includes Jean Carroll, featured; Harry Conley, Bob Carney, Peggy Martin, Arthur LaFleur, Evelyn Knight, Murray Briscoe, Mel Bishop and Sheila Ryan. For August 10, new principals will be Babs Davis, June Cavanaugh, Danny Jacobs and Kenneth and Zoyia.

DON TRENT, emcee at Roseville Hotel, Greenfield Park, N. Y., also is helping entertain children at P. Thia's Children Camp, Glen Springs, N. Y. . . . Ray R. Kolb, who opened fortnight's engagement at the Roxy, Cleveland, July 25, is mourning the loss of Tuffy, his pooch mascot who died in Detroit July 12. . . . Nadine, chaperoning daughter Judith, 8, returned to the Coast, it is time to vacation in Los Angeles and Hollywood. Plans, so far, are to reopen at the Burbank, Los Angeles, in October. . . . Primrose Semon, emcee at the Barn, Salisbury Beach, Mass., annexed a rave from George W. Clarke, *Man About Boston* columnist, who likened his talents to those of Eva Tanguay, Belle Baker and Sophie Tucker. . . . Audrey Lee, who was Jack Reid's leading lady in the days of the Empire Circuit and whose last engagement was with Rube Bernstein and Billy Rose at the New York World's Fair, is retired in Boston. . . . Joy Davis, featured, Harry Clexx, Harry Levine, Marie Carlett, Marcelle, Ruth Cooper, Al Baker and Gloria Love comprise the principals at the Burbank, Los Angeles, now managed by Bob Levy. . . . Harry (Zoup) Welsh, ex-burly featured comic, is now operating his own general merchandise plant in Los Angeles. . . . Billy (Boob) Reed, Jack Coyle, Walter Collins and Juanita, who have been working as a combo all season, are skedded for new fields.

STANLEY MONTFORT and wife.

Mildred DeVoe, and Lillian Drollette, treasurer at the Gayety, Columbus, O., the past season, have just returned to the Ohio capital from a vacation trip to the West Coast. Montfort, singing straight, says he had good offers from both of the Los Angeles burly houses but elected to again cast his lot in the Midwest the coming season. He says he met a number of burlesque performers from the East and Midwest who were on the Coast on vacation, among them Bert Berry and Bonnie Lee, Jack Mann, Max Coleman, Manny King and Jean Carter. Monkey Kirkland and wife, and Harry Meyers, who has just closed in San Diego. Montfort also bumped into Al Baker and Marcella, Harry Levine, Hazel Walker, Georgie and Fields, and several of the back-East chorus gals at the Burbank Theater, Los Angeles, and talked over old yarns with Billy (Bumps) Mack, who trouped with him on the Al G. Field Minstrels back in 1918. . . . Slat Taylor, Moe Garry and Jack Murray are at the Follies in L. A. . . . Ray

London's West End Awaits Reopening Of Cafe De Paris

LONDON, July 26.—Cafe De Paris, popular West End nitery before the war, is scheduled to be reopened in February by Mecca, Ltd., owners of more than 20 dance halls thrucut the country. The building license has already been granted, and the job of repairing and redecorating is estimated at 20,000 pounds (\$80,600). One of the highest paid spots for entertainers before the war, it has been under municipal control and used as a storeroom since 1941, when it was demolished by bombing. Mecca's director, J. Heimann, stated they want to make Cafe De Paris a top-notch spot, using the same formula established before the war. Flacks will be sent out next month to scour the continent for floorshow entertainment, and name bands are all eagerly hoping for the plum.

10% Admish Tax Readied in St. Paul

ST. PAUL, July 26.—A 10 per cent admissions tax moved a step toward enactment by the St. Paul City Council Tuesday (22) when it was introduced as another in a series of methods of increasing municipal revenue. Its chances of adoption were good.

The admissions tax would yield approximately \$600,000 in additional annual revenue to the city. Only thing that holds up passage of the measure is that it faces legal revision in minor details.

If enacted, the admissions tax—first levied by a municipality in Minnesota—would apply to sale of tickets to all theatrical and operatic shows, concerts, movies, vaudeville, circuses, carnivals, side shows, amusement parks, athletic contests and all other forms of diversion, sports, recreation, pastimes, shows, exhibitions, contests, displays and games. Tax would be levied at the rate of 1 cent for each dime, or fraction thereof, of the admission price. Where serving of food is combined with entertainment, half the admission price would be taxed.

French Hotel Rates At Reasonable Level

NEW YORK, July 26.—Americans in showbiz working or vacationing in France will find the rural regions inviting even to a slim purse, according to the French National Tourist Office here.

The office says hotels have pegged prices for bed and board, taxes and services included between 230 and 500 francs (approximately \$1.92 and \$4.19) per day. If you tipple, the charge is extra but, the tourist office says, reasonable at the rate of 119.2 francs to the dollar. Hotel prices have been pegged in more than 30 towns in Brittany, Normandy, Provence, the Savoie and other rural districts.

Parsons is manager of a cocktail bar at the Harvey Hotel, Hollywood. . . . Leon DeVoe is serving in a similar capacity in another Hollywood spot. . . . Allen Gilbert has succeeded Lillian Hunt as producer at the Follies, Los Angeles. . . . Mae Brown has her own restaurant, The Dutchess, in Burbank, Calif. . . . Bobby Faye and Irma Vogalee have a new home in Santa Monica, Calif.

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THE FINAL CURTAIN

ALLIN—George T. (Dad), 71, pioneer showman and vice-president of American United Shows, Inc., July 19 in St. Ann's Hospital, Anaconda, Mont. Allin's 60 years in outdoor show business began in 1887 with the Kickapoo Indian Medicine Company in Kansas, later joining the original Barnum & Bailey Circus as a musician, trouping with the org several seasons. Subsequently he was with various circuses, including Forepaugh-Sells, Frank Lemon's Great Pan-American and Sells-Floto. His first venture into carnival business was with the Nat Reece Southern Carnival Company in 1904, later returning to the circus business until 1914, at which time he joined the Con T. Kennedy Shows. In 1915 he was with the C. A. Wortham Shows. Allin went to the West Coast in 1918 and for 13 years was with the old Leavitt, Brown, Huggins Shows, and two years with the W. C. (Spike) Huggins Model Shows. He was one of the founders of the American United Shows, Inc., in 1935. Survived by his widow, Jessie; two sons, George S. and Orlando H., and two daughters, Mrs. Gertrude LeBlanc and Mrs. Florence Carr. Services and burial will be in Seattle in early October.

BAUGH—Paul R., 52, account executive with Batten, Barton, Durstine & Osborn, New York advertising agency, July 20 in Babylon, L. I., N. Y. Surviving are his widow, Lita; a son, Briggs, and daughter, Brenda.

BISLAND—Pressley Eugene, 78, former president of the Abbott Coin Counter Company, July 24 in Bronxville, N. Y. He held his office in the coin sorting and counting company for 20 years before retiring in 1932. His widow, daughter, Mrs. C. Hawley Oakes, and two sisters survive.

BLAKE—Fred O., well known in show business in San Francisco and Chicago, where he worked the Cliff House and Riverview Park, respectively, in Redwood City, Calif., recently. Burial in San Francisco. Surviving are a sister, Nellie Baker, and a brother, Fred Ramsey.

BLONDIN—Leo (Baldwin), 68, well-known elephant man and manager of the Lincoln Park Zoo, Oklahoma City, July 20 in that city. Deceased spent most of his life in show business, having toured for many years with various circuses and other outdoor attractions. He had his own Tom show on the road under canvas for several seasons, and also operated other tent show organizations. He became associated with the Oklahoma City zoo several years ago. Survived by his widow, Eleanor, and brother, Link Baldwin, of Kansas City, Mo.

BLONDON—Leon, 64, elephant and chimpanzee trainer, in Pomona, Calif., July 21. He had been associated with circuses and carnivals many years and at the time of his death was with Ferris Greater Shows. He was a member of the Pacific Coast Showman's Association. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, July 24. Survived by his widow.

BLOOMER—Charles, 64, singer, July 19 in Poughkeepsie, N. Y. Surviving are his widow, Belle; two sons, Stanley and Charles, and a daughter, Mrs. Ivor Dingae.

BRANDES—Frank F., former theater owner, at Portland, Ore., July 11. He leaves his widow and daughter.

BREITKAUF—Sam, 49, bingo worker, for many years with Abe Ruben in Asbury Park, N. J., July 5 in Miami. Burial in Mount Nebo Cemetery, Miami.

BRITTON—William W., 88, music editor and professional musician, July 24 in Philadelphia. Survivors are a son and seven daughters.

CARROLL—Charles A., 79, former billposter and stagehand, July 19 at his home in Indianapolis. As a billposter he traveled with the Ringling

circus. Survived by two stepsons, Earl W. and Otto A. Ziegler. Burial in Washington Park Cemetery, Indianapolis, July 22.

DEAN—Mrs. Mary Pearl, wife of J. M. Dean, executive secretary of the Mississippi Agricultural and Industrial Exposition Commission, July 17 in Jackson, Miss.

DEIGHAN—Charles L., Pawtucket, R. I., who toured vaude circuits with acrobatic acts for over 40 years, July 19 at Newport (R. I.) Naval Hospital.

DRESSER—Mrs. Genevieve Tyler, 91, former singer and painter, July 18 at West Hartford, Conn. Burial in Middle Haddam, Conn.

DUNBAR—Lew, 60, veteran vaude performer, in Oakland, Calif., July 6. He was a member of the team of Dooley and Dunbar and toured the old Orpheum Circuit for 15 years. Burial in Oakland July 7.

GREEN—Benjamin Alfred, known professionally as Alfred the Alligator Skin Boy, in San Francisco recently. Services at the Morrison Funeral Home, San Francisco, with burial in Olivet Memorial Park by the Show Folks of America. Surviving are his widow, Dolores, and his parents, Mr. and Mrs. Louis Hardwick.

HAGGERTY—Jack, of Meagher and Haggerty Concessions, Livonia, N. Y., in that city July 21 of a heart ailment. He was active in the operation of concessions in Western and Central New York the past 10 years. Survived by his daughter, Ferris, Rochester, N. Y.; his mother, two sisters and a brother, also of Rochester. Services in Livonia July 24, with burial in St. Michael's Cemetery.

HALL—Arthur, president of the Baltimore Fireworks Company, unexpectedly in Baltimore. He had charge of fireworks celebrations in Baltimore for the past 20 years. Surviving are his widow and two children.

HART—Harry, 42, international auto racing champion in 1939 and former Hollywood stunt man, July 24 in Philadelphia after his auto crashed in a race.

HERBERT—Eva N., 46, concessionaire in the Midwest for the past 17 years, July 14 in Sioux Falls, S. C. Survived by her husband, Emery, and a daughter, Sharon Kay. Burial in Mount Pleasant Cemetery, Sioux Falls.

HURST—Brandon, 81, stage and film character actor, recently in Hollywood. He played Charley in the original version of *Charley's Aunt* in London. His film work included *Seventh Heaven* and *Stanley and Livingstone*.

KEMP—Adam J., 73, retired railroad conductor and father of William F. Kemp, with Royal American Shows, July 13 in Washington, Ind., of a heart attack. He also leaves his daughter, Georgia Prens, Washington.

MURPHY—John A., 86, vaude, circus and burlesque performer, July 21 in Englewood, N. J. He and his wife, Mrs. Eloise Willard Murphy, made up the team of Murphy and Willard. He started his career on the Keith Circuit in 1876 and later appeared with the Walter L. Main, Sells Bros.' and Charles Andress circuses. He wrote a vaude skit, *Slapstick*, in 1907, and wrote radio scripts from 1934 to 1936.

MURTAGH—James P., 57, operator at the Eastown Theater, Detroit, for many years, July 22 at his home in that city. He was treasurer of Local 199, IATSE, for 18 years. Survived by his widow. Interment in Forest Lawn Cemetery, Detroit.

PURNELL—Ralph (Lucky), 37, midget auto racer, July 19 in Tulsa, Okla., after being fatally injured during the Tulsa State Fairgrounds race.

ROSNAGLE—Harry, 48, co-owner of Chicago's Blackstone Theater, July 23 in Chicago. He was associated with the Shubert Theater interests for

33 years. His widow, Beatrice, and three sons survive.

SETSER—Mrs. Felix, 63, mother of Mrs. Fern Arendell, concessionaire with the Tivoli Exposition Shows, July 21 in De Paul Hospital, St. Louis, after an operation.

SONDERGAARD—Hass T., retired University of Wisconsin professor, July 22 in Pine Lake, Wis. He was the father of Gale Sondergaard, film actress. Also surviving are his widow, and two daughters, Hester, radio actress, and Ragne.

STOUTENBURGH—Mrs. Mae Alameda, 54, former soprano with the Strauss Opera Company, July 23 in New York. She and her husband, Larry S. Stoutenburgh, also appeared in vaudeville, she as a singer and he as a billiard trick shot performer.

STRANDMARK—Howard, eight-month-old son of Clayton R. and Elsie Strandmark, recently in St. Paul. Mother is known as Elsie Lee, cowgirl singer with the Ozark Valley Barn Dance show. Burial in Acacia Park Cemetery, St. Louis, July 23.

In Loving Memory

of My Husband

RALPH L. WADE

Who passed away July 31, 1946.

Only God knows my loneliness
And how long has been the year,
For I tried to hide my sadness
And check my lonely tears.

Myrtle Wade

WALKUP—Jack, 33, midget auto racer, July 20 in Dover, O., of injuries sustained when his car upset during a race at the fairgrounds.

WIRTH—George C., 86, father of Charles Wirth, for 43 years a member of the editorial staff of *The Billboard* in Cincinnati, July 22 in that city. He was a newspaper carrier for 35 years, retiring in 1930. He leaves three other sons, Christian, William and Andrew. Services July 25 from the Barrere Funeral Home, with burial in Vine Street Hill Cemetery, Cincinnati.

WOODS—Mary, 39, who with her husband formed the team of Woods and Woods, slack-wire performers and jugglers, June 27 in Barnes Hospital, St. Louis. They were with the Art B. Thomas Shows for several seasons and were well known at Midwest fairs and celebrations. Survived by her husband, Cecil, and a daughter, Wilma Jean. Burial at Poplar Bluff, Mo., June 29.

Marriages

APPLETON-O'DRISCOLL—Arthur I. Appleton, nonpro, to Martha O'Driscoll, film actress, at the Little Church of the West, Las Vegas, Nev., July 21.

BRENNER-GALLO—Harry Brenner, nonpro, and Rose Gallo, piano vocalist at the Clicquot Club, Atlantic City, July 1 in Delaware.

BURTON-WOODE—Bill Burton, manager of Dick Haymes and Margaret Whiting, vocalists, and Margo Woode, film actress, in Las Vegas, Nev., July 22.

FAASS-STEWART—Vic Faass, of Naugatuck, Conn., and Mary Stewart, heard on *Luncheon Date* over WBRY, Waterbury, Conn., recently.

INGRAM-AUSTRIAN—Harry Ingram, director of NBC's *Big Story*, and Gail Austrian, daughter of the president of RKO Television, in Ridgefield, Conn., July 20.

LESSER-HARPER—Leo Lesser and Bertha Harper, concessionaires with the Cavalcade of Amusements, in Waukegan, Ill., July 23.

NAIMAN-FREEMAN—Harry Naiman, manager of refreshment concessions at Eastwood Amusement Park, Detroit, and Anya Freeman at Detroit July 17.

NEWMAN-CARROLL—Lionel Newman, musical director at 20th Century-Fox studios, to Beverly Car-

roll, singer and niece of Earl Carroll, in Beverly Hills, Calif., July 19.

DAVENSON-WITT—Marshall Davenson, rep show performer who has appeared with the Mark Twain Masquers, Hartford, Conn., dramatic group, and the Canton (Conn.) Show Shop, and Ann Mason Witt, East Orange, N. J., July 13 in Gloucester, Mass.

ROGERS-YACONO—Lenny Rogers, band leader, formerly with Sammy Kaye's orchestra, and Josephine Yacono, nonpro, at Virginia Beach, Va., July 16.

VAN HORN-DUNNING—Arthur Van Horn, radio commentator, to Virginia Dunning, Broadway actress, July 23 in New York.

WEBB-LONDON—Jack Webb, radio actor, to Julie London, film actress, in Las Vegas, Nev., July 19.

WINSLOW-TYRRELL—Richard Winslow, dance band leader, to Alice Tyrrell, radio singer, at the Shatto Chapel, First Congregational Church, Los Angeles, July 13.

Births

A daughter, Salina, to Mr. and Mrs. Felix Charnarski July 4 at Anderson, Ind. Father is Hey Dey foreman on Hennies Bros.' Shows.

A son to Mr. and Mrs. Harry Einstein at Cedars of Lebanon Hospital, Los Angeles, July 22. Father is Parkyakarkas, radio comedian; mother is a former screen actress.

A son, Sean Michael, to Mr. and Mrs. Michael Higgins July 19 in New York. The father is a legit actor.

A daughter, Cynthia Andrews, to Mr. and Mrs. Parke N. Bossart July 8 in Beverly Hills, Calif. The father is a nonpro, and the mother is the New York nitery singer, Nancy Andrews.

A daughter to Mr. and Mrs. Bill Morrissey July 12 in St. Joseph's Hospital, Philadelphia. Mother is night club singer known as Lea Lawler.

A son to Mr. and Mrs. Pat Paulson July 14 in Philadelphia. Father is pianist at Orsatti's Musical Bar, that city. Mother is the former Jerry Case, model.

A daughter, Rose, to Mr. and Mrs. John Lino, July 17, in Mt. Sinai Hospital, Chicago. Father is an agent in the milk bottle game at Riverview Park, Chicago.

A daughter, Beverly Ann, to Mr. and Mrs. Fred M. Forsythe, July 20 in Shreveport, La. Father works one of the guess-your-weight stands at Riverview Park, Chicago.

A boy, to Mr. and Mrs. Charles Lewis in Detroit recently. Father is on the staff of WWJ, Detroit.

A son, Lewis Earl, to Mr. and Mrs. Lewis Williams July 14 in Harnett County Hospital, Dunn, N. C. Parents were formerly with the Mighty Page Shows.

LEAGUE, EQUITY PACT

(Continued from page 44)

after the five-day probationary period is finished, so that producers will pay more attention to casting and that rejected thespians get some dough for their trouble. Equity also wants a higher maintenance fee for actors who break in and rehearse a show out of town. Present daily allowance is \$5.

The Chorus Equity has a provision in its contract which makes a 12-hour rest period between rehearsals mandatory, thespians do not have the same rule and they claim that abuses by some directors makes insertion in the new pact a necessity.

The contract committee for the League consists of Brock Pemberton, Lee Shubert, James F. Reilly, Max Gordon and Milton Weir; for Equity, Paul Dullzell, Alfred Harding, Angus Duncan, Paul Turner, Rebecca Brownstein, Cornelia Otis Skinner, Clay Clement and Frederick Tozere. Immediately after the League concludes its negotiations with Equity, it will start dickering with Chorus Equity for an agreement.

Communications to 155 No. Clark St., Chicago 1, Ill.

UTAH HITS WINNING STRIDE

Auto Maniacs Draw Capacity

Single day record tumbles Thursday (24), 31,480 paying outside admission

SALT LAKE CITY, July 26. — The Utah Centennial this week went roaring past its halfway mark, breaking all show records for Utah and, barring any more bad breaks in the weather, assuring the Utah observance of a reasonable financial break.

All single day records for the Utah State Fairgrounds were shattered when the centennial exposition drew a paid attendance of 31,480 Thursday (24), following a very high total of 17,099 Wednesday.

For the preceding seven days there was a total of 85,947 paid. Three of the biggest days of the run came in the same week. The week's total included only two days of the '47 rodeo, which drew an estimated 50,000 to the exposition.

The marked improvement of the exposition has speeded up the tempo of the whole celebration. Gripes from the midway disappeared as pocketbooks got well again.

Thursday's (24) record attendance can be attributed mainly to the big car automobile races and the bang-up promotion job done by Gaylord White. It is the first time the big cars were raced in Utah since the Barney Oldfield era. A total of 10,000 jammed the stands for the speed events, and there was a large turnout. The turnout for the auto races found exposition officials unprepared. The three remaining auto races dates today (26), August 1 and 2—are regarded as sure sellouts.

The gravy train was rolling all around for the Utah Centennial. *Promised Valley*, a musical original with Alfred Drake in the leading role, sold out its 10,000 capacity the first four days. It was rained out July 22. The advance sale was running at \$60,000, with 14 more days still to go for this attraction.

Soldier Field Rodeo Hurt by Rain, Heat. Lack of Promotion

CHICAGO, July 26.—Rain, stifling afternoons and lack of advertising and promotion combined to dampen business for the rodeo at Soldier Field, staged by Voiture 220, of 40 et 8, American Legion, which opened July 14, with night performances skedded for Monday thru Saturday, and matinees Wednesday thru Sunday. Featured were Jimmy Wakely, Western singing star, and the Saddle Pals. Total attendance hit about 48,000.

The rodeo was promoted by Midwest Amusement Enterprises, of which Bob Mautner is managing director. Among the specialty acts were Bus Carson's high school and dancing horses, Roscoe Armstrong and his Funny Ford, and Johnnie Rivers and his horse, Starlight. Armin Hand's band was on the stand.

Robert North Dies

LYNCHBURG, Va., July 26.—Robert K. North, 43, former press representative for the late John M. Sheesley and Cole Bros.' Circus, died here Friday (25). Further details will be published in the Final Curtain of the August 9 edition.

Bakerman Click With Ice in S. A.

NEW YORK, July 26. — Samuel Bakerman, co-producer, with J. A. Borges Dillegas, of the ice revue, *Stars and Ice*, in Venezuela, is in New York on a business trip.

Bakerman reports that his ice show, which opened in Venezuela early last year and played 77 performances under canvas, is now on tour in Argentina where it opened two months ago in Buenos Aires. Show, with a cast of 50 skaters from the United States, is the first of its size and character to play the South American countries. Headaches in operating and transporting the ice-making and arena equipment have been plentiful but business has been highly satisfactory.

Ice revue is presented in a fire-resistant tent with all-steel bleachers seating 3,400 spectators. Considerable trouble was encountered with the ice-making plant but eventually all the bugs were eliminated. Bulky equipment caused serious delay in getting into Argentina. The harbor of Buenos Aires was so congested that it was 10 days before a pier was available for unloading and another 10 days were lost before a crane large enough to handle the ice equipment could be found.

South America, according to Bakerman, is a good field for road shows but it is impractical to play some of the countries because of restrictive money regulations and other difficulties.

Bakerman is also interested in the *Globe of Death*, motorcycle thrill show, which has been operating this season at Savin Rock, West Haven, Conn., and is bringing in a second unit. *Globe of Death* at Savin Rock has played to more than 50,000 spectators this season, at an admission price of 50 cents. Arrangements are being made to play fair dates with the *Globe*.

Dominican Republic Buys Big Pyro Show

NEW YORK, July 26. — Fred C. Murray, of the International Fireworks Company, announced Thursday (17) that his firm would furnish one of the largest displays ever fired in the Latin Americas for use by the Dominican Republic August 15 when that country celebrates the anniversary of its regaining self-government. Contract is said to call for payment of a flat \$5,000 fee over and above all expenses. Latter includes round-trip air transportation for two International employees and the crating and shipping of an estimated two tons of equipment.

Show will be staged in the capital, Ciudad Trujillo, and a big percentage of the republic's 2,000,000 inhabitants

Packs Misses Pitt Record; Rain Socks It

Rogers Gets Big Kid Play

PITTSBURGH, July 26.—Rain and threatening weather at five of the nine performances of the Roy Rogers Thrill Circus, which closed here Saturday (19), spoiled Tom Packs' chances of setting a new record for outdoor promotions in this city.

Packs had a terrific advance and going into Thursday's performances, the show was running 30 per cent over last year's record gross. However, rain held down the week-end crowds and the show wound up with a gross of \$126,000 after playing to 175,000 paid admissions. Park was scaled at \$1 for adults and 60 cents for children, with reserves going for 80 cents and \$1.20. The crowds were predominantly children, as can be seen by the take, and while Rogers got plenty of space in the dailies, it was felt by officials here that he was chiefly a juve draw.

Rogers almost started a riot opening day when he made a personal appearance in a downtown department store. Over 10,000 children crowded into the store to see him and when five children were slightly injured trying to get near him, he was quickly withdrawn from the store by police officials. Bob Nolan and the Sons of the Pioneers also drew heavy crowds at department stores and five and dimes where they made their record pitches. Nolan also scored in a guest appearance on the *Midnighters' Club*, leading disk show in the city.

Mass. Tightens Up Rules on Show Tops

BOSTON, July 26.—Massachusetts has tightened its safety rules for carnival and fair tents.

Public Safety Commissioner John F. Stokes said no tent would be licensed for use as a public hall unless cleared exit paths at least five feet wide were provided.

He said such paths must be kept clear by ropes or guard railings. Indoor aisles must measure in width no less than 40 inches for every 100 persons they are designed to accommodate.

Stokes said fire was one of the principal dangers in mind when the new rules were drafted. He noted that one new rule demands that tent exits "lead as directly as possible to an open area sufficiently remote to constitute a zone of safety."

are expected to attend. Units will be fired from the breakwater, beach and from special floats anchored off shore. Special 30-inch shells are being constructed since the emphasis will be on aerial bombs. President Generalissimo Rafael Trujillo will have an active part in the festivities.

This will mark the fifth foreign show fired by International this year. All financed by government agencies, they include one in Honolulu on Army Day and a series of three in Panama.

Blandy Injured

MEMPHIS, July 26.—Richard (Dixie) Blandy was reported in fair condition Friday (25) after he fell late Thursday night from a 50-foot flagpole at Fairgrounds Amusement Park. Blandy had been doing a bicycle act on the high pole for five days.

The mishap occurred when the pole collapsed just nine minutes before he was to end his marathon.

Mills Lands Omaha In Nick of Time; Plea for Carnival

OMAHA, July 26.—The CIO got a permit to show Mills Bros.' Circus at the City Stadium site August 1-2 only 48 hours ahead of a protest against outdoor shows at the location.

The protest was made to the City Council by 70 residents of the stadium area.

Meanwhile, the city council, which has said it will outlaw carnivals next year, has agreed to study the request of the Vinton Commercial Club to sponsor a carnival June 1 to 8, 1948. E. E. Judd, secretary of the club, asked the council to show mercy to carnivals.

"If we don't tolerate some of these things, there will be an exodus from the city hall next spring that will put the Israelites to shame," he said.

18,000 See Sunbrock Show at Bridgeport

BRIDGEPORT, Conn., July 26.—Larry Sunbrock's rodeo-thrill circus, in here for three days (15-17), drew approximately 18,000, missing one matinee because of a severe rain and getting threatening weather the other days. Engagement was at Candlelight Stadium and was the first show to be presented at that spot.

William (Shorty) Porter, of New Mexico, and James Reidstele, Yoder, Wyo., were injured during bronk riding contests, sustaining fractured legs. They were hospitalized at St. Vincent's Hospital here. Reidstele had been injured in Stamford about a week earlier in a similar event.

Publicity, both in newspaper and via radio, was excellent, and the performances received favorable comment here. Jack Andrews managed the show.

John Serpico Stricken

NEW YORK, July 26.—John Serpico, president of the International Fireworks Company, was rushed to a hospital last Friday night (18) to undergo an operation. While reports from the hospital are encouraging, Serpico's condition, because of previous heart attacks, is such that he probably will remain in the hospital for some time. Fred Murray, vice-president of International, will continue in charge of the firm's business, as he has been doing for four years.

Cut in Prices Lowers Ward's L'port Gross

Breese New General Agent

LOGANSFORT, Ind., July 26.—John R. Ward Shows, at the annual county fair here for the second straight year, are getting the same



W. M. (Bill) Breese

number of people to play to they did last year, but grosses are down as prices on shows and rides have been trimmed. Bill Cowan's concession department, however, reports an increase which figures to offset the difference.

Ray Cramer's Side Show and Jeffie Jean Bracken's *Broadway Scandals* were neck and neck for top money honors when business closed Friday (25) night, with Charlie Goss' Fly-o-Plane and the Caterpillar squared off in the ride department. Marion Perry joined here with a lion Motordrome.

William M. (Bill) Breese, veteran agent who has been off the road since before the war, joined this week as general agent, and left immediately to tighten up the route. Lew Hamilton, press representative, handed in his notice Monday (21) and was scheduled to close tonight.

Eddie Hollinger's Harlem Boogie Set For CNE Fun Zone

TORONTO, July 26.—Eddie Hollinger's *Harlem Boogie Revue* has been added to the show line-up J. W. (Patty) and Frank R. Conklin will present on the Canadian National Exhibition's midway, it was announced today.

Hollinger announced his show will include 30 people—a 9-piece band, 10 line girls and 11 principals. A new 80-foot front is being constructed, and he has purchased a new top from the U. S. Tent & Awning Company, Chicago.

Alphie Phillips, who will produce the water show, announced that he has contracted Sam Howard, Jimmy Patterson and Eddie Chamberlain as featured divers. All three were featured in Billy Rose's Aquacade at the New York World's Fair.

Walter Hale, who will present *Pin-Up Parade*, has arrived here to complete details for his production.

Marks Clicks With New W. Va. Stand

SOUTH CHARLESTON, W. Va., July 26.—Making the first appearance of any show in here in 16 years, the Marks Shows did better than okay the week ending July 19. At the wind-up everyone was wearing smiles.

Co-operation from all sources was excellent. City officials came thru and the Charleston newspapers contributed plenty of photos and stories, with *The Charleston Gazette* sponsoring the All-West Virginia Soap Box Derby matinee Wednesday (16). Advance promotion tickets were distributed by *The Gazette*, and the org hosted news-carriers at a special party. Walter Holiday supplied the custard, Mr. and Mrs. Dearduff the popcorn, peanuts and candy apples,

Oh, Come Now!

LEXINGTON, Tenn., July 26.—Captain Harrell, of the J. A. Gentsch Shows, is convinced that a rock python of his animal circus is a reader of *The Billboard*.

While the Gentsch org was playing Earlinton, Ky., the python took off for parts unknown after giving birth to 17 baby pythons. Two weeks later during the show's stay here, she crawled slowly thru the big top entrance and rejoined her brood as if nothing had happened.

She surely must have read the route list of *The Billboard* to know where to catch up with his unit, Harrell maintains.

Jamison's Grief Pays Dividends To Paramount

FAIRMONT, W. Va., July 26.—Preparatory to setting up, high-diver Jimmie Jamison, free attraction of the Paramount Exposition Shows, Monday (21) piled the bulk of his 110-foot diving tower on what appeared to be an abandoned railroad spur only to have a freight car back into it and demolish practically all of it.

As a result, the Paramount Exposition Shows crashed page 1 of *The Fairmont Times* heavy, but Jamison was temporarily put out of business until he could ready a new tower. Following the damage to his equipment, Jamison offered to do his dive here from the High-Level Bridge, which is roughly 10 feet lower than his diving tower.

City fathers turned thumbs down on his proposal, and both his offer and the quick refusal of the city dads netted more publicity for the show. *The West Virginian* went so far as to editorialize on Jamison's bid, pointing out that the newspaper had "no grudge against the carnival" but was against the jump.

Show piled up plenty of newspaper space. However, on Monday night, an early rainstorm was followed by threatening skies and the stand got away to a slim turnout. Execs figured that the publicity would pay off when the weather turned.

T. Green Amusements Get Well at Prescott, Ont.

PRESCOTT, Ont., July 26.—Three-day Rotary Fair here proved better than okay for the T. Green Amusements. According to Owner Tom Green, business has been good most of the season.

After breaking out with a near miss at the Leaside Lions \$20,000 fund-raising carnival, Green has followed the service club circuit down into Eastern Ontario. He reported takes at Oshawa and Brockville as very good.

and all rides and shows were free to the boys.

Ed Cole received his new Kiddie Airplane from Smith & Smith, and John Marks took delivery on a streamlined Caterpillar. Art Spencer and Al Renton both received new canvas. A new front has been completed for Renton's *Hot Chocolate Revue*. Rides and shows are getting a repeat job.

The Marks Shows made a fast 180-mile move into here from Bridgeport, O. Latter spot had netted a good week.

Hammond OK For Goodman; Publicity Nix

Mooney Takes Side Show

HAMMOND, Ind., July 26.—Max Goodman's Wonder Shows of America will complete a six-day engagement here with the take at the gate, shows and rides strong enough to show a profit, but not nearly what it might have been had the advance exploitation been up to snuff, according to insiders. Following Hennies Bros. did not help, either.

Billing was light, and the radio and press had virtually nothing before the opening. Pat Roach, veteran press representative, joined and pepped it up some, and worked out a kid matinee for today which figured to score. Roach was last on the road two years ago with the L. J. Heth Shows.

Joe Mooney took over the management of the side show here.

Dubuque, Ia., next week is the org's last still date, moving then to the fairs at Chippewa Falls, Wis.; Owatonna, Minn., and Fargo, N. D.

Mary Casey and Francis, formerly of the Johnny J. Jones Exposition, have the pie car and also appear in the side show annex. Zeke Shumway's Nudist Colony line-up includes Lois Jabbott, Jack Carter and Jack Jarvis. Jimmy and Margaret Hess have *Gay Paree* with Beverly Brent, Ann Hein and Jean. Helen Darling has the Motordrome.

Beardstown, Ill., Fish Fry, played the week of July 14, was written in as success.

Change in Route Aids United Org

HELENA, Mont., July 26.—A sudden change in routing proved a winner for the American United Shows, which decided upon Helena and Anaconda, Mont., instead of previously planned Idaho territory between July 7 and 21, General Superintendent D. Newland reported. The week of July 7-12 here saw daily crowds averaging just below 3,500 paid adult admissions. That figure was surpassed twice.

Switch in routes was caused by Siebrand's previous bookings in Idaho.

Success came despite daily wind and rainstorms. The wind knocked ticket boxes over, tore up the Girl Show top and brought generous dousings, but luckily the storms ended before show time each night except Thursday (10), when it continued until after the lights were on and drizzled intermittently until after midnight.

Helena was ready for a show, and gave enthusiastic support to the local Veterans of Foreign Wars, sponsors. American United used a nine-seat Tilt-a-Whirl and double Ferris Wheel, the first such equipment many natives had seen. Lou Roth and his lion act, presented early enough for the family trade, was about the biggest drawing card. The Motordrome was the first one here in many years and the first ever seen by most of the bobbysoxers, of whom there are plenty.

The Kiddie Train, Kiddie Autos and Kiddie Airplanes proved even more attractive to the very small fry, and many parents were drawn to the lot on that account.

Lot was situated on graveled ground, so mud trouble was light.

Peppers All States Creates Sensation In Wheeling, W. Va.

WHEELING, W. Va., July 26.—Peppers All States Shows created a sensation when they opened Monday night (14) in North Wheeling. It was because the natives, most of whom apparently had "flying disks" on their minds, took one gander at the silver-blue beam tossed against the sky by the org's searchlights and, not knowing from where the light came figured it was one of the much-talked-of disks.

"Crowds of people jammed the streets in all areas, with speculation high as to the origin of the pencil-shaped shaft," *The Wheeling Intelligencer* recounted the next day. Telephone calls "by the hundreds" poured into the newspaper office, the gazette reported, and folks retired only when told of the source of the beam. The paper played the story up with a six-column, two-line head story on Page 1, all of which didn't hurt the Peppers shows' stand here.

Bistany, Perry Join Forces as Mighty Van Dyke

HAZELTON, Pa., July 26.—Leo Bistany and Jack Perry, veteran carnival operators, have pooled their resources and equipment and are now operating under the Mighty Van Dyke Shows title. The partnership was formed recently in New York.

Perry is the manager, with Bistany as assistant manager. F. E. Kelly is general agent.

The org, touring on trucks, is comprised of 7 rides, 4 shows and 35 concessions. Ambitious building plans for 1948 are in the making.

Canadian Wallace Snags Snappy 20G Gross at Yorkton

YORKTON, Sask., July 26.—Wallace Bros.' Shows of Canada, guided by the glib-tongued James Patrick Sullivan, who still insists he fears not the face of any man, etc., gathered a nifty \$20,000 gross during the three-day annual here, which put the org's gross for the Western Canada B Circuit fairs to date 15 per cent ahead of the record-breaking run of last year.

Attendance at virtually all stands has compared favorably with last year and the show has more earning power.

Sullivan was so elated over his take here it was reported he will devote the major portion of his time the rest of the season to evolving new formations for the grand march at the Showmen's League of America Banquet and Ball next December in Chicago's Palmer House.

George Allin, V.P. Of Greater United, Dies in Montana

ANACONDA, Mont., July 26.—Death in St. Ann Hospital Saturday (19) ended the 54-year circus and carnival career of George Allin, 71, old-time bandmaster and stockholder and vice-president of the American United Shows.

In poor health the last eight years, Allin became seriously ill here and was hospitalized three days before his death.

The body was taken to Seattle for services and burial. Further details in Final Curtain.

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MIDWAY CONFAB

Bill Powell sailed from New York for Europe and will be at the Regent Palace Hotel in London.

John T. Hutchins, Snapp Greater Shows, took delivery on a new Roycraft Trailer during the shows' stand at Monmouth, Ill.

Billy Logsdon has left the Madison Bros. Shows and joined the Buff Hottle Shows with his Ten-in-One Show. Unit features Bobby Fransee.

Things are really tough when a side show manager tries to make a girl show out of his organization by hiring two impersonators to jitterbug on the bally.

Hazel Kostelecky and Beverly Robertson report they are operating the main popcorn stand for Larry Hall at State Fair Park, Milwaukee.



ART FRAZIER, business manager for the Johnny J. Jones Exposition, and son, Art Jr., got together with Jack Dempsey in the Latin Quarter when the Manassa Mauler was in Chicago for the Zale-Graziano fight. Art Jr. has completed his third year at Ocala, Fla., high school, lettering in football, basketball and baseball, and expects to matriculate at Florida University in another year.

Charles Abbott, general agent for Endy Bros.' Shows, was a business visitor in Chicago last week—mission undisclosed.

Felix Charnaski, Hey Dev foreman for Hennies Bros., is still passing around cigars on daughter Salina, born July 4 at Anderson, Ind.

Phil Kallail, concessionaire on the 20th Century Shows, recently was named a life member of the Circus Clown Club of America and elected to the board of directors.

Charles S. Reed, general agent of the Great Sutton Shows, passed thru

St. Louis last week and advised that he had booked five fairs in Mississippi.

Red Hot Rumor Department:
 They say Ben Braunstein is now making book on the outcome of the next election at the Miami Showmen's Association.

Harry Beach, prominent ride operator, on the W. G. Wade Shows, has just finished building a new Pretzel ride, which he will operate together with his Scooter at the Michigan State Fair in Detroit.

Germaine Ciaburri, wife of John P. Ciaburri, concessionaire on the Triangle Shows, has returned to the United States, via TWA Airlines, after a six-week visit with relatives in Paris.

In an interview with a Yorkton, Sask., newspaperman recently, James Patrick Sullivan delved deeply into the history of the carnival business, pointing out that "there is a miniature bronze Caroussel in the Roman-sculpture court at the Metropolitan Museum of Art in New York," which prompted Neil Webb to crack, "and that Sullivan has never been in a museum in his life, unless it was on a carnie midway!"

Lon Ramsdell, the merry agent for Blackstone, and Lee Conarroe, Ringling-Barnum brigade manager, visited *The Billboard's* Chicago office Monday (21). Ramsdell, en route to Albany N. Y., to visit his sister, and Conarroe between tack jobs.

R. T. Wilder writes that his concessions at field days in Central New York have been enjoying good business and that he will play fair dates later in the season. He also infers he had a good spring in Mississippi and West Virginia.

Francene, annex attraction, has joined Joe Lemke's Attractions, playing a circuit of fairs. Congratulations were sent by Bertie LaPaige, Jack Korie, Bobby Kork, Georgette Ice, Pinky Peppers, Cleo Renee, Margie Flynn and Mother Greeno.

Jimmy Cochran, human pin cushion who recently was with the World of Today Shows, is back at his home in Bartow, Fla., and reports he has retired from the road. He is now employed at the International Minerals & Chemical Corporation.

Lucky Bishop will return to the road after spending the past seven months in a hospital recovering from injuries sustained in a train wreck in North Carolina last January. He will be back on the Blue Ribbon Shows

NO MORE COSTLY BREAKDOWNS
 with these **BIG MONEY MAKERS**

★ ALL ELECTRIC CANDY FLOSS MACHINE

Our new Super Model #100 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.

8 QUART LIFETIME POPPER

A new Aluminum Popper for making delicious French Fried Popcorn! The only geared 8-quart popper on market. Easy to use. Easy to clean. Built to last a lifetime! \$10.00. Also 35-Qt. Gearless Kettle, \$37.50; 12-Qt. Saratoga Kettle, \$20.00; 6x6 Tops with Frames, \$150.00. WRITE!

All items ready for immediate shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.

CONCESSION SUPPLY COMPANY
 BOX 133, STATION B PHONE KI. 2408 TOLEDO 6, OHIO

POPCORN

COCONUT OIL, lb.....	\$ 30
POPSIT PLUS, Gal.....	3.09
CORN, S.A. Yellow, 100 lbs....	9.75
BOXES, 1 1/2 oz. M.....	7.50
BOXES, Carnival. M.....	7.00
SALT, 24/2-lb. pkgs.....	1.95
GLASSINE BAGS, 1 lb. sq. M....	1.95

VIKING POPCORN MACHINE

NEW and USED POPPERS OF ALL TYPES

LOW PRICES — IMMEDIATE DELIVERY

APPLE STICKS, COLORING, ETC.

ALL CARNIVAL SUPPLIES

POPPERS SUPPLY CO.
 1315 VINE STREET
 PHILADELPHIA 7, PA.
 LOmbard 3-9020

WANTED FOR
3-Mich. Celebrations—3

WHITMORE LAKE HOMECOMING
 August 1-3, Sponsored by Lions Club.

SAINT CHARLES HOMECOMING
 August 13-16, Sponsored by Local Business Men's Assn.

LAPEER DAY & HOMECOMING
 August 19-22, Sponsored by Chamber of Commerce.

More Street Dates To Follow

Want LEGITIMATE CONCESSIONS of all kinds that can work for Stock. Especially SMALL EATING STANDS. Can use small Grind Shows that can work on streets, especially FUN HOUSE.

ELMER F. COTE
 Gen. Del., Whitmore Lake; then per route.

WONDER HEADS OF THE AGES At Last — White Shrunken Heads, as the Cannibals prepare them. Ringlets of human hair. White Mfd. Female Heads, Prepaid, \$8.00
 White Male Mfd. Heads, Prepaid, \$6.00
 Both, Prepaid, \$13.00
 Many other Mfd. Attractions. Write

TATE'S CURIOSITY SHOP
 6234 E. VAN BUREN
 PHOENIX, ARIZONA

OHIO SUPER YELLOW
 and **DWARF WHITE HULLLESS POPCORN**

In 50 lb. and 100 lb. moisture-proof bags. Write for catalog.

BETTY ZANE CORN PRODUCTS, INC.
 638 Bellefontaine Ave. Marion, Ohio

ECHOLS ICE SHAVING MACHINE
 With Motor \$60.00
 With Stand \$65.00
 \$15.00 Deposit on C. O. D. orders.

S. T. ECHOLS
 3700 S. Jefferson
 ST. LOUIS 18, MO.

WANT

Two fast-stepping Waiters, Griddle Man and first-class Cook. Grease burners, booze hounds, stay away. Highest salary guaranteed if you can cut it. Work until Nov. 15th.

RUSSELL B. ANDERS
 Care L. J. Heth Shows Mt. Sterling, Ky.

WHEELS OF ALL KINDS

Tickets—Paddles—Laydowns

Complete BINGO Outfits

CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES

Now Available . . . Write

Write for Catalog

H. C. EVANS & CO.

1520-28 W. Adams St., Chicago 7

HEADQUARTERS

FOR

WORLD FAMOUS

CONCESSION EQUIPMENT AND SUPPLIES

BLEVINS POPCORN CO.

Nashville, Tenn.

BLEVINS SPECIAL!

ECHOLS

ICE BALL MACHINE

With Motor

2 Qts. Blevins Finest Flavor Concentrates

1 Qt. Acid

1 Pick

Plastic Pour-Outs

Dipper

ALL for \$60

Popcorn Boxes: \$5 in 100,000 Lots

Write for Samples

BLEVINS POPCORN CO.

3098 Charlotte Ave. • Nashville, Tenn.

WANTED WANTED SIDE SHOW PEOPLE

Can place at once—One more Freak, worthwhile Attractions of all kinds, Mental Act, Tattoo, fast Ticket Sellers, Girls for Bally, Michigan Fairs until October, Long string Georgia and Florida Fairs to follow. I never close.

JOE E. HILTONS

COMBINED CIRCUS SIDE SHOWS

Happyland Shows, Pontiac, Mich., this week; Wayne, Mich., next.

with a new levitation trick and many new escape tricks that he worked out while in the hospital.

Billie Lou Timberlake, annex attraction, after a hectic spring season on various carnivals, is now with Doc and Mrs. Warner on the Mighty Hoosier State Shows.

Louis Cutler, ride owner and concession operator, is now with the Gulf Coast Shows, having joined last week, coming over to Frank Sutton Sr., from the Gold Medal Shows.

Hymie Schreiber, owner of the Schreiber Merchandise Company, returned from a trip thru Kansas on which he visited several shows with his sales manager, Max Bernstein. Schreiber Merchandise moved to new headquarters at 100 West 9th Street, Kansas City, Mo., July 1.

Eva (Skippy) and Ray (Whitey) Hinckley celebrated their 20th wedding anniversary recently by throwing a shindig for the personnel of the Ellman Shows on the fairgrounds at Berlin, Wis. Whitey, as usual, ran out of stock (the eating kind), the report says. Scotty Dundan and son (See MIDWAY CONFAB, page 100)

WANTED AGENTS

For Six Cats and Pan Game. Playing good territory. Address

HIRAM BEALL

New London, Conn.

WANTED TALKER-TICKET SELLER

For Freak Baby Show. Good proposition. All Fairs. Join at once. Wire

DOC BARRY

c/o DOBSON'S SHOWS

Bayport, Minn., until Aug. 2

ROLL-O-PLANE FOR SALE

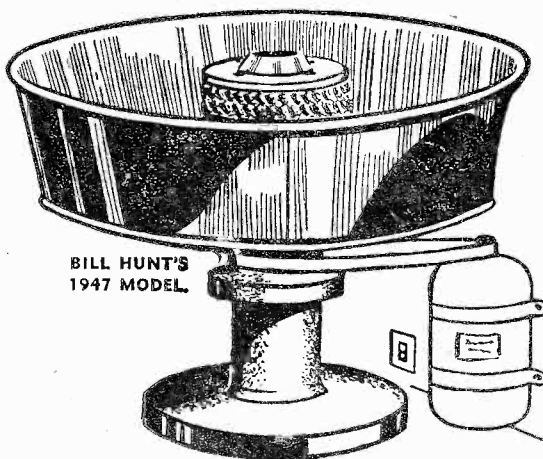
Over 500 new parts. Now operating. \$2,500 cash.

Winchester Amusement Co.

Berryville, Virginia, this week; Mt. Jackson, Virginia, next.

CONCESSIONAIRES!

LOOK AT THESE MONEY-MAKERS!

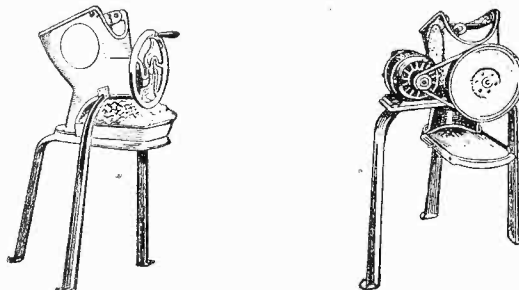


BILL HUNT'S 1947 MODEL

MIDWAY-MARVEL CANDY FLOSS MACHINE

All rubber mounted—no vibration! All parts carefully machined to reduce wear — no maintenance costs. Big 25 in. stainless steel pan easily removed for cleaning. Separate fuse boxes for heating elements and motor. One electric cord supplies current for both. This is the world's greatest Candy Floss Machine for efficiency, speedy operation . . . and PROFITS!

SNOW CONE CONCESSIONS



STAY AHEAD WITH THE SNO-KING ICE SHAVER

Capacity nearly 500 pounds shaved ice per hour.

Exclusive Coast to Coast Distribution

TOP-POP HYBRID CORN. • 5 sizes boxes • bags • cones • salt • snow cones • ready-to-use flavors • cups • spoons • napkins • floss papers • colors • roasted peanuts in shell • attractive circus bags

ORDER ALL OF YOUR SUPPLIES FROM CONCESSION HEADQUARTERS

CHUNK-E-NUT PRODUCTS CO.

231 N. Second St. PHILADELPHIA 6, PA.

2908-14 Smallman St. PITTSBURGH 1, PA.

1261 E. Sixth St. LOS ANGELES 21, CAL.

MATTHEW J. RILEY ENTERPRISES

WANT FOR BIG CELEBRATION, HAMMONTON, N. J., WEEK OF AUGUST 11 TO 16

Concessions: French Fries and any Ten-Cent Grind Stores.. Want rides: Octopus, Roll-o-Plane, Tilt-a-Whirl or any major rides. Want Shows with own outfits. Week of July 28th, Cahill Field, Philadelphia. Address all mail to

MATTHEW J. RILEY

Clinton Hotel, Philadelphia, Pa.

GEORGE CLYDE SMITH SHOWS

WANT

Ball Games, High Striker, Hoop-La, Pitch-Till-U-Win, Cigarette Shooting Gallery, Fish Pond, Duck Pond, Slum Spindle, Penny Pitch, Jingle Board, Grocery Wheel, Penny Arcade.

Wanted—Side Show, Monkey Show, Wild Life, Plantation Show. All replies to

GEORGE CLYDE SMITH SHOWS, Coalport, Pa., this week; Scalp Level, Pa., next week.

GEORGE C. SMITH

WANT AT ONCE—LEGAL ADJUSTER

Prefer man who knows West Virginia. Contact A. M. Podsobinski,

A. M. P. SHOWS

Belle, W. Va.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

EXPOSITION AT HOME

Buena Vista, Va., this week;

Leaksville, N. C., next week

Want Foreman and Ride Help in all departments. Top salary and good treatment. Want Manager for Snake Show. Have complete outfit. Want Minstrel Show. Have complete outfit with wagon front. Want Concessions—Fish Pond, Candy Floss, 10¢ Grind Stores, Pan Game, Pea Pool. Can use three or four P. C. Dealers and Roll-Down Agents. Want Shows not conflicting. Will book Octopus, Ridee-O or Tilt-a-Whirl. Address:

ROX GATTO, Mgr.

BUENA VISTA, VA., THIS WEEK

JAS. M. RAFTERY SHOWS

WANT

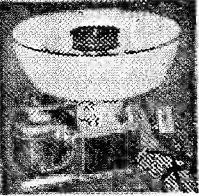
Girls for Girl Show and Posing Show; salaries the best. Also Talkers, Candy Butchers and Canvas Men. Want Musicians: Sax, Trumpet, Trombone and Piano; also Chorus Girls, Blues Singer to feature, Comic and Hooper for Minstrel Show. All salaries from office. Can place Custard, Arcade, Floss or legitimate Concessions. Address

JAS. M. RAFTERY

Louisburg, N. C., this week; Jacksonville, N. C., next.

ELLMAN UNITED SHOWS
CAN PLACE
 Shows With Own Transportation.
 Also Kiddie Train.
 Good Run of Fairs in Wisconsin.
WRITE: 2239 N. 56th St., Milwaukee, Wis., or Monroe, Wis. (Fair), July 31 to August 3; Stoughton, Wis. (Fair), August 8 to 10.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.

Arthur, Ill., Fair, Aug. 5-9; Roseville, Ill., Fair; Georgetown, Ill., Fair; Mt. Pulaski, Ill., Legion Free Fair.
WANT
 Frozen Custard, Ice Cream Sandwiches, Novelties, Bowling Alley, Basket Ball, Coke Bottles, Clothes Pin, and any Concessions not conflicting. Want Shows: Animal, Side Show and Mechanical Show. Address
Midway of Mirth Shows
 Brighton, Ill., until July 31; Mt. Auburn, Ill., Aug. 1-3.

NOLAN SHOWS
WANT
 Can place 1 Skillo Agent, 2 Count Store Agents, Counter Men for Bingo, Agents for Hanky Panks, Second Men for Rides. Fairs start next week. Games have worked all season. Show moves twice a week. Address:
SCOTT LAMB, Con. Mgr.
 Tribune, Kan., July 28-30; Holly, Colo., July 31, Aug. 1 and 2.

★ ★ ★ ★
OHIO VALLEY SHOWS
 Want Stock Concessions and Shows for Sylvania, Ohio, Firemen's Fair next week, also for Bryan, Ohio, Jubilee and Street Fair to follow.
ROXIE HARRIS
 Stickney Ave., Toledo, O.


WILL BOOK RIDES
 Not conflicting, Kiddie Train, Auto or Octopus for 10 weeks. 40 miles from New York, Starting August 11th. Also legitimate Concessions. Will buy Big Six or Mutual Wheels. Answer
H. WOLFE
 St. Francis Hotel, Newark, N. J.

SHORT RANGE GALLERIES
 (If it's not a "BOYCE" it's not the best)
FOR SALE OR LEASE
 Write for details.
BOYCE CONCESSIONS
 506 N. Vandeventer Ave., St. Louis 8, Mo.

Midway of Mirth Shows
WANT
 Spitfire Foreman, also Eli Ferris Wheel Foreman. To join on wire. Second Man on Eli. Address Brighton, Ill., July 29-31; Mt. Auburn, Ill., Aug. 1-3; then Arthur, Ill., Fair, Aug. 5-9.

WANTED
 Clothes Pin, Grind Store and Penny Pitch Agents. Address
LEON McLENDON
 c/o Silver States Shows, York, Nebr.

WANT
Athletic Show Manager
 Have complete outfit for same. Farmer City, Ill., Fair, this week; Greencastle, Ind., Fair, next.
MOORE'S MODERN SHOWS

CARAVELLA AMUSEMENTS

 THE SHOW OF THE YEAR
17 MORE WEEKS OF THE BEST FAIRS AND CELEBRATIONS
 INCLUDING CHOICE SOUTHERN FAIRS
SO FAR ★ ALL HITS ★ NO ERRORS
 NOW
DU BOIS, PA., AUGUST 4-9
FIREMEN'S STATE CONVENTION
 One solid week—Parades—Fireworks—\$8,000.00 Prizes Given.
 ★ ALL CONCESSIONS OPEN FOR ABOVE ★
RIDGWAY, PA., AUGUST 11-16
MAMMOUTH FIREMEN'S CELEBRATION
 Parades—Fireworks—1947 Buick Given Away.
 Can place for above and balance season: Duck-Fish Pond, String Game and few more Stock Stores.
WE HAVE ★ **CAN PLACE**
 Complete outfit for 10-in-1. Can use man and wife or reliable people with Side Show Attractions. Best opportunity. ★
 Motordrome, Fat Show, Monkey Show, Opening for Girl Revue, Hawaiian, Posing. We have plenty new Tops and flashy Wagon Fronts. ★
 Can Place: Reliable Help on all Rides, Semi Drivers preferred. Want Talker for Fun House. Want immediately: 10 clean-cut, A-1 Agents (men or girls) for P.C. and Stock Stores. All wire
CARAVELLA AMUSEMENTS — THIS WEEK MONESSEN, PA.

SNAPP GREATER SHOWS, INC.
CAN PLACE
 One or two more Shows, Monkey Circus, Motordrome, Mechanical, Arcade or any worth while Attraction not conflicting with what we have. Show is contracted to play 6 of the better Fairs in Wisconsin, followed by 6 Southern Fairs, including Four States Fair at Texarkana.
FOR SALE—IMMEDIATE DELIVERY
7-CAR TILT-A-WHIRL, NEW ENGINE. RIDE IN GOOD SHAPE. PRICE, \$4,500.00.
 Reason for selling: To make room for new Ride.
 Address: Slinger, Wis. (Fair), July 29-Aug. 3; Cedarburg, Wis. (Fair), Aug. 5-10; Fond du Lac, Wis. (Fair), Aug. 12-17.

ZACCHINI BROS.' SHOW
FEATURING HUGO ZACCHINI FAMOUS CANNON ACT
 Want Ten Cent Stock Concessions, privilege \$15.00. Want Merry-Go-Round or any Ride not conflicting. Want Shows with own transportation, Manager for Wild Life. Linda Lopey, if not satisfied, come on wire Gypsy Bob.
 Fair Secretaries in Arkansas, Texas and Louisiana, have some open dates.
 Want Skillo, Roll Down and Razzle Dazzle Agents. Wire
GYPSY BOB MEYERS
 Now showing Selmer, Tenn.

FAIRS — FAIRS — FAIRS
 Want Foremen and Second Men on Rides. Top salary. Want Shows of all kinds. For 3 outstanding Fairs in Indiana: Shelbyville, New Bethel, Crown Point. Can place Motordrome for these Fairs. All wires:
L. I. THOMAS, Mgr., Thomas Joyland Amusements
 FRANKLIN, IND.

IMPERIAL SHOWS
WANT **WANT**
 CONCESSIONS: String Game, Bowling Alley, Balloon Darts, Bottle Ball Game, Glass Pitches, Slum Concessions not conflicting. This Show carries 9 Rides. Have openings for several sober Ride Foremen. Princeville Homecoming, July 30, 31-Aug. 2; Knox County Fair, Aug. 5-9; Roodhouse Street Homecoming, Aug. 11-13; Fairbury County Fair, Aug. 19-22; Mendota Tri-City Fair, Aug. 29, 30-Sept. 1; LeRoy Street Fall Festival, Sept. 3-6. All Illinois. Space on Fairs limited. Make your reservations now. All address: **BILL GULLETTE**, Owner-Mgr., per route above.

PAGE BROS.' SHOWS
 Will buy, for cash, Flat Ride not conflicting, prefer Octopus, Tilt, Spitfire, Caterpillar, or will book or lease, with or without transportation. Fairs start in August. Have 8 of the best. Can place Girl and Snake Show with own outfit.
 Madison, Tenn., this week; Franklin, next week.
 P. S.: M. K. Elnke, wired you but no answer. Wire me.

WANTED FOR BEST MONEY SPOTS IN SHOW BUSINESS
 Girl Show Manager with talent. Cliff Traves wants Muscle Head, also Griddle Man for Cookhouse.
FREAR UNITED SHOWS
 Superior, Nebr., this week; Oxford, Nebr.; Holdredge, Nebr.; Sidney, Iowa, Rodeo to follow.

MAX LEVINE
 Custard Man, contact me at once. Can place all your Concessions for balance of the season.
C. C. Groseurth, Gen. Mgr.
Blue Grass State Shows
 All this week, Poseyville, Ind.; next week, Huntingburg, Ind., Fair.

CARNIVAL WANTED
 on August 29, 30 and 31
FAIR & RODEO
 Merwyn Johnson, Vice-Pres., Hyannis, Nebr.

WANTED
 Small Carnival Company with standard Rides and Concessions for two-day Celebration and Indian Pow Wow late in August or early September. Advise dates available. Contact
G. L. DICKIE, Chairman
 Harvest Festival Keshena, Wisc.

WANTED
 Advance Man with good car who knows Missouri, Kansas, Arkansas and Louisiana. Must be right and know the spots. I carry no racket.
W. D. GANOTE SHOWS
 Eagleville, Mo., July 27-31

WANTED
FAT PEOPLE
 Fairs now — Department Store till Christmas. Send photo — State salary.
BOX 35, CINCINNATI 30, OHIO

WANT
 Candy Pitchmen. Fair season starts next week. Good man gets choice of any shows on midwa Wire immediately **ROLAND PORTER**, Wond Shows of America, Dubuque, Iowa, this week; the Chippewa Falls, Wis.

WANTED
 Agent for Slot Rack, Ball Game and Cat Race. No drunks.
MIKE DEMKO
 WORLD OF PLEASURE SHOWS
 Negaunee, Mich., week of July 28; Cheboygan, Mich. week of Aug. 3; then per route.

FOR SALE
 Water Fall Blower, complete with balls, \$75.00. 12x12 Khaki Top, Sidewall, Frame, \$150.00. Canvas, six months old, like new, \$200.00. take all. Also 11 1/2 x 10 Top, Sidewall, good, \$50.00.
CURLEY CLARK
 TWIN CITY SHOWS
 July 27-Aug. 4, Gilman City, Mo.

WANTED RIDE HELP
 For all Rides. Concessions of all kinds, Cook House
MOUND CITY SHOWS
 Pittsfield, Ill.

WANTED
 Merry-Go-Round Foreman and other Ride Help
JOHN KEELER
 Modernistic Shows, Church Hill, Md., week of July 28; Oxford, Md., Aug. 4.

Sunset Amusement Co.
WANTS
 Octopus or Merry-Go-Round Foreman. Thief River Falls, Minn.

J. R. LEERIGHT SHOWS
WANT **WANT**
 For 10 straight fairs in Nebraska, Colorado and Kansas, Fun House, Mechanical Show, Snake or any Grim Show. Few Concessions open. Second Men on all Rides. No drunks or chasers. Wire **J. R. LEERIGHT** Manager, Girton, Kan., July 28-30; Barnes, July 31-Aug. 2, or as per route.

FLAMEPROOF TENT SALE
 150x60, khaki, used 9 months, 9 ft. wall, well made, push pole. Trucks, Blues, Chains, Light Plant, Marquee, etc.
McEwen Tent Theatre
 McEWEN, TENN.

BILL SHORT
WANTS BLOWER AGENTS
HARRY CRAIG SHOWS
 Walters-Lawton-Anadarka Fair Lawton, Okla., July 28-Aug. 2

WANT W. S. CURL SHOWS
 Want Games, Concessions that work on Ohio Fairs, for Hartford Fair, Croton, Ohio., August 6-9. Also Shows and Penny Arcade, and Funhouse. Charles Doersman has nice Flashy Bingo, would like to book on good carnival after Aug. 2, prefer Illinois or Indiana. Also need Bingo Help. For sale, 120 ft. of 9-ft. Side Wall. All replies, W. S. CURL SHOWS, This Week Liberty, Ind.

WANT
 Agents for Ball Games, Devil's Bowling Alley, Ping Pong, Coke Bottles, Dart Balloons, Fish Pond and other Stock Concessions. Man and Wife to take charge of Photo Gallery. Counter Man for Bingo. 7 Iowa Fairs, Then Fairs in Arkansas
 P.S.: Kenneth Russell, wire your brother Floyd.
 Address:
HAROLD EUTAH
 c/o Model Shows, Inc., Ft. Madison, Ia., this week; then Vinton, Ia. (Fair).

WANTED FOREMAN FERRIS WHEEL AND MERRY-GO-ROUND
 Also Man to erect and supervise 12 Stands and be Agent on Concession; Semi Drivers preferred.
D. VAN BILLIARD
 Indian Head Park, Oaks, Pa.
 Phone: Valley Forge 4561

R. W. ROCCO WANTS
 Agents for Raffle Dazzle and Roll Down. (Larry Bigger, come on.) Can use one Stock Wheel that will work for P.C. Havana, Ill., Firemen's Carnival, Litchfield, Ill., Dairy Show; S. Wilmetton, Ill., Homecoming; Cayuga, Ind., Fair; Windsor Homecoming on Streets; Pana, Ill., Labor Day Celebration (City Park), and 4 Fairs in Arkansas to follow. Address:
 c/o MADISON BROS. SHOWS
 Havana, Ill., this week; then per route.

Wanted-Wanted-Wanted
 For Williamstown Legion Festival and the balance of season: Photos, Cotton Candy, Snow Cones, French Fries, Canded Apples, Jewelry. Will book or lease any Ride not conflicting with what we have. Want Man to run Cat Rack, must stay sober. Want at once—Chairplane Foreman. All replies this week to
Snyder's Greater Shows
 Williamstown, Ky.

BREWER'S UNITED SHOWS
 Want Spitfire Foreman. Can place Bingo, Fish Pond, Swingers, Clothes Pins, Coke Bottles, Country Store, String Game, Hoop-La, Dart Game, Novelties. Want Grind Store Agents. Will book or buy Chairplane and Tilt-a-Whirl. Will place any neatly framed Show. This Show carries 6 Rides and 30 Concessions. We have 7 Fairs and 3 Celebrations.
 Denison, Tex., this week.

JOE MANNO WANTS COUNT STORE AGENTS
 Care Blue Ribbon Shows, Peru, Indiana

Forest Park Free Fair
 Hanover, Pa., Sept. 1 to 7, incl.
 Want Shows and Concessions.
 A. Karst, Sec. Phone 3-5286

FOR SALE 1941 SPITFIRE
 A-1 condition, newly painted, can be seen up and running at Paw Paw, Mich. Want to book or buy Kiddie Rides.
HENRY O. WILBER
 308 East Michigan Ave., Paw Paw, Mich.

PEPPERS all States SHOWS
AMERICA'S FINEST
 20,000 FEET OF NEON—LIGHT TOWERS—LIGHT PLANTS
WANT WANT WANT
 For Our Fairs and Celebrations—Have 14 Weeks More To Go
 RIDES—Spitfire (Bill Jenness, answer this ad). Will book a Merry-Go-Round or lease for the rest of the season. RIDE HELP—Foreman for Smith & Smith Chair-o-Plane. Second Man for new Tilt-a-Whirl. Second Men on all Rides. Prefer Semi Drivers with driver's license. Wives to sell Tickets. Drunks and tourists, stay where you are. CONCESSIONS—Long Lead Gallery, Frozen Custard, High Striker, French Fries, Bumper, Jewelry, Novelties, Cane Rack, Hoop-La. FOR SALE—Photo Gallery, can book on Show. AGENTS for Basket Ball, Coca-Cola, Dart Store, Huckley Buck. Want Man and Wife to take full charge of two Fish Ponds. Both load on one truck, must know their business. Want Lady Agents for two Milk Bottle Concessions; husbands can work on office-owned Concessions. Agents for Bucket Store, Swingers, and Grind Stores. Want American Mitt Reader—have complete outfit. WANT FOR SIDE SHOW—Half and Half for Annex, Sword Swallower, Tattoo Artist, Mentalist. Want first class Talker and Ticket Sellers.
 SHOWS—Want Manager for Girl Show with not less than 3 girls and wardrobe. Will furnish complete Show. Want high-class Minstrel Show with 7-Piece Band. Have new Blue Top, 35x70, with Stage, Seats, Sound Equipment, Bus Transportation. Must be sober and reliable. Have 14 weeks—8 Fairs in North Carolina tobacco country. Want Illusion Show, Mechanical Show. Will give good proposition for Motordrome, Iron Lung, Wild Life. Any Show that does not conflict with what we have with own transportation. Want High Pole Act. Must be tops. Give you 14 weeks of work. ALL REPLIES:
F. W. PEPPERS, Mgr.
 Shinnston, W. Va., this week, or as per route in Billboard.

COMPLETE CARNIVAL FOR SALE
 7-Car Tilt-a-Whirl, perfect condition with 1943 G. M. C. Tractor and 22-ft. Trailer, and 1944 G. M. C. Tractor with 24-ft. Trailer. #5 Eli Wheel, perfect condition, with 1938 Chev. Tractor and 24-ft. Trailer. Little Beauty Merry-Go-Round, perfect condition, with 1938 Inter. Tractor and 24-ft. Trailer. Allan Herschell Kiddie Auto Ride and 8-car Air-o-Plane Kiddie Ride with 1940 Ford Tractor and 20-ft. Trailer. 75 ft. modernistic Panel Front, brand new, with indirect lighting, and 1938 Ford Tractor with 24-ft. Van Trailer. 20x80 Top, 100 ft. (9) Banners Side Show frame-up with \$500.00 of Illusions, etc., for inside. Brand new, perfect shape. 20x30 Top with Front and Banners and inside frame-up for Girl Show, brand new. Bouquet of Life Show with 14x24 Top and Banners, complete. Public Address Systems for all above Shows with 1940 Ford Tractor and 24-ft. Van Trailer to haul same. 1940 Inter. Tractor and 24-ft. Steel Van with 90 Kw. Transformers and complete machine shop with 6" Jointer, 8" Bench Saw, Drill Press, Gas Welding Outfit, Air Compressor, Paint Sprayer, full set of tools, etc. Numerous other Show Equipment and Concessions. Everything in perfect condition. Price, \$30,000.00. Will give liberal terms to responsible buyer. Reason for selling, owner's health broke down and he wishes to retire. This Show is well organized, up to date, and has excellent reputation thru Middle West. Now operating in Nebraska with a good route of Celebrations and Fairs. Wonderful opportunity for someone who wants a Show complete in every detail. Reason for blind ad is to avoid curiosity seekers. Will wire location of Show upon receipt of your inquiry. Come and look it over.
 Address: BOX #407, c/o THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS, MO.

PEARLESS CELEBRATION
Amusements
 High-class Attractions for Fairs and Celebrations
PLAYING COMMUNITY SPONSORED EVENTS ONLY
 FIREMEN'S & LEGION CELEBRATION, Corriganville, Md., August 4th thru August 9th
 FROSTBURG, MD., VOLUNTEER FIRE DEPARTMENT AND ARION BAND CELEBRATION,
 First in Two Years, Aug. 11th to Aug. 16th
 WANT sober and reliable Bingo Caller. Good opening for small, neat Cookhouse or Grab. Also Ice Cream or Custard. Can use Duck or Fish Ponds, Scales, Ball Games, Shooting Galleries or any clean legitimate Concessions. WANTED—Second Man for Roll-o-Plane SHOWS with own transportation, CONTACT. Why look for FAIRS? KEEP IN THE MONEY. All address:
WM. J. MESPELT or FRED HEDRICK
 CONFLUENCE, PENNA., this week.

KELLIE GRADY SHOWS
WANT
 Capable Man for Fun House. Will book Concessions that work for stock. Will book, with own transportation, Snake Show, Illusion, Monkey Show, Mechanical City. Ride Men that drive semis. No drinking. Sell exclusive on Floss, Candy Apples and Snow. All reply KELLIE GRADY SHOW, Flomaton, Ala., this week; then Bay-Minnette, Ala., and Atmore, Ala.

WANTED FOR FIRST FAIR IN ARKANSAS
 Shows with or without own top. Agents for Stock Joints. Can use Floss, Apples, Lead Gallery, High Striker, Hoop-La, Basket Ball, Novelties, and good Cookhouse or what have you?
M. RAINES, RAINES AMUSEMENT CO.
 Van Buren, Ark., July 28-Aug. 2; Hatfield, Ark., Fair, Aug. 4-9.

THE GUIDING LIGHT
 Brings crowds for miles around. Own a 1,750,000 candle power Searchlight, complete and ready to go, with rubber mounted trailer, 20 kw. portable Generator Set for \$1000.00. Immediate delivery. Other attractive Generator and Engine values.
ATLANTIC ENGINE SUPPLY, INC.
 296 ATLANTIC AVENUE BOSTON, MASS.

WANT
 3 Men on Spitfire.
 More Help for Other Rides.
 Bingo and Arcade Help.
 Can place a few more Concessions for Six Illinois Fairs.
BELL-VINSON SHOWS
 Address: Monee, Ill. (Fair), this week; Belvidere, Ill. (Fair), next week.

FOUR RIDES FOR SALE
 RIDE-O, rebuilt 1945 by Spillman Engineering Corp., new cars, new platforms, new motor, \$5,000.00; ROLL-O-PLANE, new sprocket wheels, new chains, new motor, \$3,500.00; 21-SEAT CHAIRPLANE, brand new this year, fence, ticket box, \$2,000.00, has electric motor, V belt drive; KIDDY BOAT RIDE, seats 12 children, good as new, \$1,000.00. These Rides are the best, no better used Rides in the country. All have ticket boxes and fences. Reason for selling, I am retiring. Buyer can get delivery in time to make a Labor Day spot.
J. T. MYRTLE BEACH RIDE DEPT.
 P. O. BOX 671 MYRTLE BEACH, S. C.

GEM CARNIVAL
WANTS CONCESSIONS AND SHOWS
 Also one more Ride not conflicting for the following dates: July 28, 27th Annual Street Celebration at La Harpe, Ill.; Aug. 4-9, 10th Annual Alumni Benefit Carnival, 4000 members backing this one at White Hall, Ill.; Aug. 11-16, 12th Annual American Legion Street Celebration at Herrick, Ill.; Aug. 21-24, Madison County Fair, Highland, Ill.; Aug. 28-30, North Central Missouri Fair at Trenton, Mo. All Fairs in September and October.
CLYDE R. PIERCE

Magnolia Exposition Shows
 Want Concessions of all kinds. Want Agents for office-owned Concessions, Skillo, Roll-down, Pan Game, Over and Under, Beat-the-Dealer, Tea Pool, Ball Games, Fish Pond, Cigarette Gallery. Will book Mitt Camp. Want Ferris Wheel Foreman, top salary. Have two factory-built Kiddie Rides, Auto and Aeroplane. Load on one truck. Will turn over to reliable party, 50-50 proposition. Those who answered before, write again. All replies to
C. W. HENDRIX
 Hawesville, Ky., this week.

WILSON FAMOUS SHOWS
WANT
 Reliable Wheel Foreman and other Ride Help that drive. Concession Agents. Shows with Own Equipment. Join at once. Lewistown, Ill., Fair this week.

WANT AMERICAN LEGION FALL FESTIVAL
 Canal Winchester, Ohio, Sept. 17-18-19-20.
 Legitimate Attractions, write.
 Goodings Rides booked. Address:
MRS. CHAS. BENNER
 Canal Winchester, Ohio

WANTED SHOWS
 Mechanical, Snake, Illusion, Girl or Hillbilly for 10 Minnesota Fairs.
ROGERS BROS.' SHOWS
 Eden Valley, Minn., July 28-31, or as per route.

SECOND-HAND SHOW PROPERTY FOR SALE
 \$3.00 Govt. Glass Jar, 1 1/2 "x9" wide, 17 1/2 " high. Holds 5 gallons, fine for traveling photographer.
 \$6.00 Government Desk Trunk with fittings.
 .75 Net for Ball Game, 16 ft. by 23 ft. Bargain.
 Mermaid, life size, with natural hair. Cheap.
WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia 6, Pa.
DENNIS BROS.' SHOWS
 Can place Slum Concessions of all kinds. Ride Help, Grind Show. Have For Sale, Ferris Wheel, ready to go; cheap. All replies, F. B. DENNIS, Kensington, Kan., July 28 to Aug. 2; Narcatut, Kan., Aug. 5, 6, 7.

Morris Hannum Shows

A tradition at Veterans' Conventions

GREAT FLOURTOWN FAIR

TEN TREMENDOUS DAYS

AUGUST 6 TO 16, FLOURTOWN, PA.

Want Penny Arcade, Minstrel Show, Wild Life, Iron Lung, Snake Show. Limited space for strictly legitimate concessions. Can place one more Flat Ride. Want capable Foreman for Chairplane, Merry-Go-Round and Tilt.

Kutztown, Penn., and Flemington, N. J., fairs to follow. All bona-fide fairs from now till November. Replies to

MORRIS HANNUM

Mauch Chunk, Pa., American Hotel now; Flourtown, Pa., August 4 to 16.

LOOK, CONCESSIONAIRES AND SHOWMEN
HERE IS YOUR OPPORTUNITY FOR BIG MONEY
SPOTS—DON'T BE MISLED

JONES GREATER SHOWS

Have the Best Circuit of Fairs in West Virginia

Gilmer County Fair, Glenville, W. Va., week Aug. 4; the great Cassaway Agricultural Fair, Cassaway, W. Va., week Aug. 11; Wood County Fair, week Aug. 18; Ritchie County Fair, Pennsboro, W. Va., week Aug. 25; Steel Workers CIO Labor Day Celebration, City Park, Parkersburg, Monday, Sept. 1; Marshall County Fair, Moundsville, Sept. 3-4-5-6; Pleasants County Fair, St. Marys, week Sept. 8; Greenup County Fair, Greenup, Ky., week Sept. 15; with long list of Southern Fairs to follow. Want legitimate Concessions of all kinds. All address JONES GREATER SHOWS, Steubenville, Ohio, this week.

D. S. DUDLEY SHOWS

Concessions—Can place Photos, Hoop-La, Balloon Dart, Basket Ball, Cane Rack, Novelties, Candy Floss.

Want Dealers for Office Log and Pea Pool. Agents for Count Stores and Skillos.

Want Man for Monkey Show, have complete outfit.

D. S. DUDLEY

Odessa, Texas

BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

NOW BOOKING

For Mifflin County Fair, Reedsville, Pa., week August 11, 6 days and night, and balance of season. Place legitimate Concessions of all kinds; good opening for Photos, Penny Arcade, Motordrome, Jewelry, High Striker or any not conflicting. Write or wire

JOHN GECOMA or L. C. HECK

Vandergrift, Pa., this week; Seward, Pa., week August 4; Reedsville, Pa., week August 11.

WILSON GREATER SHOWS

CAN PLACE

FOR ANNUAL CELEBRATION AND RODEO, GUERNSEY, WYOMING

Shows with own outfit. Few Concessions open. Can place Agents. Corn Game open. Long season South, closing in Arizona.

DOUGLAS, ARIZ., this week.

WANTED FOR

HARRY CRAIG'S HEART OF TEXAS SHOWS

Would like to book Octopus, Roll-o-Plane, Scooter or any major Rides not conflicting for the biggest spot in Oklahoma. Can join now and all season if desired. Will book any small Grind Show at liberty and can place organized Minstrel for the flashiest "Jig Show" on the road or consider manager to bring his people. Will book Basket Ball, Scales, Ace, Jewelry, High Striker or any legitimate money Slum Concession. For our Rides, we can use general Ride Help, prefer Semi drivers with wives on Tickets. We need Agents for Penny Pitch and office-owned Concessions. Walters, Okla., Midsummer Jambores now; Lawton Birthday Celebration to follow; then the greatest American Indian Exposition of all time at Anadarko, Oklahoma; Stillwater Fair next, and on the streets at Enid, the Annual Dairy Show. More to follow to those interested.

HILL'S Greater SHOWS

Want for the Following Fairs and Celebrations

CHADRON, Neb., week of July 28
 ALLIANCE, NEB., week of Aug. 4
 STERLING, COLO., week of Aug. 18
 LEXINGTON, NEB., week of Aug. 25

IOLA, KAN., week of Sept. 1
 POTEAU, OKLA., week of Sept. 8
 FORT SMITH, ARK., week of Sept. 15
 SHERMAN, TEX., week of Sept. 22
 MCKINNEY, TEX., week of Sept. 29

LEGITIMATE CONCESSIONS OF ALL KINDS

Will sell "Ex." on Frozen Custard, Scales and Novelties. WILL BOOK ANIMAL, MONKEY OR WILD LIFE SHOW. WILL BOOK OR BUY TILT-A-WHIRL OR SPITFIRE. Blackie Bushong wants Cooks, Waiters and Dish Washers for modern Cookhouse. Good treatment and good wages if you qualify. This show stays out until December.

ALL MAIL OR WIRES:

H. P. HILL, Mgr.

As Per Route Above

H. B. ROSEN AMUSEMENTS

WANT

RIDES: Foremen for Ferris Wheel, Merry-Go-Round, Chair-o-Plane and Loop-the-Loop. Must be sober and reliable. Will pay top wages and bonus. Will book Tilt-a-Whirl, Octopus, Roll-o-Plane or any Flat Ride.

WANT

SHOWS: Capable man to take charge of 10-in-1. Will furnish 20x80 Top with 120-ft. Banner Line if you have something to put in it. Man to take charge of Monkey Show, 50-50. James Evans wants, for his Cotton Club Revue, 1 Drummer, 1 Piano Player. Salary paid out of office.

CONCESSIONS: All Concessions open. Will book 10¢ Grind Concessions, \$25.00 per week. Just one of a kind. Have good opening for High Striker, Short Range Gallery, Snow Ball.

WANT AGENTS FOR FOLLOWING: Slum Skillo, Roll Down, Razzle Dazzle, Swinger, Pea Pool, Over and Under. Want capable man for Line-Up Store. Responsible man for Broad Mob. You pay no 10% here, I do my own fixing. Want man to handle Concessions. Must see that they go up and come down and take care of Stock. A-1 Lot Man that is capable of putting Show on and off the lot. Want Show Carpenter and Scenic Painter. Join on wire. Want 2 experienced Counter Men for DeLuxe Bingo. Address

H. B. ROSEN, Mgr.

Jefferson City, Tenn., this week; then per route.

VIVONA BROS.' SHOWS

WANT

For Sussex County Fair and Horse Show, Branchville, N. J., 4 big days, 4 big nights, August 6 to 9, inclusive. First Show in 6 years.

WANT

WANT

Want all kind of Shows. Will book Long and Short Range Galleries, Guess Your Age, Scales, Novelties, Jewelry, Eat and Drink Stands, Candy Floss, Coca-Cola Bottles, Over 12, Hoop-La, American Palmistry, Pokerino, Snowball and Bingo. Agents for Swinger.

FOR SALE—Special built Fruehauf Semi for Power Plant.

MORRIS OR JOHN VIVONA

103 S. 21st St., Irvington, N. J.

MAJESTIC GREATER SHOWS

Can Place for MILFORD, MICH., FAIR, Aug. 6 to 9

Armada, Big Rapids, Marne and Newaygo to follow; then South. Want any 10¢ Concession. Will sell "Ex." on Scales and Ace, Custard and any Penny Pitches. Want Side Show, with or without equipment. Want Grind Shows with own equipment. Kiddie Ride for all or any of the above Fairs. Manager for Bingo, Second Men for Roll-o-Plane and Ferris Wheel. Address SAM GOLDSTEIN, MGR., MAJESTIC GREATER SHOWS, Albion, Mich., this week.

#2 SIDE SHOW #2

OPENS NEXT WEEK IONIA, MICH., FREE FAIR

Want Talkers, Ticket Sellers, Working Acts, Magician who can handle inside, good Novelty Stall Acts that can pitch. Will do big on our Fair Route. Long season. Wire fully, no time to dicker. Can also place Arcade Mechanic, man for Ding, and Sheet Writer for Wild Life Exhibit.

KELLEY & BEST ENTERPRISES

CAVALCADE OF AMUSEMENTS

Muncie, Ind., this week.

FLORIDA AMUSEMENT CO.

PLAYING TOBACCO MARKETS

Want any Slum Concessions: Darts, Alley, Coke, Add 'Em, Hoop-La, etc. Want Sit Down Grab outfit at once. Place Photo, Mitt Camps. All concessions open. Use Ride Men that drive.

FITZGERALD, GA., this week.



14 FAIRS - - - 14 FAIRS

- 1. (Adair County Fair) Columbia, Ky., week Aug. 11 to 16th.
2. (The Larue County Fair) Hodgenville, Ky., week Aug. 18th to 23rd.
3. (Allen County Fair) Scottsville, Ky., week Aug. 25th to 30th.
4. (Logan County Fair) Russellville, Ky., week Sept. 1st to 6th.
5. (Clay County Fair) Manchester, Ky., week Sept. 15th to 20th.
6. (American Legion Fair) Calhoun, Ga., week Sept. 29th to Oct. 4th.
7. (Hart County Fair) Hartwell, Ga., week Oct. 6th to 11th.
8. (Walton County Fair) Monroe, Ga., week Oct. 13th to 18th.
9. (American Legion Fair) Buena Vista, Ga., week Oct. 20th to 25th.
10. (World's Fair Peanut Festival) Dawson, Ga., week Oct. 27 to Nov. 1st.
11. (American Legion Fair) Villa Rica, Ga., week Nov. 3rd to 8th.
12. (Ft. Gaines Peanut Festival) Ft. Gaines, Ga., week Nov. 10th to 15th.
13. (Lions' Club Fair) Blakely, Ga., week Nov. 17th to 22nd.
14. (Randolph County Fair) Cuthbert, Ga., week Nov. 24th to 29th.

WANT legitimate Stock Concessions of all kinds. Good opening for Floss, Candy Apples, Jewelry and Ball Games. Shows—Snake, Wild Life, 10-in-1, Monkey, Dog and Pony, Illusion. Ride Help—Must drive Semi. Foreman for Roll-o-Plane. All replies:

J. L. KEEF Cynthiana, Ky.

WANT LINE GIRLS

No experience necessary. You will be trained, at our expense, and will be paid while in training. If you have experience in line work, we will train you, at our expense, to do specialty numbers. Night Club Waitress wanted. Acrobatic Dancer, here's your chance to display your ability and your talents in one of New Orleans' smartest night clubs.

Phone, telegraph or write

MR. OR MRS. PAT PATTERSON

THE FRENCH CASINO THEATRE CLUB

1428 Canal Street Canal 1100 New Orleans, La.



WANT

FOR 3 WEEKS, LOTS AROUND GREENSBORO

Legitimate Concessions only. Want capable Bingo Man, Ray Johnson, Joe Mahler, answer; also Babe Prev. Musicians for Minstrel—Trumpet, Bass, Guitar, one Act to feature: wire Johnnie Riddick, manager Minstrel. Want party with Acts for new, complete Side Show. Ride Help for Merry-Go-Round, Wheel, Smith & Smith Chairplane, Loop. Want to book or lease for long season in tobacco belt, Octopus, Tilt, Spitfire, or what have you? Want A-1 Scenic Artist that can letter. No drunks. Want Builder, prefer man with Concessions. Have been disappointed one time, please state all. Have nine Fairs and Celebrations and best route in South. Wire

J. E. BAXTER, Mgr.

GATE CITY SHOWS, KING COTTON HOTEL, GREENSBORO, N. C.

WANT SOBER WHEEL FOREMAN

Good salary, join on wire. Buster Bruce, wire me.

Berryville, Virginia, this week; next week, Mt. Jackson, Virginia.

SOL NUGER

Winchester Amusement Company.

SAM'S FUNLAND SHOWS WANT

For Firemen's Free Fair, Princeton, N. C., week Aug. 4th, and five more Free Fairs to follow in the tobacco belt.

CONCESSIONS—Bowling Alley, String Game, High Striker, small Bingo that works for stock, Grab, Mug Outfit. SHOWS with own outfits—Monkey Show, 5-in-1 or Fun House. HELP—Foreman for Smith & Smith Chairplane, Second Man on Big Apple; also Man and Wife for Ball Game and Fish Pond, or lease No. 5 Wheel. Show will be out until Xmas.

THIS WEEK, STANTONSBURY, N. C.

FOR SALE

10x12 FRAME, TOP AND STOCK FOR EVANS WATCH-LA, CHEAP. SINGLE LOOP, TRUCK AND TRAILER, CHEAP. 60 FT. BEAUTIFUL GIRL SHOW PANEL FRONT. 20x80 NEW SIDE SHOW TOP, WITH 120 FT. BANNER LINE AND BANNERS. CHAIR-O-PLANE WITH OR WITHOUT TRANSPORTATION. Come and get it for cash, no shipping. ADDRESS:

MADISON BROS.' SHOW

Havana, Ill., this week; then Litchfield, Ill.

FOR SALE

New twenty by thirty Bingo, Grab Trailer. The above in operation, can be seen and booked on Parrish & McIntyre Shows. Also Fish Pond, Bowling Alley, Pop Corn, Snow Cone; all new canvas. Reason for selling, ill health. Will sell one Truck.

NEXT WEEK, CORDOVA, N. CAR.

TOM HALE

Last Call—MIGHTY PAGE SHOWS—Last Call

For DE KALB CO. FAIR, Alexandria, Tenn.

WEEK AUGUST 4TH

and the following route of Fairs and Celebrations

- Week Aug. 11th, Still Date, Clinton, Tenn.
Week Aug. 18th, Miners' Picnic, New Tazewell, Tenn.
Week Aug. 25th, American Legion Fair, Greeneville, Tenn.
Week Sept. 1st, Martinsville Agri. Fair, Martinsville, Va.
Week Sept. 8th, Fourth Annual Textile Celebration, Danville, Va.
Week Sept. 15th, Open. Fair Committees, contact.
Week Sept. 22nd, Tobacco Exposition, South Boston, Va.
Week Sept. 29th, Warren Co. Fair, Warrenton, N. C.
Week Oct. 6th, Nash Co. Fair, Spring Hope, N. C.
Week Oct. 13th, Atlantic District Fair, Ahsoskie, N. C.
Week Oct. 20th, Stock Show, Elizabeth City, N. C.
Week Oct. 27th, Merchants & Farmers' Expo., Farmville, N. C.
Also two other County Fairs pending in North Carolina.

SHOWS—Animal or Wild Life, Snake, Fat, Mechanical, Life, and especially want Motor Drome, Funhouse and Penny Arcade. CONCESSIONS—Booking all legitimate Concessions. No ex. but booking limited number of each. Especially want Custard, Jewelry and Diggers. Agents for Skillo and Count Stores. Book two Mitt Camps. On account of enlarging Show for Fairs want Chorus Girls, Blues Singer, Drummer and Trombone for Jig Show. Tickets if I know you. Want A-1 Carnival Secretary who can furnish reference and bond.

All Replies to

BILL PAGE, Mgr. Mighty Page Shows MANCHESTER, TENN.

P.S.: I do not answer telephone calls.

CENTRAL STATES SHOWS

NOW BOOKING

Additional Concessions, Shows with own equipment, Side Show Acts, etc. Northwest Kansas Rodeo, Hoxie, Aug. 6-9; Burwell, Neb., Rodeo, Aug. 13-15; Weeping Water, Neb., Fair, Aug. 18-23; 49er Celebration, Hanover, Kansas, Aug. 25-27; Fall Festival, Lincoln, Kansas, Aug. 28-30; Labor Day, Hoisington, Kansas, Sept. 1; Beloit, Kansas, Fair, Sept. 2-5; Osage County Fair, Pawhuska, Okla., Sept. 8-12. We have exclusive on all above spots.

W. W. MOSER

HERINGTON, KANSAS, NOW

TURNER BROS.' SHOWS

WANT FOR WANT GREENUP AND DU QUOIN

GIRL SHOW . . . HAWAIIAN SHOW . . . MIDGET

Or any Bally Show with own transportation and equipment. Will make exceptional proposition to operator with any bally show of merit.

GREENUP FAIR . . . WEEK Aug. 17th

DU QUOIN STATE FAIR . . . AUG. 25th thru Labor Day

9 Big Days and Nights 9

Illinois' Biggest and Best. This week, Mt. Sterling, Ill.; then per route. P.S.: Tim Nolan, get in touch with us at once.

B. & C. EXPOSITION SHOWS

WANT FOR BEST ROUTE OF CELEBRATIONS AND FAIRS IN NEW YORK STATE AND PENNSYLVANIA

Starting with the Southwestern Firemen's Convention at Hamburg, N. Y., on the streets next week, then to our route of 9 Fairs.

WANT Free Act, non-conflicting Rides, Shows and Concessions. Help for all Rides and office-owned Concessions.

Watch for Fair List in next week's issue.

Address FREDONIA, N. Y., THIS WEEK

ON ACCOUNT OF DISAPPOINTMENT WILL BOOK

RIDES OR COMPLETE CARNIVAL

Beginning August 11 until November 1. I have contracts for some of the best tobacco and cotton spots in the Carolinas. You can get your winter bank roll here.

MURRAY JACKSON

Bennettsville, S. C.

ATTENTION, FAIR AND CELEBRATION COMMITTEES

Have open dates in August and September for Wisconsin, Northern Illinois and Eastern Minnesota. Have 4 Major Rides and 20 Concessions. Wire or write

ART GIELOW RIDES

2315 W. SCOTT STREET, MILWAUKEE 4, WIS.

Phone: Orchard 2962

PENN PREMIER SHOWS

World's cleanest & midway

FAIRS—Day & Night—FAIRS—Day & Night—FAIRS

RIDES 30 **AMERICA'S LARGEST MOTORIZED SHOW** RIDES 30
SHOWS SHOWS
We hold exclusive contract with following fairs:

GENESSEE COUNTY FAIR Batavia, N. Y., Aug. 11-16	CHENANGO CO. FAIR Norwich, N. Y., Aug. 18-23
CLINTON CO. FIREMEN'S FAIR Washington, N. J., Aug. 25-30	100th Anniversary CARBON COUNTY FAIR Lehigh, Pa., Sept. 1-6
LIONS' FAIR Shenandoah, Va., Sept. 15-20	Labor Day week BLACKSTONE, VA., FAIR Sept. 21-26
TRI-COUNTY FAIR Sanford, N. C., Sept. 28-Oct. 3	TWIN COUNTY FAIR Chase City, Va., Oct. 5-10

WITH 4 MORE IN SOUTH CAROLINA AND GEORGIA TO FOLLOW

Can place all kinds of legitimate Concessions. No exclusive. Especially want Ball Games, Photo, French Fries and others. SHOWS—Can place Monkey Show or any other not conflicting. Want Man with Wife to take over SINGLE-O Girl Show; Talkers for Drome, Ten-in-One, Snake and other Shows. Speedy Bauers can place one more Straight Rider for these outstanding Fairs. Henry Thompson can use one more outstanding Act for Side Show. Can place Working Men in all departments. WANT Lot Man who can lay out a large Show. Do not misrepresent. Salary no object.

Patsy Rosana wants Man to handle and take full charge of "C" Top.

Want reliable Cook, Griddle Man and Waiter who appreciate good treatment for Cook House. Sleeping accommodations in special sleeper truck. Must be sober and reliable.

CHAS. GUTTERMUTH, WIRE ME IMMEDIATELY—IMPORTANT

We hold exclusive space at above-mentioned Fairs on the midway. Address all mail and wires to LLOYD D. SERFASS, Gen. Mgr., Montoursville, Pa., this week; Binghamton, N. Y., next week; then all Fairs to follow. People joining now will receive benefit and consideration at above-mentioned Fairs.

BEACON BLANKETS

ONE CASE OR A CARLOAD
PLACE YOUR ORDER NOW

	Case Lots of 30 Each	Less Than Case Lots Each
No. 140 Toba Indian Hemmed Edge Size 60x80	\$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge Size 60x80	2.50	2.60
No. 145 Magnet Plaid Bound Edge Size 66x80	3.15	3.25
No. 146 Mingo Indian Bound Edge Size 66x80	3.15	3.25
No. 141 Curlew Plaid Bound Edge Size 72x84	3.75	3.85
No. 142 Wigwam Indian Bound Edge Size 72x84	3.75	3.85
No. 154 Curlew Plaid Hemmed Edge Size 72x84	3.25	3.35
No. 155 Wigwam Indian Hemmed Edge Size 72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

REGENT SHOWS

Want for Geneva, Indiana, Annual Watermelon Jubilee, on the Streets, followed by Farmland, Indiana, Street Fair.

CONCESSIONS—Popcorn and a few more Hunky Panks open. One of each kind only. SHOWS—Fun House, Pit Show and 5-in-1. Will consider giving right man back end of midway. RIDES—Tilt, Octopus and one more Kiddie Ride for our Street Celebrations and Fairs. RIDE HELP—Can use First and Second Men for Ferris Wheel and Merry-Go-Round. Top wages and very good treatment to sober men. Address:

HARRY ALKON
ALBION, INDIANA, THIS WEEK



LAST CALL LAST CALL LAST CALL

For big Shelby County Fair, Shelbyville, Ky., Aug. 4 to 9. Over 100,000 attendance last year. This is a wonderful spot. Ask anyone who played it last year. Followed by Rock Castle County Fair, Brodhead, Kentucky. Concessions—All Stock Concessions open. Will sell "X" on Jewelry. We have 14 more bona fide Fairs to follow. Sam Hensner wants Cook House Help, Jack Shaffer, get in touch at once. Want Agents for Grind Stores, Ball Games and Penny Pitch. All wires to JOHNNY J. DENTON, Frankfort, Ky., this week.

ROYAL EXPOSITION SHOWS

Tifton, Ga., this week; Nashville, Ga., next

With All Tobacco Towns for Next Four Weeks

Want Shows with or without outfits, especially Animal Show. Fred Munn, have tried every way to contact you; come on at once, outfit is waiting. Others contact by wire. Can also place Penny Arcade, Motordrome, one Kiddie Ride; several legitimate Concessions, such as High Striker, Custard, etc. Can use experienced Ball Game Agents, also for other Concessions. All Address: ROYAL EXPOSITION SHOWS as Per Route.

FOR SALE—FROZEN CUSTARD ELECTRO FREEZE

Complete on Truck, '45 machine, like new, hot and cold running water, all glassed in. Truck has 27,000 actual miles, International, lots of extra equipment. Priced for \$5,000.00. First come, first served. Real bargain.

CHAS. CARR

328 PENN AVE., PITTSBURGH, PA.

PHONE: COURT 7821

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Lawrence, Kan.
- All-American Am. Co.: Arcadia, Kan.
- American Beauty: (Fair) Mt. Pleasant, Ia.; (Fair) Keosauqua 4-9.
- American United: Payette, Idaho.
- A.M.P.: Belle, W. Va.
- Anderson Greater: Pineville, Ky.
- A. & P. Am. Co.: Sheridan, Ark., Austin 4-9.
- Badger State: Chisholm, Minn.
- Baker United: Wabash, Ind.; Delphi 4-9.
- Barkoot Bros.: Frankfort, Mich.; Cadillac 4-9.
- Bay State Am. Co.: Medford, Mass.; Cambridge 4-9.
- B. & C. Expo.: Fredonia, N. Y.; Hamburg 4-9.
- Beam's Attrs.: New Kensington, Pa.
- Bee's Old Reliable: (Fair) Harrodsburg, Ky.; (Fair) Russell Springs 4-9.
- Beeson, Tex.: Ravenwood, Mo.
- Bell & Vinson: (Fair) Monee, Ill., 31-Aug. 2; (Fair) Belvidere 7-10.
- Bernard & Barry: Toronto, Ont., Can., 28-30.
- B. & H.: Winstboro, S. C.
- Blue Grass State: Poseyville, Ind.; (Fair) Huntington 4-9.
- Blue Ribbon: Peru, Ind.
- Bohn, Carl: Richland, Mo.
- Boone Valley: Stratford, Ia.
- Brewer United: Denison, Tex.
- Bright Lights Expo.: Vandergriff, Pa.; Seaward 4-9.
- Brodbeck: Sharon Springs, Kan., 30-31.
- Brownie Am. Co.: Scandia, Kan.
- Buck, O. C.: Plattsburg, N. Y.; (Fair) Gouverneur 4-9.
- Bullock Am. Co.: Kings Mountain, N. C.; Boone 4-9.
- Burke, Harry: Crowley, La.
- B. & V.: (Fair) Owego, N. Y.; (Fair) Caledonia 4-9.
- Cable Am.: Carlisle, Ark.
- California: Hollister, Calif., 28-Aug. 3.
- Capell Bros.: Yale, Okla.
- Capital City: Cynthia, Ky.
- Caravella Am.: Monessen, Pa.; DuBois 4-9.
- Carr, Lawrence: E. Weymouth, Mass.
- Casey, E. J., No. 1: (Fair) Swan River, Man., Can., 31-Aug. 2; The Pas 4-6; Flin Flon 8-12.
- Casey, E. J., No. 2: (Fair) Swan River, Man., Can., 31-Aug. 2; (Fair) Nipawin, Sask., 4-5; Smeaton 6.
- Casey, E. J., No. 3: Kapuskasing, Ont., Can., 6-7; Smooth Rock Falls 8-9.
- Cavalcade of Am.: Muncie, Ind.
- Central Am. Co.: Ahsoskie, N. C.
- Central States: Herington, Kan.; Hoxie 6-9.
- Cetlin & Wilson: Clearfield, Pa.
- Chanos, Jimmie: Cygnet, O.; Hoytville 4-9.
- Cherokee Am. Co.: Lebanon, Can.
- Coastal Plain: Faison, N. C.
- Coleman Bros.: Pittsfield, Mass.
- Collins, William T.: Rochester, Minn.; White Bear Lake 7-10.
- Continental: Catskill, N. Y.
- Copper State: Imperial, Neb.
- Corn Belt Am. Co.: La Payette, Ill.
- County Fair: Blue Hill, Neb.; Wilbur 5-9.
- Crafts Expo.: Woodland, Calif.
- Crafts 20 Big: Pittsburg, Calif.
- Craig, Harry: Walters, Okla.; Lawton 4-9.
- Crandell's Midway: Smith Grove, Ky.
- Crescent Am. Co.: Pulaski, Va.
- Cresent: Olds, Alta., Can., 30-Aug. 1; Nelson, B. C., 4-9.
- Crystal Expo.: Clintwood, Va.
- Cudney Border State: Colcord, Okla.; Locust Grove 6-9.
- Cumberland Valley: Pulaski, Tenn.
- Cunningham: New Matamoras, O.
- Cur Am. Co.: Gordon, Neb.
- Cur, W. S.: Liberty, Ind.; Croton, O., 6-9.
- DeLuxe: Jewett City, Conn.; Ware, Mass., 4-9.
- Del-Mar: Hermine, Pa.
- Dennis Bros.: Kensington, Kan.; Norcatur 4-9.
- Denton, Johnny J.: Frankfort, Ky.
- Dickson United: Prairie Grove, Ark.
- Dobson's United: Bayport, Minn., 1-3; Lindstrom 4-6; St. Croix Falls, Wis., 8-10.
- Douglas Greater: Raymond, Wash.
- Down River Am. Co.: Garden City, Mich.
- D. & P.: Jermyn, Pa.
- Dudley, D. S.: Odessa, Tex.
- Dumont: York, Pa.
- Dyer's Greater: Marengo, Ia.; Manchester 5-8.
- Eddie's Expo.: Butler, Pa.
- Elliott, L. W., Am. Co.: Beulah, Mich., 1-2.
- Ellman United: Monroe, Wis.; Stoughton 8-10.
- Edy Bros.: Johnstown, Pa.
- Evans United: Kellerton, Ia., 30-Aug. 2.
- Exposition at Home: Buena Vista, Va.
- Fairway Am.: Tyler, Tex.; Longview 4-9.
- Fay's Silver Derby: Milledgeville, Ill.
- Ferris Rides & Shows: Clifton Springs, N. Y.
- Fidler's United: Madison, Wis.
- Fleming, Mad Cody: Augusta, Ga.
- Florida Am. Co.: Fitzgerald, Ga.
- Food City: Burlington, Mich.
- Francis, John: Lancaster, Wis.
- Franklin, Don: La Mesa, Tex.; San Angelo 4-9.
- Frear's United: Superior, Neb.; Oxford 4-9.
- Ganote, W. D.: Eagleville, Mo., 27-31.
- Garden State: (Fair) Kimberton, Pa.; Oxford, N. J., 4-9.
- Gate City: Greensboro, N. C.
- Gem Carnival: La Harpe, Ill.; White Hall 4-9.
- Gentsch, J. A.: Philadelphia, Miss.
- Gold Medal: (Fair) Charleston, Ill.; Lincoln 4-9.
- Golden West: North Sacramento, Calif., 29-Aug. 3.
- Gooding Am. Co., No. 1: (Fair) Xenia, O.
- Gooding Am. Co., No. 2: (Fair) Osgood, Ind.
- Gooding Am. Co., No. 3: (Fair) Ravenna, O.
- Gooding Am. Co., No. 4: South Bend, Ind.
- Gooding Am. Co., No. 5: Strongsville, O.
- Gooding American Expo.: (Fair) Plain City, O.
- Gooding Greater: (Fair) Rushville, Ind.
- Gooding Park Attrs.: Rock River, O.
- Grady, Kellie: Flomaton, Ala.; Bay Minette 4-9.
- Granite State: Leominster, Mass.
- Great Sutton: Carlinville, Ill.

- Greater Rainbow: Red Cloud, Neb., 28-30
- (Fair) Alexander 31-Aug. 2; Hebron 4-6
- (Fair) Bruning 7-9.
- Greater United: Littlefield, Tex.
- Groves Greater: Lake Charles, La.
- Gulf Coast: (Fair) Macon, Mo.
- Hale's: Clinton, Mo., 31-Aug. 3.
- Hames, Bill: McKinney, Tex.
- Hannum, Morris: Mauch Chunk, Pa.
- Happy Attrs.: Columbus, O.; (Fair) Richwood 5-8.
- Happyland: Pontiac, Mich.; Wayne 4-9.
- Hartscock Bros.: Seymour, Ia.; (Fair) Center ville 5-8.
- Hennies Bros.: (Fair) Danville, Ill.; (Stat Fair) Springfield 4-16.
- Henry, Lew: Mont Alto, Pa.
- Henson, J. L.: Wallhalla, S. C.
- Heth, L. J.: Mt. Sterling, Ky.
- H. M. G.: Farmers', Ind.
- Hill's Greater: Chadron, Neb.; Alliance 4-9.
- Home State: Ely, Minn.
- Hottle, Buff: (Fair) Benton, Ill.
- Howard Bros.: Lucasville, O.; Piketon 4-9.
- Imperial: Princeville, Ill.
- Imperial Expo.: Wenatchee, Wash.
- Jaillet & Grant: Cochran, Pa.; Kersey 4-9.
- Jayhawk Am. Co.: Nortonville, Kan.
- Johnny's United: (Fair) Otterbein, Ind.
- Johnston, Lloyd G.: Gravity, Ia., 30-Aug. 2
- (Fair) Leon 4-7.
- Jolly: Silver Springs, Md.; Oxon Hill 4-9.
- Jones Greater: Mingo Junction, O.; Glenville, W. Va., 4-9.
- Jones, Johnny J., Expo.: New Albany, Ind.
- Joyland Midway Attrs.: Clio, Mich.; Erie 5-9.
- Kaus, W. C.: Bethesda, Md.
- Ken-Penn Am. Co.: Midland, Pa.; Wilkinsburg 4-9.
- La Cross Am.: Springfield, Vt.; Randolph 4-9.
- Lamb, L. B.: Central City, Ia.
- Lawrence Greater: New London, Conn.
- Leeright, J. R.: Clifton, Kan., 28-30; Barne 31-Aug. 2.
- Lloyd's Rides: Hamlet, Ind.; Swayzee 4-9.
- Long's United: Red Bluff, Calif., 28-Aug. 3.
- Lottridge, Harry: Smithers, W. Va.
- Madison Bros.: Havana, Ill.; Litchfield 4-9.
- Magic Empire: Bement, Ill.
- Magic Valley Am. Co.: Springfield, Colo.
- Magnolia Expo.: Hawesville, Ky.
- Maine Am.: Howland, Me.
- Majestic Greater: Albion, Mich.; Milford 6-9.
- Manning, Ross: Damariscotta, Me.; Hallowe 4-9.
- Marion Greater: Graniteville, S. C.
- Marks, John H.: Bluefield, W. Va.; Lynchburg, Va., 4-9.
- Martin, J. F.: New Bedford, Mass.
- McBride Bros.: Bassett, Va.
- McCall's, Jim: Hazlehurst, Ga.
- McCown Midway: Mansfield, Mo.
- McKee, John: Butler, Ind.
- Meeker's: Bozeman, Mont.; Butte 4-9.
- Merit: Falmouth, Mass.
- Merriam & Robinson: Lake City, Ia., 29-31.
- Sheffield Aug. 1-2.
- Mervy Midway Attrs.: Jamestown, Ind.; Lap 4-9.
- Midway of Mirth: Brighton, Ill., 28-31; Auburn Aug. 1-3.
- Mighty Page: Manchester, Tenn.
- Midwestern Expo.: Elliott, Ia., 30-31; Shell Aug. 1-2.
- Mighty Hoosier State: (Fair) Bremen, Ind. North Judson 4-9.
- Mighty Van Dyke: Woodbury, N. J.
- Mimic World: Haynesville, La.
- Model Shows, Inc.: Ft. Madison, Ia.; Vinto 4-9.
- Model Shows of Canada: St. John, N. B., Can.
- Modernistic: Church Hill, Md.; Oxford 4-9.
- Mound City: Pittsfield, Ill.
- Mountain State: Buckhannon, W. Va.
- Moore's Modern: Farmer City, Ill.
- Mound City: Pittsfield, Ill.
- New England Am. Co.: Fitchburg, Mass.
- Nolan, Larry: Tribune, Kan., 28-30; Holl 4-9.
- Northern Expo.: Lewistown, Mont., 30-Aug.
- Northwestern Am. Co.: Toledo, O., 1-3; Liberty Center 8-9.
- Ohio Valley: Toledo, O.
- Olson's Greater: Galesburg, N. D., 28-30.
- Gackle Aug. 1-2.
- Omar's Greater: Marlow, Okla.
- Pacific Coast: Kirkland, Wash.
- Page Bros.: Madison, Tenn.; Franklin 4-9.
- Page, J. J.: Wheelwright, Ky.
- Paramount Expo.: Connellsville, Pa.; Uniontown 4-9.
- Parris & McIntyre: Candor, N. C.
- Paul's Am. Co.: Crane, Mo.
- Pearl City Rides: Tampico, Ill., 29-30.
- Peerless Celebration Am.: Confluence, Pa.
- Corriganville, Md., 4-9.
- Penn Premier: Montoursville, Pa.; Binghamton, N. Y., 4-9.
- Peppers All-State: Shinnston, W. Va.
- Pike Am.: (Fair) Cuba, Mo., 31-Aug. 2; (Fair) Houston 4-9.
- Pine State: Savannah, Tenn.
- Pioneer: Knoxville, Pa.; Mt. Morris 4-9.
- Playtime Am., No. 1: Hyannis: Yarmouth 4-9.
- Playtime Am., No. 2: Yarmouth, Mass.; Providence, R. I., 4-9.
- Powelson Greater: Byesville, O.; Woodsfield 5-7.
- Prell's Broadway: Pleasantville, N. J.
- Pryor's: Smithers, W. Va.
- Rafferty: Louisville, N. C.; Jacksonville 4-9.
- Raines Am. Co.: Van Buren, Ark.; Hatfield 4-9.
- Rea's United: Kingsley, Ia., 28-30; Correctionville Aug. 1-3; Sargeant Bluffs 5: Rosalia, Neb., 7-9.
- Regal Expo.: Scottsville, Va.
- Regent: Albion, Ind.
- Reid, King: St. Johnsbury, Vt.; Ogdensburg, N. Y., 4-9.
- Rockwell Wilson, Kan., 29-31.
- Rogers Bros.: Eden Valley, Minn., 28-30.
- Carver Aug. 2-3; Howard Lake 7-10.
- Rogers Greater: (Fair) Boonville, Ind.; (Fair) Fowler 4-9.
- Rogers & Powell: Greenville, Miss.
- Rosen, H. B., Am.: Jefferson City, Tenn.
- Royal American (Fair) Regina, Sask., Can.
- (Fair) Fort William, Ont., 4-9.
- Royal Amusement: Eastman, Ga.; Lumberton City 4-9.
- Royal Crown: Springfield, O.; Germantown, Ky., 4-9.
- Royal Expo.: Tifton, Ga.; Nashville 4-9.
- Sam's Funland: Stantonburg, N. C.
- Schafer's Just for Fun: Quitman, Tex.
- Scioto Valley: Amanda, O.
- Shan Bros.: Harlan, Ky.
- Shipley's Am.: Smithville, Okla.

ebbrand Bros.: Helena, Mont.; (Fair) Great Falls 4-9.
 iver Slipper: Irvine, Ky.
 iver States: York, Neb.
 irth Am. Co.: Parsons, Kan.
 irth, Casey: Mangum, Okla.
 irth, George Clyde: Coalport, Pa.; Scalp Level 4-9.
 ipp Greater: Slinger, Wis.; Fond du Lac 4-9.
 yder's Greater: Williamstown, Ky.
 uthern States: Hahira, Ga.
 uthern Valley: Vicksburg, Miss.
 ader, M. A.: Russell, Kan.; Phillipsburg 7-9.
 afford United: Cicero, Ind.
 andard: Poplar, Mont., 28-30; Williston, N. D., 31-Aug. 2.
 eblar's Greater: Mt. Savage, Md.
 ephens, C. A.: Honaker, Va.
 rates, James E.: Rochester, N. Y.
 umbo: Mt. Vernon, Mo.
 nflower State: Lenora, Kan.
 nset Am. Co.: (Fair) Thief River Falls, Minn.; (Fair) Bemidji 4-6; (Fair) Hibbing 7-10.
 asse, Sam: Beach Haven, N. J.
 atham Bros.: (Fair) Brownstown, Ill.
 exas Expo.: Naples, Tex.
 omas Joyland: (Fair) Franklin, Ind.
 idwell, T. J.: Hollis, Okla.
 ivoth Expo.: (Fair) Kahoka, Mo.
 riangle: (Fair) Harrington, Del.; Martinsburg, W. Va., 4-9.
 ri-State: Clinton, Minn.
 erner Bros.: (Fair) Mt. Sterling, Ill.
 th Century: Trenton, Neb.
 win City: Gilman City, Mo.
 ah Expo.: Price, Utah.
 ertainians United: Glidden, Ia., 30-31; Madrid Aug. 1-2.
 ictory Expo.: (Fair) Columbus, Kan.; (Fair) Moberly, Mo., 5-7.
 irlinia Greater: Berlin, Md.
 ade, W. G., No. 1: (Fair) Hastings, Mich.; (Fair) Corunna 4-9.
 ade, W. G., No. 2: N. Muskegon, Mich., 28-30; (Fair) Carleton 31-Aug. 3; (Fair) Rochester, Ind., 5-8.
 allace Bros.: Covington, Ky.
 allace Bros. of Canada: (Fair) Vegreville, Alta., Can., 28-30; (Fair) Red Deer 31-Aug. 2; (Fair) N. Battleford, Sask., 4-6; (Fair) Prince Albert 7-9.
 allace, I. K.: Liverpool, Pa.
 allace & Murray: Belpre, O.
 ard, John R.: Salem, Ill.
 ason's Am.: Waldorf, Md.
 est Coast: Coos Bay, Ore., 28-Aug. 3; Roseburg 4-10.
 heeler, Eddie L.: Cartersville, Ga.
 hite Star Attrs., No. 1: Archbold, O.
 hite Star Attrs., No. 2: Bloomville, O., 30-Aug. 2.
 hitney & Scott United: Rolfe, Ia., 31-Aug. 2.
 ilson Famous: (Fair) Lewistown, Ill., 29-Aug. 1; (Fair) Milford 4-9.
 ilson Greater: Douglas, Ariz.
 inchester Am. Co.: Berryville, Va.; Mt. Jackson 4-9.
 olf Greater: Rudd, Ia., 28-30; Osseo, Minn., Aug. 1-3.
 olfe Am. Co.: Gaffney, S. C.
 onder City: (Fair) Sparta, Ill., 29-Aug. 1; (Fair) Nashville 5-8.
 onder Shows of America: Dubuque, Ia.; Chippewa Falls, Wis., 4-9.
 orld of Mirth: Presque Isle, Me.
 orld of Pleasure: Negaunee, Mich.
 orld of Today: Faribault, Minn.; Austin 5-9.
 righisman: Eureka, Calif.
 rigley, J. C.: Driftwood, Tex., 30-Aug. 1.
 ounge, Monte: Preston, Idaho, 31-Aug. 2.
 echini Bros.: Selmer, Tenn.
 eiger, C. F. United: Worland, Wyo.; Ft. Collins, Colo., 4-9.
 iegler: Auburn, Wash.

Circus Routes
 Send to
 2160 Patterson St., Cincinnati 22, O.

alley Bros.: Brownsville, Pa., 29; Grafton, W. Va., 30; Elkins 31; Weston Aug. 1; Spencer 2; Morehead, Ky., 4.
 eatty, Clyde: Lubbock, Tex., 29; Plainview 30; Amarillo 31; Borger Aug. 1; Pampa 2; Childress 3.
 ole Bros.: Slou City, Ia., 29; Norfolk, Neb., 30; Grand Island 31; North Platte Aug. 1; Sterling, Colo., 2; Denver 4-6; Colorado Springs 7; Pueblo 8; LaJunta 9; Garden City, Kan., 10.
 ole, James M.: Du Quoin, Ill., 29; Marlon 30; Harrisburg 31; Cairo Aug. 1; Union City, Tenn., 2.

WANTED CHAIRPLANE FOREMAN

To join at once. Must be sober and reliable. Drunkards and hop scotchers, stay away. Salary, \$60.00 per week. Showing this week, 3rd Ave., between 171st and St. Paul's Place, New York City. Permanent address:

MAX GRUBERG
 115 W. 71 St., Apt. 5C New York City

TILT & OCTOPUS FOREMAN

Top salary if able to cut it. Positively no drunks, no tickets. Wire

BAKER UNITED SHOWS
 WABASH, IND.

Dailey Bros.: Malone, N. Y., 29; Norwood 30; Ogdensburg 31; Watertown Aug. 1; Fulton 2; Poughkeepsie 4; Hudson 5; Newburgh 6; Port Jervis 7; Perth Amboy, N. J., 8; Freehold 9.
 Flamante: Filmore, Calif., 29; Santa Paula 30-31; Satacoy Aug. 1; Oxnard 2-3; Carpentaria 4; Santa Barbara 5; (Million Dollar Theater) Los Angeles 6-12.
 Garden Bros.: Chatham, Ont., Can., 28-30.
 Gould, Jay: Litchfield, Minn., 29; Maple Lake 30-31; Norwood Aug. 1-3; Wells 4-5.
 Hunt Bros.: Guilford, Conn., 30.
 Harlacker, J. C.: Lawrence, Mass., 4-9.
 Kelly, Al G., & Miller Bros.: Rhinelander, Wis., 29; Merrill 30; Antigo 31; Crandon Aug. 1; Tomahawk 2.
 King Bros.: Camden, N. J., 29; Millville 30; Dover, Del., 31; Salisbury, Md., Aug. 1; Cambridge 2; Culpeper, Va., 4.
 Mills Bros.: Red Oak, Ia., 29; Shenandoah 30; Auburn 31; Omaha, Neb., Aug. 1-2; Fremont 4; West Point 5; Norfolk 6; Wayne 7; Sioux City, Ia., 8-9.
 Polack Bros. (Eastern): Omaha, Neb., 28-Aug. 3.
 Polack Bros. (Western): San Jose, Calif., 31-Aug. 6.
 Ringling Bros. and Barnum & Bailey: (Oakland & 6 Mile Road) Detroit, Mich., 28-30; Jackson 31; Chicago, Ill., Aug. 2-10.
 Sparks: North Bay, Ont., Can., Aug. 2.
 Speagle's Trained Animal: Pate, N. C., 29; Popular Grove 30-31; Harrells Store Aug. 1-2.
 Stevens Bros.: Chilliocothe, Ill., 30.
 Sunbrock, Larry: Montreal, Can., 27-Aug. 3.

Misc. Routes
 Send to
 2160 Patterson St., Cincinnati 22, O.

Borden Players: Park Rapids, Minn., 26-Aug. 1; Thief River Falls 2-7.
 Gosh, Byron, Hit Parade Tent Show: Mt. Pleasant, Tenn., Aug. 1; Hohenwald 2.
 Miller's, Irvin C., Brown-Skin Models (Morocco Club) Roanoke, Va., 28-Aug. 3.
 Plunkett's Stage Show: Scott City, Kan., 28-30; Leoti 31-Aug. 2.
 Renfro Valley Folks: Norwich, N. Y., 30; Cortland 31; Ithaca Aug. 1-2; Watkins Glen 3; Elkland, Pa., 4; Wellsboro 5; Mansfield 6; Troy 7; Towanda 8; Montrose 9.
 Sadler, Harley, Show: Canyon, Tex., 28-30; Hereford 31-Aug. 2.
 Stout Players Tent Show: White Pigeon, Mich., 28-Aug. 2.
 World-Wide Animal Exhibit: North Platte, Neb., 29-31; Kearney Aug. 1-3; Hastings 4-6.

Happy Holiday Makes First Detroit Stand

DETROIT, July 26.—Happy Holiday Shows, organized last winter by Cecile L. and Herbert M. Simpkins in Southern Michigan, made their bow in the Detroit area this week, playing July 12-20 on Woodward Avenue, sponsored by St. James Catholic Church. Event is an annual dating back about 15 years, with strong support from the city's North End suburbs.
 Shows opened in Clawson, Mich., and have been playing around Michigan, mostly a series of celebrations, home-comings and sponsored dates.
 Org carried six rides and 26 concessions for the Ferndale date. No shows are carried at present. Simpkins has added a new Octopus, and reports it is doing top business, with the Ferris Wheel and Merry-Go-Round running second.
 Business, particularly the past five weeks, has been good. Fourth of July stand at Lake Mecosta was clearly a winner, Simpkins reports.
 Personnel includes: Dick Haskins, ride superintendent; M. D. Hawk, acting secretary, and Harry Adams, electrician. Concessionaires are Lelia Nelson, 4; Jimmy Fretis, 3; Mr. and Mrs. Joe Harding, 4; Eddie Hockett, Miss Jacobson, N. G. Nelson and J. R. Dale, each 1; Nadine Bellick, 2; Harry Adams, 4; S. R. Smith and John Kilpatrick, each 2.

Ellman Shows Contracted For Eight Wisconsin Fairs

MONROE, Wis., July 26. — Mrs. June Panacek, secretary of the Ellman United Shows, announced that the shows have been contracted to furnish midway attractions at the following Wisconsin annuals:
 Monroe, July 28-August 3; Stoughton, 8-10; Janesville, 11-14; Menominee, 16-20; Sturgeon Bay, 21-24; Elkhorn, 29-September 1; Bloomington, 5-7; Weyauwega, 11-14.

Crafts Books Arizona

PHOENIX, Ariz., July 26.—Orville C. Crafts' 20 Big Shows have been awarded the contract to play the Arizona State Fair, November 7-16, by the State Fair Commission, Paul F. Jones, secretary, announces.

Mighty Page Lands Two

MARTINSVILLE, Va., July 26.—Barney B. Spear, general agent for the Mighty Page Shows, announced today that he has signed contracts to furnish the midway attractions for the Martinsville Agricultural Fair, September 8-13, and the Atlantic District Fair, Ahsokie, N. C., October 14-17.

W. C. Bailey Seriously Ill

CUSHING, Okla., July 26.—W. C. Bailey, chief of concessions on Omar's Greater Shows, is seriously ill in a hospital here.

Prell NSA Benefit Nets Good Bundle

BRIDGETON, N. J., July 26. — Prell's Broadway Shows staged a jamboree Thursday night (24) for the benefit of the National Showmen's Association, that was a success from both standpoints of attendance and receipts.
 Show, presented on the stage of Professor Vidalia's Harlem Revue, was a riot from start to finish, with practically everybody in the organization taking part in the performance or being hailed before the kangaroo court which went into session immediately after the show.
 Talk by Sibley
 Joe Prell supervised the presentation, which got under way after a brief address by Executive Secretary Walter K. Sibley, of the N.S.A. Jimmie Judge emceed and took an active part in skits. Principals, girls and ork of the Harlem Revue gave the show a good send-off, followed by Georgie Palomari, accordionist and comic. Mrs. Cash Miller stopped the show with a well-delivered serio-comic recitation, with musical accompaniment by the Escalade Three, who came over from the Cumberland Hotel to lend a hand and render several numbers.
 Irving Lewis and girls from the Lewis Posing Show and Bob White's Scandals, assisted by Jimmie Judge, appeared in three burlesque skits that brought down the house. Strictly class were vocal numbers by Mrs. Joe Prell and Agnes Ross. Smokey and Grasshopper, hoofers from the Harlem Revue, did their stuff and several members of the audience obliged with impromptu bits which went over big.

Mock Court Aids Fund

Mock court session, with Cash Miller as fine-levying judge, netted a good sum of money as well as plenty of laughs.
 Prell show fronts, rides and equipment have been freshly painted and layout of the lot here showed them to advantage. Free attraction was the Great Erickson in a swaying pole routine. Weather during the run was good and business ditto.

WANTED COLORED PERFORMERS

For Platform Medicine Shows, Musicians, and if you double please state. No drunks or agitators, that's why this ad is published. Want Piano Player, Trumpets. Salary all you are worth. Will use another Sax. Pay your own way. Will send ticket but no money. Wire Western Union.
G. R. BLACKBURN
 LUMBERTON, N. C.

WANTED TO BUY 8-CAR OCTOPUS and #5 ELI FERRIS WHEEL

JEROME PETERS
 500 E. 23d St., Baltimore, Md.

CHARLIE GRIGGS WANTS

One Count Store Agent, one Swinger Agent. We work from Monday to Saturday. Have not missed a day this year. Fairs start next week. Have 14. Wire care
Capital City Shows
 CYNTHIANA, KY.

TENT SALE

New 20x52 . . . \$95.00 Used 20x52 . . . \$65.00
 New Sidewall, 10 ounce, flame proof, olive drab. 7 ft. x 100 ft., \$56.00 8 ft. x 100 ft., \$64.00
 1/3 deposit required.
MAIN AWNING & TENT CO.
 230 Main St., Cincinnati, O.

RIDES WANTED

At Meredosia, Illinois, August 29-30. Can also place a few Concessions that do not conflict. Contact:
FOR AMERICAN LEGION HOMECOMING
 ALFRED HODGSON, Meredosia, Ill.

WANTED

Merry-Go-Round Foreman and other Ride Help.
JOHN KEELER
 Modernistic Shows, Church Hill, Md., week of July 28; Oxford, Md., week of Aug. 4.

WANTED

Circus Acts or man with small Show that can work 45 minutes, prefer Annual Acts; man with small Side Show, Wild West Concert. Want man to work Bears. Small Show, close Xmas week only. Name lowest pay, night or week.
MASON BROS. WILD ANIMAL SHOW
 Rudy, July 30; Mountainburg, 31; Dyer, Aug. 1; Ozark, 2, all Ark.

WILL BOOK

Diggers, Novelties, Apples, Custard or other Concessions. D. Hale, can place you; all except Zip Board. Come on George King; Was 15 ft. of Single or Double Wire you wanted? Cook House wants a Dishwasher. E. C. King, contact. Sumner wants Roll-Down Agents.
ANDERSON GREATER SHOWS, Pineville, Ky.

WANT LEGAL ADJUSTER

Prefer one who can lay the lot. Insist on one who will stay sober. Fine opportunity for right party.
 Answer: **NORMAN ANDERSON**
Anderson Greater Shows
 Pineville, Ky.

ANDERSON GREATER SHOWS

Can place Girl Show. Have own outfit. Want one to stay sober at least on Saturday nights. Drunks cause of this ad. Answer:
NORMAN ANDERSON, Pineville, Ky.

FAIRS FAIRS FAIRS

Buckhannon, W. Va.; Elkins, Marlinton, Sutton, Clay and Webster Springs (Labor Day week). Free Acts wanted. Need Shows, legitimate Concessions of all kinds, including High Striker, Rotary Machines. Penny Arcade will clean up in this territory. Photos are open. Can use clean Posing Show. Wire now if you want to play proven money spots in West Virginia, Virginia, Tennessee, Georgia and Alabama. Buckhannon, W. Va., this week; Elkins, W. Va., next week.
BRADY & LEEDY SHOWS

NEW REGAL EXPOSITION SHOWS

WANT FOR LONG SOUTHERN SEASON RIDES—Will book novelty Rides. Want Ride Help who drive semis. SHOWS—Want organized Side Show. Will book Grand Shows with or without transportation. Have the tops. Musicians and Performers for Minstrel Show. CONCESSIONS—Will book Scales, Custard, Floss, 10-cent Stock Stores. Need Agents for four office-owned Stock Concessions. Cookhouse Man, Bingo Manager and Counter Help. Emic Sylvester, write. Address all replies:
B. M. SCOTT
 SCOTTSVILLE, VA., THIS WEEK.

BULLOCK AMUSEMENT CO.

Learn entertainment for the whole family

WANTS LEGITIMATE CONCESSIONS

Custard, Scales and Novelties open. Want Grind Shows, no Girl Show. Good territory for well framed Snake Show. Want first class Ferris Wheel Foreman that can drive truck and trailer; top salary. No Second Man. Want Ball Game and Set Game Agents. Will place all strictly legitimate Concessions at the Lilly Reunion at Flat Top, W. Va., August 15th, 16th and 17th. This will be the 8th year we have played this date. The biggest celebration in this part of the country; 100,000 people on the big day.. Other good ones to follow, then long season South.

We carry no racket and operate with Free Gate.

Kings Mountain, N. C., this week; Boone, N. C., week of August 4; Flat Top, W. Va., week of August 11.

J. S. BULLOCK

ATTENTION, INDEPENDENT RIDE AND SHOW OPERATORS

We have ten choice Texas Fairs, starting at Junction, week Aug. 16th, and ending at Cuero, Nov. 11th, including three outstanding Still Dates. Two Fairs played last year have been dropped. We have the best Fairs in our territory. We own Merry-Go-Round, Wheel, 1946 Spitfire, 1947 Tilt, Fun House, Minstrel Show, two new Diesel Plants, Towers. We carry no Grift or Girl Shows. This is our second season, our Fairs are larger than our Show. We NEED TO BOOK TWO MAJOR RIDES, at least THREE SHOWS; 25% all Fairs. Crops are bumper, prices highest in history. We feel you cannot fail to make a season's profit on this route. Prefer Roll-o-Plane and Octopus. Want Ten-in-One, Monkey Show, Snake, Animal, Mechanical or any Grind Show; must have own outfits.

Now showing Lamesa, Texas; San Angelo next week; then five straight Fairs.

DON FRANKLIN, Owner

DON FRANKLIN SHOWS

THREE OUTSTANDING PENNSYLVANIA FAIRS

GREATER MERCER FAIR—AUG. 19-23

Biggest horse racing program in W. Penna. \$5000 free act program. Space available in buildings as well as midway.

INDIANA COUNTY FAIR—AUG. 26-30

Space available on both independent and carnival midways.

SOMERSET COUNTY FAIR—MEYERSDALE, SEPT. 1-6

6 big days and nights of outstanding attractions.

Can place all Eating and Drinking Stands, Photos and American Palmistry and legitimate Concessions at these Fairs. WRITE or WIRE

BEAM'S ATTRACTIONS

NEW KENSINGTON, PA., this week, and then as per route or WINDBER, PA.

WILLIAM COWAN

CAN PLACE

Duck Pond, Coke Bottle Stand, Basket Ball Game, Hoop-La, Pitch-Till-You Win, Guess Your Age and Weight, also any legitimate 10c Stock and Grind Concessions. For our route of fall fairs until November 15th closing in Texas. Can place good Custard Dipper. Sammy DeCarlo, contact me immediately. Want—Clothes Pin Agents. Want—Blower Agent; Bill Yohan, contact. Want—Lady Ball Game Agent. Want—Good Counter Percentage Agents for Pan Games. Write or wire.

c/o John R. Ward's World's Fair Shows, Salem, Ill., week July 28-Aug. 2d.

SILVER STATES SHOWS

Want for the best Fair route in Nebraska, including Mitchell, Scotts Bluff County Fair—the biggest in the State. Also Valentine, North Platte, Deshler Fairs and others. Fairs start August 5, and then it's all Fairs.

Second Men on all Rides that drive. Can also place two Foremen and other useful Ride Help—come on, we'll place you. Top wages for girls for two Girl Shows. Can also use worth-while Side Show Acts and Front Man for Monkey Circus. Good proposition to Cookhouse with capacity to handle people fast at Fairs. Will book Ice Cream, Custard, Arcade, Shm Stores and Stock Concessions of all kinds. Will book one more Major Ride—what have you? Good proposition for Show Mechanic. Want a good Banner Man for balance of season. Fairs start next week. CONTACT

FRANK GASKINS, Gen. Agent

All address: York, Nebr., this week; then per route.

A.M.P. SHOWS

Juggy

LIMITED
AMOUNT
SPACE LEFT!

GALAX, VA., FAIR

AUGUST 25-30

LONG LIST PROVEN FAIRS FOLLOW

RESERVE
YOURS
NOW!

Funhouse, Glasshouse, Motor Drome, Unborn, Wildlife, any others not conflicting. NOTICE: CHARLIE HALLAR WANTS Working Acts, STRONG ANNEX FEATURE; want especially Sword Swallower and Tattoo Artist. Dickey Hillburn (Half Boy), contact. CONCESSIONS—String Game, Swinger, Huckley-Buck, High Striker, Dart Stores, Penny-in-Bowl, Devil's Bowling Alley, American (only) Photos and Palmistry. NOTICE: WILL BOOK OCTOPUS, ROCKET or RIDE-O for our Fair route. All replies to

A. M. PODSOBINSKI, General Manager

BELLE, W. VA., this week; MAN, W. VA., next week.

LAWRENCE CARR SHOWS

New England's Finest

WANT

Popcorn, Candy Apples, Concessions of all kinds.
Working Acts for Side Show.

LAWRENCE CARR

East Weymouth, Mass.

FOR SALE—GRAB OUTFIT

12x16 Ft. Panel Sides, Counters all around. 6 Ft. Awings all around. All new this season. Used 8 weeks. Glass Front. Latest Coleman Gas-Burning Furnace and Tank. Lots of Equipment.

Can be seen with Down River Amusement Co., at Garden City, Mich., July 28-August 2.

\$1,200 Cash. Reason for selling—other business.

CAP RITZ

219 Goodell St., River Rouge, Mich.

WANTED FOR THE KERSEY, PA., VOLUNTEER FIREMEN CO. 15TH ANNUAL JUBILEE

WEEK OF AUG. 4-9

A few more Concessions—String Game, Pitch-Til-U-Win, Mug Joint, Clothes Pin Pitch, Bingo.

Write or Wire

JAILLET & GRANT AMUSEMENTS

COCHRANTON, PA., THIS WEEK

HOYTVILLE, O., 34TH ANNUAL HOMECOMING

AUGUST 4TH TO 9TH

Want legitimate Concessions of all kind, Photo. RIDE HELP—Foreman for Chairplane, Second Man on Wheel, Roll-o-Plane Foreman, Second Man on Flying Scooter, Second Man for Octopus. Fair Secretaries of Indiana and Ohio, we have one week open, Aug. 18 to 23. This Show has nine Rides, three Shows and legitimate Concessions. No grift or gate.

All replies to

JIMMIE CHANOS

CYGNET, OHIO

FLASHY PLASTER

LOWEST
PRICES

LARGE (Asst.), \$18.50 PER 100.
PIN-UP GIRLS (Asst.), \$15.00 PER 100.
25% Cash With Orders, Balance C. O. D.

Write or Wire **BOTTO NOVELTY PLASTER CO.** ACT NOW!

3032 WALTON PLACE

ST. LOUIS 15, MO.

WANTED

The Great Hartford County Fair

Brass Center of the World. Cherry Park, Avon, Conn., Sept. 20th and 21st.

A few legitimate Concessions. Day and Night Fair. Will book a Thrill Show or a sensational Show to work in front of the grandstand, seating capacity 8,500.

LOU CAMPBELL, R. D. 2, TORRINGTON, CONN.

PAUL M. FARRIS WANTS

Agents—Scales, Age, Cork Gallery, Ball Games, Darts. All Fairs and Street Celebrations until November. You don't need to know the complete score, but must be reliable and sober. Address: c/o SNAPP'S GREATER SHOWS, Stinger this week, then Cedarburg, Fond du Lac, Green Bay, Oshkosh, Marshfield, all Wisconsin.

P.S.: Will need two P.C. Dealers after Labor Day for our Southern Fairs.

CAN PLACE

Candy Floss, Candy Apples and other Eating Stands for the Huntingburg, Ind., Fair, week of Aug. 4, and 15 other bona fide Fairs and Celebrations. All wire

C. C. GROSCURTH, Gen. Mgr.

BLUE GRASS STATE SHOWS

All this week, Poseyville, Ind.; next week, Huntingburg, Ind., Fair.

BINGO OPERATORS! INCREASE YOUR PLAY OVER 25% WITH . . .

ELECTRONIC BINGO

FEATURING THE MAGNO-VIEWER!

FAST! AMAZING! FOOLPROOF OPERATION!

NO BLOWER . . . all balls in plain view at all times . . . plasti-glass wheel revolves and ejects only ONE BALL at a time. Operator announces number and places ball in MAGNO VIEWER that oscillates and magnifies ball and number for readability of over 150 feet. After next number is called, ball is taken from MAGNO-VIEWER AND PLACED IN

NUMBERED HOLE WHICH LIGHTS FLASHER BY CONTACT. Eliminates players' complaints, enables players to play more cards. Flasher numbers remain on until end of game. After Bingo has been checked, operator pulls one lever and balls return to wheel for next game.

COMPARE! FEATURE FOR FEATURE!

- Unbreakable PLASTI - GLASS Ball Container
- Sturdy, Modern Cabinet
- Sparkling chrome trim for beauty and protection
- Unbreakable Bakelite Top
- No complicated parts to wear out
- All-electric operation—AC or DC

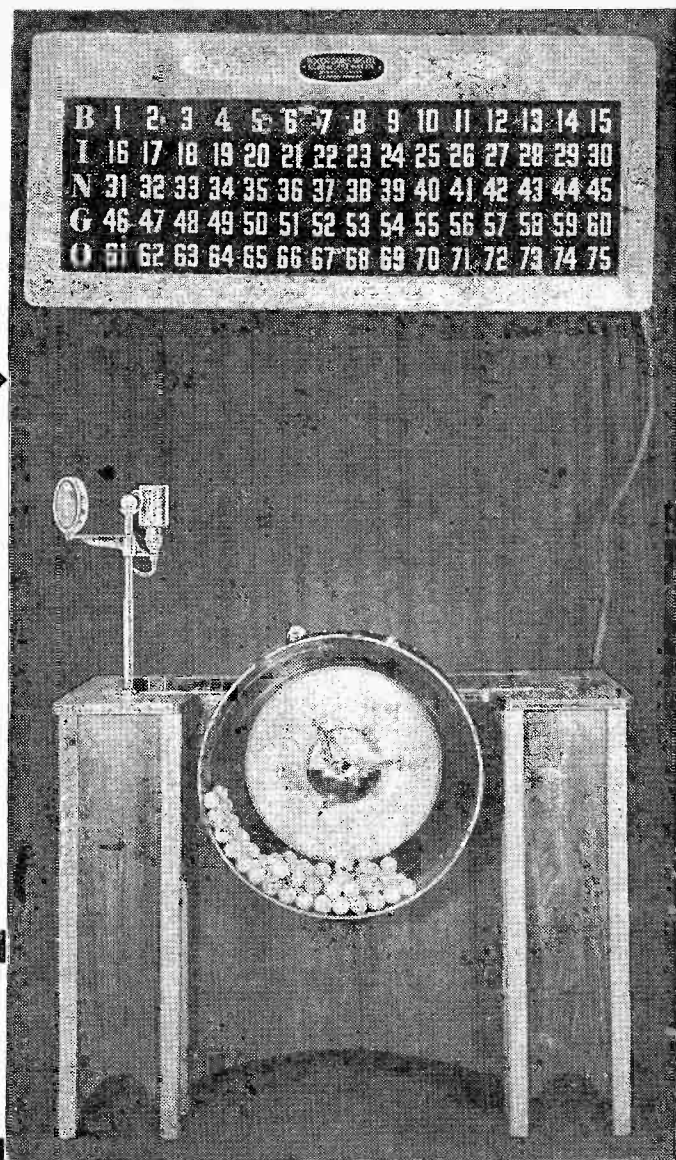
Same Machine Available for CARNIVAL TRADE without Flasher

FOR FURTHER DETAILS AND PRICES WRITE

INDOOR GAMES MFG. CO.

P. O. Box 62, Little River Station

Miami, Florida



HERMAN S. LIST WANTS AGENTS

For Fish-Pond, Cig. Shooting Gallery, Milk Bottle and Cat-Rack, Ball Games, Penny Pitch, Hoop-La, Watch-La and Bingo Counter Men. Mingo-Junction, Ohio, this week, and Glenville, W. Va., week of Aug. the 4th. Our first fair.

I would also like to hear from you fellows that were so kind to borrow my money this spring and in Pennsboro, W. Va. Send it in, or any part of it.

Herman S. List, Jones Greater Shows

10—WEEKS OF FAIRS—10 IN MISSISSIPPI, ALABAMA, TENNESSEE AND GEORGIA STARTING LAST WEEK IN SEPTEMBER

IF YOU HAVE NEAT AND WELL-FLASHED STORES, AND TRANSPORT YOURSELF, WILL BOOK ROLL-DOWN, BLOWER, BLOCKS, CLOTHES PIN, RAZZLE-DAZZLE, MITT CAMP, WHEELS AND SPINDLE. WIRE OR WRITE AT ONCE: BOX 405 c/o THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO. YOUR CHANCE TO CONNECT WITH A BIG GOOD SHOW

FOR SALE

Kiddie Fly-o-Plane, seats 10, almost new, perfect condition . . . \$1000.00
1 1941 Chevrolet, 2-speed axle, 2-ton 15-foot van, Westinghouse air brakes, possum bellies, good condition, 7.50x20, 8x25x20 tires . . . 1200.00
1 21-Foot Drop Center Frame Semi, side door, good throughout, ideal for concession man 800.00
EDWIN DEIBERT
c/o MIGHTY VAN DYKE SHOWS WOODBURY, N. J.

CARNIVAL REQUIREMENTS

- WIRES AND CABLES
 - FLUORESCENT LAMPS AND FIXTURES
 - SOCKETS: PIGTAIL AND PIN TYPE
 - G-E LAMPS
 - INSECT REPELLANT LAMPS
 - AIR CIRCULATORS
 - SWITCHES, FUSES, ETC.
 - PREMIUM APPLIANCES
 - FLOODLIGHTS
- All Other Electrical Goods

- Orders shipped same day
- Overnight service within 500 miles of Chicago
- Get our latest catalog

WRITE, WIRE OR PHONE
Eddie Murphy or Max Avers
Phone: ENGLEwood 7500

EXCELLENCE IN ELECTRICAL PRODUCTS
Englewood
ELECTRICAL SUPPLY CO.
5801 S. Halsted St., Chicago 21

WANT—ROOF GARDEN SHOWS—WANT

Want Hanky Panks, any Shows for 8 weeks of Fairs. Want good Show Top suitable for Dog and Pony Shows. LIKE SMALLWOOD WANTS FOR TEN-IN-ONE ON THE ROOF GARDEN SHOWS: Half and Half, One-Man Band, any Freaks or anything concerning a Ten-in-One. Please wire me at once. Pay your own wire or come on. Good wages for the right people. Butch and Marie, please contact Ike Smallwood at once.

T. J. CRAMBLETT

ROOF GARDEN SHOWS, Waynesburg, Pa., July 28-Aug. 2; Then as Per Route.

WILL BOOK

Ferris Wheel, Tilt, Kid Rides or any other Ride not conflicting. Low P. O. Must have own transportation. Ride Help of all kinds. Can use few Concessions, no P. C. Ollie Bryer wants Agents for Cork Gallery and Ball Game; Man and Wife preferred. Man and Wife to work Illusion. Magician that can pitch, and Working Acts.

WHITNEY & SCOTT UNITED SHOW
ROLFE, IOWA, JULY 31-AUG. 1 & 2.

JOHN F. REID



Happyland Shows

PERMANENT ADDRESS:
3633 SEYBURN AVE.
DETROIT 14, MICH.
PHONE - 94 1944

CAN PLACE ONE OR TWO MORE SHOWS WITH OWN TRANSPORTATION FOR THE WAYNE, MICH., HOMECOMING, AND THE FOLLOWING BONA FIDE MICHIGAN FAIRS

Mt. Pleasant Youth and Farm Fair, Mt. Pleasant, Mich.; Tuscola County Fair, Caro, Mich.; Northwestern Michigan Fair, Traverse City, Mich.; Northern Michigan Fair, Cadillac, Mich.; Allegan County Fair, Allegan, Mich.; Lapeer County Fair, Imlay City, Mich.

We have Side Show, Girl Show, Snake Show, Wild Life and Funhouse. Any worthwhile attraction not conflicting can get it together at these spots. Very low percentage. Good opportunity for capable Fat Show. Can also place Penny Arcade for balance of season. Address:

HAPPYLAND SHOWS
Pontiac, Michigan, until Aug. 2; then Wayne, Michigan.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

Now Playing New England's Largest Industrial Areas

WILL PLACE now for balance of Still Dates and FAIRS any worth-while Grind Show not conflicting with what we have. Will book one more FLAT RIDE and SPIT FIRE. Want legitimate Concessions of all kinds. Can use few more Agents and Percentage Dealers for office-owned Stores.

WANT—SHOW PAINTER AND LETTERER, MECHANIC AND LOT SUPERINTENDENT.

NEED FOLLOWING RIDE HELP: CATERPILLAR, RIDEE-O and ROLL-O-PLANE FOREMEN, also Second Men on all Rides; use your wives on tickets. Also need reliable Man for utilities and for NEON FRONT GATE AND MARQUEE. Can place SENSATIONAL High Act for balance of season. Replies to

LAWRENCE GREATER SHOWS
NEW LONDON, CONN.

J. F. MARTIN SHOWS

WANT

Free Act, Bingo, Duck or Fish Pond, String Game, Pitch Till You Win, Basket Ball, Photo, scales or age. Harry Perlo wants Agents for Swinger and Over 12 Pan Game. J. F. MARTIN SHOWS, July 28-Aug. 2, Bristol Mill Lot, New Bedford, Mass.; Aug. 4-9, Pomtombka Grounds, New Bedford, Mass.

CAMEL TENTS

ALL STYLES — ALL SIZES

Forest Green — Khaki — Green — Blue
Flash Trimmings — Quick Delivery



CAMEL Manufacturing Company

SERVING THE SHOWMEN OF THE SOUTHEAST
329 South Central St.
KNOXVILLE 60, TENNESSEE

DYER'S GREATER SHOWS

BEST ON EARTH (ON BICYCLES)—"CLEAN AS A WHISTLE"

Marengo, Iowa, Street Celebration, July 30-Aug. 3; Delaware Co. Fair, Manchester, Iowa, Aug. 5-8; Hardin County Fair, Eldora, Iowa, Aug. 11-15; Big 4 Fair, Nashua, Iowa, Aug. 18-22; Clayton County Fair, National, Iowa, Aug. 25-28; Iowa County Fair, Mineral Point, Wis., Aug. 29-Sept. 1; Grant County Fair, Lancaster, Wis., Sept. 3-7; Vandalia, Mo., Free Street Fair, Sept. 9-13. Northern Fairs end, Southern Fairs begin. We want Fun House, Mechanical, Pat Show or any Freak Show. Will furnish outfit or book yours. First-class Pony Ride open. Neat Cookhouse, Sit-Down Grab open. Scales, Hanky Panks, no ex.; Penny Pitch, Straight Wheel Agents, come on. Helpers on all Rides. Loafers, drunks, stay away. Remember everyone works here.
(Cut Out and Save for Future Reference)

POPCORN CARTONS

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

GOLD MEDAL PRODUCTS CO.
318 E. Third Street
Cincinnati 2, Ohio

W H E E L S

Bazaars, Carnivals and numbered Laydown Charts, Milk Bottles, Cans, Hoopla Blocks and Rings, Horse Races, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers
142 W. 24th Street
New York 11, N. Y.

Strates Kayoes Kid Weather On Schenectady Lot

SCHENECTADY, N. J., July 26.—The week, ended Saturday (19), here on the Hungry Hill showgrounds, under the auspices of the Rotterdam Fire Department, was a battle between the James E. Strates Shows and the weatherman, with the shows besting its opponents for six days. Weather reports thru both the press and radio daily were: "Rain and thunderstorms." There were cloudbursts on all sides of Schenectady, but nary a drop on the midway.

Other shows were rained out at both Amsterdam and Troy, N. Y., with many of the shows' visiting personnel surprised at the dryness of the Strates lot. The unique name of our lot, Hungry Hill showgrounds, meant the customers really were amusement hungry, even the two midways and the Ringling-Barnum circus played the town last month. A big factor in the way of drawing power is that this has been Strates territory for the past 25 years.

On Par With 1946

That bad weather breaks and not the lack of spending money is what keep spenders at home was proved here by the big gate attendance and spending sprees that put the grosses at par with the business done during 1946. Even the some rides and shows fell off somewhat from last year, the newly added rides and shows did enough business to bring the grosses up. The fact that the midway is much larger and has been rebuilt since its last appearance here also added to the attendance and takes.

Work of rejuvenating the midway for its fair season is keeping the electrical, building and paint departments hopping. New fronts are in their finishing stages, with Chief Electrician Gifford Ralyea keeping steady company with the neon wagon. Superintendent Mike Olson, who is also making his 25th annual tour with Strates, and James Yotas, master builder, have turned out some fronts and front decorations with eye appeal.

Fleming Visits

General Agent William C. Fleming is seldom around the lot. He only drops in for an occasional confab with the boss, and then he's off again. Manager Dick O'Brien has returned from a trip thru the South where he has been looking over fairgrounds that will have to hold the much enlarged Strates midway.

Mrs. Jack Wright, wife of the special agent, arrived from her home in Tampa to spend the remainder of the season with her husband. Fred and Frances Fournier report a successful season with their string of concessions.

Recent visitors included Mr. and Mrs. Dick Coleman; Mr. and Mrs. Paul Smith, custard operators; Eddie Rahn, agent, all of the Coleman Bros. Shows; and Jack Hutchison, general agent of Robbins Circus. Kenneth Van, tent stake dealer, Northfield, N. Y., mixed business with pleasure by visiting and delivering 500 stakes.

Last-Minute Route Change Beneficial for La Cross

BARRE, Vt., July 26.—A last-minute route switch, sending the La Cross Amusement Enterprises here instead of to White River Junction, Vt., proved beneficial to the org, with all hands reporting good business.

Paul La Cross, owner of the shows, made the switch when he learned a major show played the spot just ahead of his scheduled week. The La Cross engagement was the first carnival to play here in 15 years.

Early to Rise, Etc., Is Okay, But It Can Lead Up to a Ding

SYRACUSE, July 26.—Once an old sage cracked: "He who doesn't work, doesn't eat," but he should have added, "She who doesn't work," to the old saw and it would have fitted the James E. Strates Shows.

Papa Strates doesn't mind putting out plenty of folding money during school season by sending daughter Elizabeth to Vassar, daughter Theadora to a private school and E. James to high school at Corning, N. Y., but when they arrive on the shows bearing dad's name for their summer vacation—it's another story.

Elizabeth is a willing cashier on the frozen custard; Theadora is a willing ticket seller on one of dad's rides, with E. James a willing, a very willing, counterman on the bingo. As the boss of this big railroad show put it, "Work never hurt anyone. My children are willing workers. Furthermore, they must learn that life isn't all play."

Perhaps dad is being put in the middle for a hike in school allowances and more prom money.—S. D.

Bay State Amusement Org Gets It in Quincy, Mass.

QUINCY, Mass., July 26.—Bay State Amusement Company chalked up a red one at the Quincy celebration July 4. Police estimated more than 200,000 persons attended the celebration.

The Bay State org had 14 rides, 9 shows and 110 concessions, and all hands, officials said, got plenty of folding stuff.

Latina Hoisted for \$2,550

PROVIDENCE, R. I., July 26.—Concessionaire Salvatore Latina, of Hartford, Conn., told police he was held up by two men and robbed of \$2,550 Saturday (12). Theft took place on the street about 1:30 a.m. as he was returning to his hotel room, Latina said.

WANTED

2 MEN AND WIVES OR MEN ALONE FOR COTTON CANDY, ICE CREAM BAR AND SALT WATER TAFFY CONCESSIONS

No Experience Necessary. GOOD SALARY and BONUS. After Fairs, All Year Around Work in Kresge's Dime Stores.

Write or Wire

JOSEPH ARCHER

WONDER SHOWS OF AMERICA

Dubuque, Iowa; then as per route.

WANTED DANCING GIRLS

For Revue. Best salaries and wardrobe. Candy Butcher and Talker.

PRINCESS ANITA

c/o Penn Premier Shows, Montoursville, Pa.

FOR SALE

Complete Bingo on 20 Ft. Custom Trailer with 1 1/2 Ton International Truck, 12x10 flame-proof canvas and frame, 8x8 Blue Canvas and frame, 12x12 Hoop-La, 12 Ft. Ball Game. Also Equipment and Stock. Will consider partner who can operate same. Must have some cash. Now working Chicago lots.

BOX 112, c/o The Billboard, 155 N. Clark, Chicago 1, Ill.

STARTING FIRST WEEK IN SEPTEMBER
IN ALABAMA
AND
GEORGIA

CAN USE
COLORED MINSTREL SHOW
OR
SHOWS THAT DO NOT CONFLICT
WITH WHAT WE HAVE
ALSO WILL BOOK RIDES
TILT-A-WHIRL, FLY-O-PLANE OR FLYING SKOOTER
WIRE OR WHITE

TRIANGLE SHOWS

HARRINGTON, DEL., this week; then MARTINSBURG, W. Va.

5-BIG GOLDEN SPOTS-5

FAIRS AND CELEBRATIONS

ALL IN INDIANA STARTING NEXT WEEK

DUBOIS COUNTY FAIR

HUNTINGBURG, IND., WEEK OF AUGUST 4TH

SALEM, IND. FREE FAIR AUG. 11 TO 16	BROWNSTOWN, IND. FREE FAIR AUG. 18 TO 23	ORLEANS, IND. STREET FAIR AUG. 25 TO 30
---	--	---

THEN COMES THE HOTTEST LABOR DAY

CELEBRATION IN THE STATE

PRINCETON, IND., SUN., AUG. 31

LABOR DAY

2 BIG DAYS - GET YOUR WINTER B. R. HERE!

We can place the following for these fairs and celebrations: Gray, and clean cookhouse that will

gater to show folks; jewelry, Novelties, Age and Sealers, Lane Rack, Long and Short Range

at kinds, OPEN MIDWAY, Place reliable, sober Ride Men on all major Rides. All wife

"BLUE GRASS STATE SHOWS"

C. C. GROSCURTH, General Manager

This week, Poseyville, Indiana; all next week, Huntington, Indiana.

W. R. GEREN Presents

MIGHTY HOOSIER-STATE Show

FAIRSI CELEBRATIONS! FAIRSI

Bremen Firemen's Fair, this week; North Judson Street Fair, August 4-9; Bicknell Knox County Fair, August 12-16; Corydon Harrison County Fair, August 18-23.

Want Ride Help? - Foreman for Tilt-a-Whirl, also Second Men, Foreman Jerry-G-Round, Foreman for Octopus, Come on, Just grab sober and produce. Vases tops and sure. Want Concessions - Pool Dealer, 50-60 with office. Selling or any line Stock Stores. Privilege \$26.50. Want one Pee Scales, Weight, High Sinker, Jewels, or any other goods, contact M. H. May Show Acts. Will make outstanding offer to Magician with punch who has pitch, Tailcoat Man, Any good Side Show Act. Musical Sampson, wire Doc Warner. Jerry Edwain, contact M. H. May at once in care of this show. For Sale - New Flying Scooter with new 28-foot Sinker. Sent built for same; new Splitter with 26 foot Kentucky Semi built for same. Will sell these Rides for cash or will trade either one on a good No. 5 Wheel. Rides can be seen in operation at any time. All replies to W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS, Bremen, Indiana, and Per Route.

FOR SALE

JAY WARNER
 Box 181, Bay St. Louis, Miss.

One Merry-Co-Round, new. All material in this ride is new from the mud sills to the horses. Well decorated crossties, inside scenery. All centrifig gears are steel, no cast iron on the machine. The horses are aluminum, 4 ft. 6 in. long, all jumpers; engine, Merry-Chalmers; top, sidewall green, waterproof; ticket box, knock down, Merry-Co-Round in diameter. If you want machine you have to come here and see it to appreciate it. Good as any machine on the road. The chairs are well decorated. If you want the machine you can wire a deposit and will hold the machine for you until you get here. If you're not satisfied your money refunded. Reference: Hancock Bank, Bay St. Louis, Miss.

MODERN CHAIRPLANE AND KIDIE AIRPLANE RIDE IMPROVED

WRITE FOR CATALOGUE
 Can give delivery within two to three weeks on Chairplanes. Also immediate delivery on Gears and Church Parts.

SMITH & SMITH, SPRINGVILLE, N. Y.

BOOMERANG

Unlimited Capacity - Repeater - Thriller
U. S. RIDING DEVICES CORP.
 Write for Catalogue
 Brooklyn 12, New York

12-BONA FIDE FAIRS-12

BLOUNT COUNTY FAIR-Maryville, Tenn., Aug. 4-9

SOUTH WEST VIRGINIA FAIR AND HORSE SHOW-Abingdon, Va., Aug. 11-16

TAZEWELL FAIR AND HORSE SHOW-Tazewell, Va., 18-23

LEE COUNTY FAIR-Pennington Gap, Va., Sept. 1-6

EAST TENNESSEE COLORED FAIR-Knoxville, Tenn., Sept. 8-13

SEVIER COUNTY FAIR-Sevierville, Tenn., Sept. 15-20

BARTOW COUNTY FAIR-Cartersville, Ga., Sept. 22-27

CHEROKEE COUNTY FAIR-Canton, Ga., Sept. 29-Oct. 4

NORTH GEORGIA COLORED FAIR-Atlanta, Ga., Oct. 6-11

WASHINGTON COUNTY FAIR-Sandersville, Ga., Oct. 13-18

DODGE COUNTY FAIR AND RACE MEET-Eastman, Ga., Oct. 20-25

WIRE GRASS EXPOSITION-Waycross, Ga., Oct. 27-Nov. 1

Want Aerial Acts to join at Maryville, Tenn. Price and description first reply.

Can use Rodeo for this date. Must have plenty stock and people.

Want Photos and Grab, legitimate Stock Concessions. No exclusives except Bingo.

Lee Houston wants Side Show Acts; those who have worked before, answer. Tex Dubose, please wire.

Want Comedians and Dancers for Minstrel.

ALL ADDRESS

SHAN WILCOX, General Manager
HARLAN, KY., THIS WEEK

Permanent Address: 607 East Broadway, Maryville, Tenn.

SHAN BROS. SHOWS

PRESENTS AN EXHIBITION OF RARE JUNGLE ANIMALS

TRAINED PONIES & THRILLING RIDES & FUN DEVICES

MAIN ENTRANCE

Rigging Stays Safe with COFFING PULLING EQUIPMENT



Castle is shown tightening his bounding wire with a 1½ ton capacity, Model FG, Safety-Pull Ratchet Lever Hoist. Other Coffing Hoist Equipment shown at left is Midget Puller, 500 lb. cap., weight 6½ lbs.; center, Safety-Pull Ratchet Lever Hoist, ¼ ton cap., weight 14 lbs.

Rigging is a big job whether it's for a wire artist like Hubert Castle of Cole Brothers Circus (above); for the big top, or for the cook-house. That's why Coffing Hoist Equipment is a natural for fast, easy and safe rigging.

Here's what Castle says about Coffing Hoists: "Your hoist has certainly proved to be ruggedly dependable under even the most adverse conditions. In my opinion, it is by far the safest, fastest and most compact hoist to be found anywhere."

Good words from a great performer on the wire . . . and there's a complete line of Coffing Hoist Equipment to give equal satisfaction on any circus rigging job. Send a postcard today for Bulletin C100C.

Catch Castle's act with Cole Bros. Circus—See Circus Routes Page for locations this week.

COFFING HOIST COMPANY
DANVILLE, ILLINOIS

From the Lots

Madison Bros.

UTICA, Ill., July 26.—Org's business here and in Woodstock and Morris, Ill., held up well in the face of cold weather. Excellent business was scored over July 4 at Rantoul, Ill. R. W. Rocco, concession manager, reports that all concessions clicked in that spot.

New kiddie ride and candy floss joined in Woodstock. Gale Fulton came on with two stores and bingo. Walter Gawle, scenic artist, who completed his work with the Majestic Greater Shows, rejoined this org in the same capacity and now has watch-la, taffy apples, shake-ups, snow cones and candy floss. Org's lighting system has been augmented by five huge light towers.

Bill Boyle, front gate boss, continues to do a good job of laying out the lot.

Dick Kennedy, former electrician on the John R. Ward's Shows, is vacationing on this show.

Max Madison and Bud Henseley are proud of their new 34-foot trailer van for the Merry-Go-Round. The writer has resumed publicity duties which were abruptly halted last fall by severe illness. — KATHLEEN GAWLE.

Silver States

FALLS CITY, Neb., July 26.—Business was very good here the week ending July 19, the shows getting its best still date gross of the season. Sponsored by the Veterans of Foreign Wars, org was spotted on the downtown armory lot.

Stand got away to a good opening crowd Monday (14). Business the following day was almost double and it continued good, with Saturday night (19) giving the shows and rides capacity business. Only Saturday afternoon was light.

Isler's Side Show was jammed each night. Mr. and Mrs. McKneese reported a big week with their bingo.

Leon McLendon joined with 3 concessions, Mr. Duffy with 4 and Chick Williams with 1. Mr. and Mrs. Tom Wentworth rejoined after an absence of two months caused by Tom's illness. He now is superintendent of rides.—FRANK GASKINS.

Royal Rides

ARITON, Ala., July 26.—In answer to our friend, Bob Overstreet, I wish to say I am sorry he could not find us, but the org is still sailing—not in the sticks—but in the heart of towns. In some of our spots the wind seems to stop, but then a little breeze starts strong enough to keep us sailing.

We have been in Southern Alabama for several weeks and have met several showmen, all crying the blues.

We played Samson, Ala., July 4. About 5,000 turned out and spent well at all concessions. Rides ran near capacity. I am headed for the tobacco market and hope to find some money there.—JOE SALADINO.

D. & P.

DICKSON CITY, Pa., July 26.—Org made the jump here without mishap. No one rushed to set up in the burning sun, but everything was in readiness for the Monday (14) night opening, which drew a good crowd. Spot netted good business.

Ferris Wheel and Loop-o-Plane were top money getters. Floyd Shenk's bingo and stands did okay. Ditto the kiddie rides. When the weather has been with the show, candy apples and French fries have been getting their share.—JACK LANG.

Lloyd G. Johnston Shows

WANT

Help for Concessions and Rides. Also will book Independent Concessions that do not conflict. Will also book two major Rides for the following Fairs and Celebrations: Gravity, Iowa, Homecoming, July 30-Aug. 2; Decatur Co. Fair, Leon, Ia., Aug. 4-7; Essex Annual Celebration, Aug. 12-16; Adams Co. Fair, Corning, Ia., Aug. 18-20; Clearfield, Ia., Celebration, Aug. 22-24; Brooks, Ia., Annual Homecoming, Aug. 28-30; Davis City Homecoming, Sept. 1-6. More pending, according to weather.

LLOYD G. JOHNSTON SHOWS

WANTED TO BUY 35 BY 70 TENT

with 10 Ft. Side Wall. Must be in good condition and priced right. Would consider renting same if not for sale. Wire stating full details.

F. W. MILLER

c/o Wade Shows, Hasting, Mich., week July 28th; Ososso, Mich., week August 4th.

WANTED

Rides, Shows and Concessions for Celebrations and Fairs starting Aug. 5. Hillsboro Celebration, Rutland Italian Celebration, Fairless (Vt.) Celebration, Townsend (Vt.) Fair, others to follow.

Wire or write

FRANK GRIMES

Hillsboro New Hampshire

WANTED

Capable Wheel Agents. Can also place Blower and Roll-Down Agents.

JACK GILBERT

Endy Bros.' Shows, Johnstown, Pa., this week; then as per route.

Attention, Concessioners!

Want Concessions for four Red ones: West End Fair, Aug. 26 and Aug. 27; Pen Argyl, Pa., Aug. 28 to Sept. 1; Honesdale, Pa., Sept. 16-Sept. 19; Ephrata, Pa., Sept. 24-Sept. 27.

Contact

P. E. REITHOFFER, JR.
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Ping-Pong, Photo Gallery, trailer-mounted, A-1 flash. Ready for business on location in 15 minutes. Everything supplied to make \$500.00 business. Price, with new Trailer, \$1,250.00; or Gallery alone, \$600.00.

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IRVING MOSIAS

c/o Kirkwood Shows, Dundalk, Md., this week; Newport News, Va., follows.

Wanted Small Carnival

Aug. 30, 31 and Sept. 1, Hardin, Ill., Legion Park. Sponsored by Calhoun American Legion Post 636.

Contact ARTHUR S. KAMP, Kampsville, Ill. (Phone 581)

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For the week of Sept. 22.

A good spot for Rides and Concessions.

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AUG. 5-6-7-8

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20'x50' 20'x40' 20'x30'
20'x20' 14'x21' 14'x14'

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Made in any length at the above rate per running foot.
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Due to disappointment
Sullivan, Ill., Homecoming, Aug. 18-23
Good carnival town. Free Acts, Name Bands and Merchandise Drawings nightly. Good deal. Can split show for the following week, Aug. 25-30, at Windsor and Mahomet, Ill., or will book small Carnivals or Independent Rides, Shows and Concessions for Windsor and Mahomet.
HURRY—HURRY. CONTACT

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Tuscola, Illinois

FOR SALE SPITFIRE RIDE

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WILL BUY, BOOK OR LEASE

No. 5 ELI FERRIS WHEEL
Cash Is Waiting
DOWNRIVER AMUSEMENT COMPANY
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Bright Lights Exposition

BEAVER FALLS, Pa., July 26.—Org played Beaver Falls this week under auspices of the 322d Infantry, with lot located in the heart of the city.

Our preceding date was at Mt. Pleasant, Pa., where the show opened Monday (14), under auspices of the Lions Club, to good business which continued thru the week despite threatening weather, with Saturday (19) matinee and night being exceptionally big.

Mr. and Mrs. Bert Beard are doing well with their penny pitch and bottle ball games, hitting the jackpot at the recent McKees Rock stand. Mary Ann Lucas and Hattie Dolan are keen competitors in ball game business. Frank Joseph, operator of the Spitfire and Octopus, is having a good season and recently purchased a new tractor and trailer to haul his Spitfire and has more motor equipment on order. Irving Salsberg is doing well with his concessions.

Visitors at Mt. Pleasant included a number of people from the Triangle Shows, while a nightly visitor on the lot was Clark Queer, postmaster and newspaper publisher of the town. General Manager John Gecoma and Clark Queer drove over to the Paramount Shows at Greensburg Thursday (17) and found the show lot flooded with one of the heaviest rains in Western Pennsylvania's history. This org caught only the tailend of this storm and was able to operate.

Joining the shows for a vacation tour, at Irwin, were Mrs. O. L. Nichols and Homer Francis (Sonny) Stewart, mother and son of LaVerne Daniels, penny pitch operator.—MRS. K. M. KETCHUM.

Pioneer

WATKINS GLENS, N. Y., July 26.—Despite rain every day, shows played to fair business at Watsonstown, Pa. While two nights were rained out, the midway was crowded on three nights and had a good kiddie matinee Saturday (19). Rides and shows did good business.

Special events staged during the run included an elaborate fireworks display Thursday night (17), preceded by a parade of floats and Mummers, and a big firemen's parade Friday night in which 38 fire companies, 7 bands and 8 drum corps and novelty units participated.

Mrs. Mickey Percell's bingo continues to set the pace. Jerry Higgins has added another girl to his *Chez Paree*. Pete Percell, concession manager, has added a store. Paul Merrick, advance agent, grabbed off two more fair dates. Frank Johnston is back with the show after a short absence. Mr. and Mrs. Alfred Smith and Mrs. Ida Kirkland were recent visitors.—PHILIP J. KIRKLAND.

Sam's Funland

ENFIELD, N. C., July 26.—Shows played Nashville, N. C., week of July 4, with business off due to a murder trial which kept the citizens away from the lot. Stand was not a total blank, however, as good crowds showed up each evening. Mr. and Mrs. Jack Oar and son joined with their Snake Show and two concessions. Mr. and Mrs. Reed joined with two concessions.

With the Keystone Exposition Shows playing 25 miles away, visits were exchanged. Visitors included Frank and Bill Dickerson of Rocky Mount, N. C.—MARIE SWAIN.

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Brand new Kron Platform Scale. Price, \$650.00. 1 14x16 California Cat Rack, complete with 63 cats, ready to operate. Price, \$325.00. Come and get it.

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FAIRS START THREE WEEKS

WANT WANT WANT

SHOWS—Mechanical City, Illusion, Monkey, Fun House, Penny Arcade.
RIDES—Kiddie Airplane, Chairplane, Octopus, any Ride not conflicting.
CONCESSIONS—Photos, Mitt Camp, Buckets, Blower, Bowling Alley, High Striker, Dart, Penny Pitch, Jewelry, Shooting Gallery, Bumper, French Fries.

WANT FOLLOWING AT ONCE — WIRE:

RAT GAME PAN GAME OVER-UNDER PEA POOL	FUN HOUSE WIRE AT ONCE	OCTOPUS & CHAIR PLANE WIRE	TILT & MERRY-GO-ROUND FOREMAN THIRD MEN	SECOND MAN FOR WHEEL COME ON	TALKER FOR OFFICE MINSTREL
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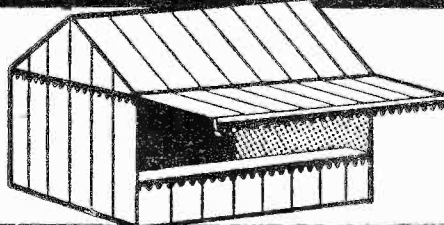
HELP—Feature Acts for 10-in-1, Talker, also Inside Lecturer, Girls for Girl Show, Front Man, Comedians, Musicians for office-salaried Minstrel Show, Truck Drivers, Ticket Sellers. Help in all departments.

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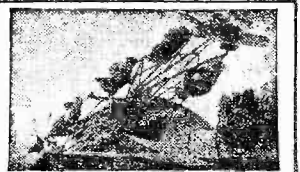
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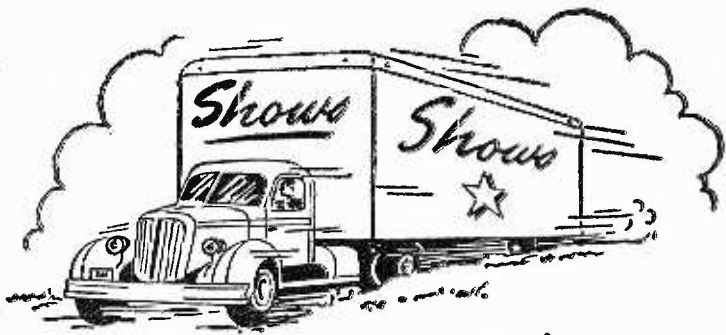
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1947 SHOWS 1947

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WANT WANT WANT WANT

For the best spots in New England—Leominster, Worcester, Mass., and Concord, N. H. Roll-o-Plane, Fly-o-Plane, Tilt, or any rides not conflicting with what we have. Good opening for Shows. What have you? Time is short, so contact at once. Bill Moore wants to hear from Count Store Agents. P. C. Agents, also Girls for well framed Girl Shows.

Wire **WILLIAM (BILL) MOORE, Business Manager**
GRANITE STATE SHOWS, This Week, Leominster, Mass.
 Steve (Whitey) Rogers, contact Congo (The Original) c/o Show

"America's Best Amusement Equipment"

HARRY LOTTRIDGE SHOWS

(Formerly Pryor's Amusement Shows)

RIDES All are Show owned and are NEW, either this year or last year. Can always use good, sober Ride Help. Top salaries.

WANT Monkey Show, Illusion Show, Snake Show, Fat Show, Midget Show, Five-in-One, Mechanical City, Fun House or any worthwhile attraction.

WILL BOOK Penny Arcade and Diggers. Concessions that do not conflict. Strictly legitimate and for a dime.

Want Clown for Street and Midway Advertising. Must have several changes of costume. Want High Swaying Pole Act. State exact height. Don't misrepresent. Best salary for 10 or more weeks work.

ATTENTION, SOUTHERN FAIR SECRETARIES

Am interested in booking a real good route of worth while Fairs (no promotions), commencing Sept. 15th. If you want the best in a medium sized Carnival, come and see for yourself. You will surely be satisfied and book us, as we do operate a CLEAN MIDWAY.

All replies to
HARRY LOTTRIDGE, Manager
 SMITHERS, W. VA., this week; then as per route.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

CHICAGO, ILL.

From the Lots

Virginia Greater

BEL AIR, Md., July 26.—Week ended July 19; weather, inclement; auspices, American Legion; business, fair.

Org moved in here from Annapolis, Md., after laying over for three extra days to make this a two-Saturday date. Rain was plentiful here. When we moved onto the lot we found it soggy. Manager Rocco Masucci had many truckloads of shavings and sawdust scattered around. The G. I. winch tractor certainly proved its worth here. The Legion committee, under chairmanship of Forest Taylor, co-operated in every way.

Mrs. Eva McAllister returned from her home in New Jersey after visiting her daughter, who is ill. Raleigh Gibson spent a few days at his home in Charlottesville, Va. Manager Masucci had as his guests here Sheriff Raymond Fulker, Major and Mrs. Archer and G. C. Cooley.

Jack Perry, of the Bistany and Perry shows, stopped over. Mr. and Mrs. Earl Burkins, of Bel Air, were seen on the midway. Burkins is the former mayor of Bel Air. Bob Coleman, whose bingo proved popular here, had a surprise visit from his brother, Nelson, and his family. Bob and Nelson hadn't seen each other in 25 years. Bob's nephew and niece, Dominick and Patricia DeSandro, are working the bingo.

Arthur Gibson has installed a special floodlight system on the towers of the show's transformer truck. Louis Augustino's Wild Animal Show got its share here. Sidewall Smiddy, feature comedian on the Cotton Club, minstrel revue, is back after a visit to his home in Suffolk, Va. Mr. and Mrs. Oliver Jones joined with novelties. Their daughter is operating penny pitch.

News from Dave Linebarrier, who is hospitalized in Daytona Beach, Fla., is he is getting along okay. Dave's mother, Mrs. D. P. Linebarrier, was up from Florida to visit Dave's wife and children, Paul and Butch.

Mrs. Noel Bass was hostess at a dinner Wednesday (16). She was assisted by Frankie Carleo. Mrs. Masucci's sister, Mrs. Francis Humphry, and her children, Frances and Harold, spent a week on the show. The newlyweds, Mr. and Mrs. Dan Scallie, also visited. Mrs. Scallie is a niece of the Masuccis.—H. W. (HAPPY) ARNOLD.

Morris Hannum

CONSHOHOCKEN, Pa., July 26.—This date was a tremendous success. Sponsored by Spring Mill Fire Company No. 1, Charlie Johnson, veteran fair secretary did a splendid job for us. Ideal weather prevailed all the way and attendance increased nightly.

Many concessions were added here. Mr. and Mrs. Speedy Bobo operated the Motordrome and James Hannigan had his side show here. Peaches O'Neil and her Sky Revue were the free act.

Cash prizes were awarded nightly by the fire company and on closing night a 1947 Oldsmobile was given away.

Visitors included Mr. and Mrs. Bill Goss; A. M. (Juggy) Podsobinski, owner of the A. M. P. Shows; Walter K. Sibley, National Showmen's Association, and Leo Bistany and several members of his organization.—GARNETT PALEN.

Wanted-Wanted-Wanted

For a string of Michigan Celebrations, CONCESSIONS THAT WORK FOR A DIME. Also can use RIDES not conflicting.

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No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5.00 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6c.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
 White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides . . . \$30.00
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 M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M1.50
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 SEE PAGE 97

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HUGH RICH
 BOX 2586, BOISE, IDAHO

UP-TO-DATE RIDEE-O

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 \$4,500.00 or swap for 2 30' Semi Trucks. The Ridee-O is now in operation. Come and see it.

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BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 40

J. A. Gentsch

LEXINGTON, Tenn., July 26.—Spotted two blocks from the courthouse here the week beginning July 14, org played to spotty weather. First half of the week was almost a blank, rain falling each night before opening time. However, the weather cleared the last three days and business was okay Thursday and Friday and there were 4,000 admissions Saturday night. Shows and rides received top play, with concessions coming in a slow third.

Visitors included ex-sheriff and Mrs. Griffin, of Jackson, Tenn., and Mr. and Mrs. Tucker, electric appliance store owner, who hosted Mr. and Mrs. Gentsch and daughter, Myrna, during the engagement. Myrna remained here with the Tucker family for a visit and was due to rejoin the show at Corinth.

Mr. Sanderson joined here with a well-framed long range lead gallery, as did Mr. Poke with his attractive novelty concession. Mr. and Mrs. Crane, custard ops, are back with outfit.—FAY N. CURTIS.

Carl Bohn & Sons

HUME, Mo., July 26.—Rides, shows and concessions had fair business the first three days and excellent business the last two days of its stand here.

Show's line-up follows: Dewy Giles, cookhouse; Sailor Moran, three concessions; Doc O'Malley, kiddie ride; Tex Forkum, electrician and shooting gallery; Howard Rogers, popcorn, coke, rat game and two center joints; Lucky and Kay, Monkey Show; Charles and Lena, Girl Show and penny pitch, and Al Herman, three concessions. There are two office-owned concessions.

Staff consists of Carl Bohn, owner-manager; Ray Jones, general agent; Alma Bohn, secretary, and Porky Bohn, general aide.

WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY

CHEBOYGAN, MICH. (FAIR), AUG. 5-9

Want Monkey Show, Animal, Mechanical City, Glass House, Iron Lung, War Exhibit, Fat Show, Wild Life and other attractions. Can place Merchandise Concessions of all kinds for the balance of season. French Fries open. Ride Help that drive semis, Second Men for Tilt, Wheels and Octopus. Join on wire.

JOHN QUINN, Mgr.

NEGAUNEE, MICH., until August 3d

GALLERY AMMUNITION

.22 SHORTS, \$61.50 CASE

SPATTERLESS, \$66.60 CASE
NEW RIFLES, Winchester 62 Gallery
Pumps \$37.50 Ea.
Send 1/3 deposit, balance C. O. D.

SHOWMEN'S EXCHANGE
707 Gee Street, N.W., Washington, D. C.



**TURTLES
CHAMELEONS**

BOXES — FOOD — PINS and CHAINS
Write for Prices.

TROPICAL TURTLE CO.
HOUMA, LOUISIANA



FOR SALE

Miniature Train, complete with track for 250 ft. oval. Immediate delivery. \$3,250.00. Inquire

KING MANUFACTURING CORPORATION
3152 W. Chicago Ave., Chicago 22, Ill.

RIDES WANTED

For 3-County Celebration, Sept. 10-11-12
BOONVILLE, MO.

Under auspices of Boonville Chamber of Commerce.
Contact: C. & W. MUSIC CO.
723 Morgan St., Boonville, Mo.

MODEL SHOWS, INC.

WANT FOR FOLLOWING FAIRS AND LONG SEASON SOUTH

Vinton, Independence, West Union, Audubon, Jefferson, all Iowa; Carthage, Ill.; Russellville, Ark. Other Choice Southern Fairs Contracted.

RIDES—Caterpillar, Tilt, Spitfire, Fly-o-Plane or Roll-o-Plane.

SHOWS—Wild Life, Glass House, 10-in-1, or any worth-while attraction.

CONCESSIONS—Stock Concessions. Must be well framed.

Fort Madison, Iowa, this week; Vinton, Iowa, next.

PIONEER SHOWS
high class midway attractions

MOUNT MORRIS, N. Y., FIREMEN'S CELEBRATION, AUGUST 4 TO 9

Fireworks, Parades, Car Given Away, other outstanding events. Canning factories going full blast. Don't miss this one, better than the overgrown Pumpkin Fairs. Rates reasonable.

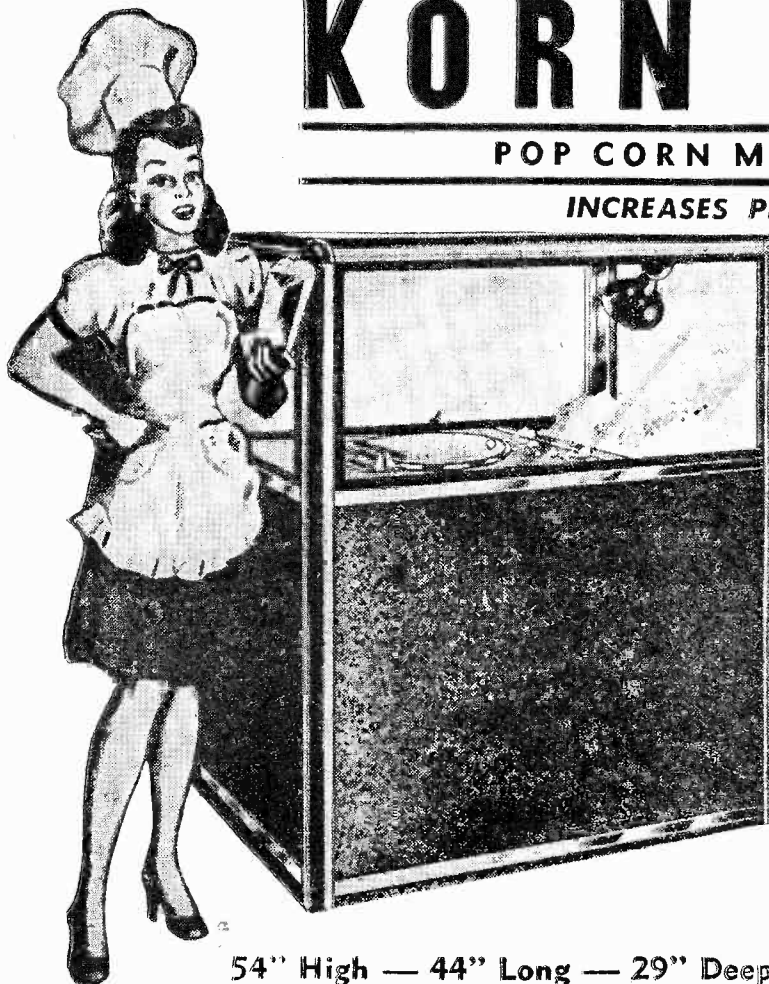
WANT Concessions, Shows, Bingo Caller, also other useful help. Another of Western New York's best following. Answer this week, Western Union, Knoxville, Penna.

MICKEY PERCELL

IMPROVED KINGERY

EASY TO OPERATE

- 1 lb. Kettle
- Infra Red Lamp
- Safety Switches
- Large Storage Pan
- Beautiful Cabinet
- Thermostatic Control
- Chrome Plated Moulding
- Removable, Cleanable Parts
- Ball-Bearing Swivel Casters
- Efficient Exhaust Directly From Kettle



KORN KING

POP CORN MACHINE

INCREASES PROFITS

NOW

\$409.50

F. O. B. FACTORY

IMMEDIATE DELIVERY

54" High — 44" Long — 29" Deep

KINGERY DIVISION

**THE CRESCENT TOOL CO.
CINCINNATI 14, OHIO**

Get ALL Your Needs From ONE Source of Supply!

COCOANUT OIL
White or Colored
Finest Quality
AVAILABLE FOR IMMEDIATE DELIVERY
LARGE QUANTITY PRICES SENT ON REQUEST

POPCORN BOXES
2 OZ. 1 3/4 OZ.
5c SIZE
High Grade Board

PEANUT OIL
Orders shipped within 24 hours

S. A. YELLOW HYBRID POPCORN
Best Quality Corn Guaranteed
FOR POPPING VOLUME
LARGE QUANTITY PRICES SENT ON REQUEST

Distributors for
CRETORS
Popcorn Machines

Salt Seasoning
Paper Cones
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All Prices
F. O. B. Chicago
Subject to Change

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

From the Lots

B & H

LEESVILLE, S. C., July 26.—Org made the short jump here from Edgefield, S. C., in good time and everything was up and ready by noon Monday (14). Opening night crowd was big but at 10 p.m. the rains came and all but washed out biz for the rest of the evening.

Owner W. E. Hobbs recently took delivery on a new Tilt-a-Whirl and two more semi-trailers. With the addition of the ride, the shows now have 4 major rides, 3 shows and 38 concessions.

E. A. Murray, assistant manager, recently returned from an extended business trip, and reports he has many fairs signed.

Mrs. W. E. Hobbs is on the sick list but is expected back shortly. The Minstrel Show has been topping all shows to date. Lewis Fowler is manager, and Sonny George, stage manager. Fowler, in addition to managing the Minstrel Show, also is electrician and looks after rolling stock.

Staff: W. E. Hobbs, owner-manager; E. A. Murray, assistant manager; Mrs. W. E. Hobbs, secretary-treasurer. Rides: Ferris Wheel, Stanley Johnson, foreman; Merry-Go-Round, Dan Cotney, foreman; Chairplane, Carmel Wade, foreman; Tilt-a-Whirl, Guy Waters, foreman.

A new frozen custard has been completed in winter quarters and will be added soon.

Recent visitors included F. E. Span, Mr. and Mrs. Frank Parton and Pete Miller.—FRED OWENS.

Ohio Valley

TOLEDO, July 26.—Shows moved in here for the American Legion Celebration at Reynolds Corners, following good business at Boswell, Ind., over the week of the Fourth. Stand at Boswell was helped by several free acts, including Captain Froboess, high pole, and Fisher and Gramm, trapeze, as well as fireworks.

Business built steadily thru the week here, and Saturday and Sunday was big to net us a winner.

Concessions: Bill Wolcott, 3; Ace Ross, 4; Mr. Pope, 3; Don Suiron, 1; Bud Birchman, 2; George Domer, 2; Bill Birchman, 1; George Lay, 1; Nick Hergatt, 1; Shorty Kramer, 2; Nick Nickell, 2; Herb Engelking, 1; H. C. Gray, 1; Carl Knapp, 1; Will Bean, 1; Al Clinger, 1; Mr. Wilson, 2; Mr. Nord, 2; Mr. Noeding, 1 and Mr. Burghman, 3.

Shows: William Bean, Girl Show; Bill Wolcott, Pennyland; Charley Shill, Monkey Show and Dog and Pony Circus.

Recent visitors were Mr. and Mrs. Brown, until recently with Happyland Shows, and Mr. Anderson, owner and manager of Northwestern Amusement Company. Mr. and Mrs. Paul Whitehead visited with Bill Harris, shows' general agent. Owner-Manager Roxie Harris had J. C. Weer as visitor.—BILL HARRIS.

Page Bros.

WAVERLY, Tenn., July 26.—In the week ended July 19 for its second stand here this season, org's business was 25 per cent better than at the spring engagement.

Paul Pittman, concession manager, has framed three more joints for the office. Manager Page purchased a tractor and trailer to haul the concessions.

Mrs. Curley Frances, who undertent a minor operation in Huntington, is back on the show. Joe Robertson, back from a trip to his Bear Creek, Tenn., farm, says the crops look good.

Eddie Leamon's Jig Show continues to hold the crowd with his high-pole free act. Much repairing and painting is being done in preparation for the fairs.—V. COLLIER.

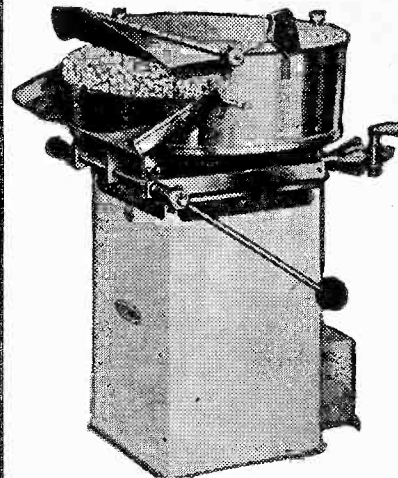
POPCORN PROFITS DOUBLED!

with this Auxiliary



Since 1885

GIANT MODEL 41



A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed. . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.

C. CRETORS & CO.

602 W. Cermak Rd. CHICAGO 16

WONDER SHOWS OF AMERICA
"THE WORLD'S FINEST RAILROAD SHOW"

WANT HANKY PANKS, SCIENCE AND SKILL GAMES THAT WORK STRICTLY FOR STOCK
For the Following Fairs and Balance of the Season: Chippewa Falls, Wis.; Owatonna, Minn.; Fargo, N. D., and other good ones to follow. Will book Photo Gallery. Vivian Rickby wants capable Reader. Want sober, reliable Help in all departments.
All Address:
MAX GOODMAN, Mgr.
DUBUQUE, IOWA, this week; then to Chippewa Falls, Wis. (Fair)

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT WANT WANT
CONCESSIONS—Will book a limited number of legitimate Merchandise Concessions: Hoop-La, Huckley Buck, Photo Gallery, American Palmistry, Frozen Custard, Ice Cream all open. (Positively No Percentage, Coupon Stores or Gypsies.) Mr. Venner, get in touch with us at once. SHOWS—Can place high class money getting Shows in keeping with our standards: Circus Side Show, Midgets, Mechanical, Big Snake, Animal or any first class attraction. (No Girl Shows.) RIDE HELP—We carry 14 Rides, all new, and can place reliable, sober Foremen and Second Men. (No drunks.) NOTICE—If you are interested in making money we offer one of the finest organizations on the road, beautifully illuminated, and featuring The Four Skyrockets as a free attraction. Our route is the very best, playing only industrial cities with a pay roll on the best locations available under the best auspices. All address:
JOHNNY T. TINSLEY SHOWS
Atlanta, Ga., this week (Memorial Drive and Chester Ave.); Marietta, Ga., week August 4.

ICE CREAM MIX

Just Add Water for a 12% Butterfat Ice Cream
Vanilla and Chocolate Flavors

Manufactured by large dairy. Packed 250 lb. barrels @ 35c a pound. By adding 4 1/4 quarts water to 4 1/4 pounds mix it will make 2 1/2 gallons of finished 12% butterfat ice cream costing you less than 60c per gallon.

BOX 227, THE BILLBOARD

1564 Broadway

New York City 19

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

WANT WANT WANT
For the big Marshall, Ill., Clark County Fair. Now playing Otterbein, Ind., Street Fair, WILL BOOK—Spitfire, Octopus. CAN PLACE—Binzo, Milk Bottles, Ice Cream, Balloon Dart, Long Range Gallery, Glass Pitch, Watch-La, String Game, Clothes Pin Pitch, French Fries, Frozen Custard, Lemonade Shake-up. WILL BOOK—Monkey Show, Fat Show, Five-in-One, or any Show of merit. CAN USE—Useful Ride Help in all departments. Answer JOHN PORTEMONT, Otterbein, Ind.

Table with 2 columns: Stock Tickets (One Roll \$1.00, Five Rolls 4.00, Ten Rolls 6.00, Fifty Rolls 20.00, 100 Rolls 38.00) and Rolls 2,000 Each (Double Coupons, Double Prices). No C. O. D. Orders. Size: Single Tkt. 1x2.

"A Good Conscience Is a Soft Pillow."
FOR TICKETS OF EVERY DESCRIPTION
THE TOLEDO TICKET COMPANY
114-116 Erle St., Toledo (Ticket City) 2, O.

Table with 2 columns: 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) and Roll or Machine Double coupons, Double Prices.

FOR SALE
SUPER ROLLOPLANE
Complete. Ride in perfect condition. Can be seen in operation. Price, \$5,000.00.
ISLAND MANOR SHOWS, INC.
128 Franklin St. Elmont, N. Y.

WANTED
All Ride Boys who were with me last year on Sunflower State Shows, please contact me at once.
JAMES A. DORAN
IMPERIAL EXPOSITION SHOWS
Wenatchee, Washington, July 28 to Aug. 1; then per route.

WANTED
Have 8 Shetland Ponies, sweet arrangement, truck, equipment and Help wanted. Like to book with good Carnival going south.
JOHN THORNTON
RYAN, IOWA

FOR SALE—1946 SPITFIRE
Operated 5 months, excellent condition; 1942 Chevrolet Tractor and 1946 special built 28-ft. Trailer to transport Ride. Immediate possession. Price, \$10,500.00 cash for all.
GEORGE R. SEXTON
1650 Bennett Ave. FLINT, MICH.

RIDE HELP WANTED
For Ferris Wheel, Tilt-a-Whirl, Octopus. Must be experienced, sober, reliable. TOP SALARY.
DELGARIAN AMUSEMENT CO.
2303 N. Melvina BERKshire 7964 Chicagl 39, Ill.

CATERPILLAR FOR SALE
24-Car, good condition. Can be seen in operation.
GRIFFEN AMUSEMENT COMPANY
Jacksonville Beach, Florida

In Philadelphia
HOTEL SENATOR
 915-17 Walnut St.
 Caters to
 The Show World
NEWLY DECORATED
 Rates From \$2.00
 Restaurant and Bar
 Lee Cuber, Mgr.

WANT
 Legitimate Shows and Concessions, three weeks straight, starting Aug. 18 to Sept. 6; Spencer, Ind.; Jasper, Ind.; West End, Evansville, Ind., Fair Board to judge if legitimate. Also can use Tilt-a-Whirl or Whip five weeks.
P. M. RUMBLE
 General Delivery,
 Terre Haute, Ind., after Aug. 1.

PRICED FOR QUICK SALE
\$4,000.00
9-TUB TILT-A-WHIRL
 Come and see it. Phone 3-8120. Write
MANUEL STAGGS
 General Delivery Tulsa, Oklahoma

WANT
 Tilt-a-Whirl Foreman, must be capable of taking care and handling new Seven-Tub Ride; top pay and good treatment. If you can handle contact
DEL CROUCH
ENDY BROS.' SHOWS
 OIL CITY, PENN.

FOR SALE
LOOP-O-PLANE
 ONLY \$450.00
 In Perfect shape: Roll-o-Plane base, 5 H.P. motor, control box, complete. Operating now at Crestline.
RAY RESSEL
 BOX 780 CRESTLINE, CALIF.

FOR QUICK SALE
GRUNT DERBY—RACING PIG GAME
 16 Units—Takes in \$1.60 per minute.
Complete \$875.00
RAY RESSEL
 Box 780, Crestline, Calif.

WANTED—FREE ACTS
WEEK, AUGUST 24TH
 Platform and Ground only. Jewelry and Demonstrators Concessions open.
GEO. L. BUCHNAU
 MID-STATE FAIR
 Columbia, Tenn.

RIDE HELP WANTED
 Foreman for new Fly-o-Plane and Caterpillar, Second Men on 16 Wheel and Merry-Go-Round. No moving, work year round. Pay own wires.
GRIFFEN AMUSEMENT COMPANY
 Jacksonville Beach, Florida

FOR SALE
 1 New Roll-o-Plane, aluminum top, new black line, \$4,000.00; 1 Smith & Smith Chairplane, 24 seat, new drive gear, Herschell-Spillman engine, \$1,500.00. See them in operation at Play Ground Park.
FRED SCHAEFER
 Play Ground Park, R. 4, Box 650S, Beaumont, Tex.

SCOOTER WANTED
 Portable Scooter Building, with or without cars; must be in good condition, no junk.
GRIFFEN AMUSEMENT COMPANY
 Jacksonville Beach, Florida

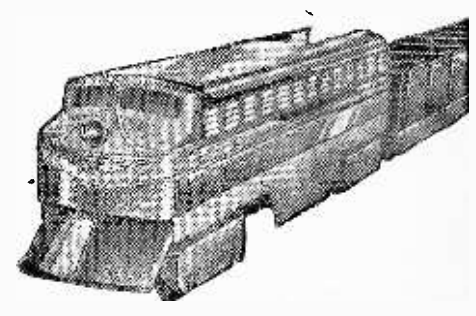
Imperial Expo
 TUMWATER, Wash., July 26.—Opening night was the big surprise here, with business far ahead of expectations. The rest of the week was satisfactory. Mrs. Martin Arthur, wife of the owner, surprised her husband with a birthday party in the Olympian Hotel. The Arthur children, Richard and Martin, were on hand. Entertainment was by Jerry Eagles.
 Mona and James Doran took delivery on a 1947 Frazer Manhattan. Rain and cold weather marred the July 4 holiday at Aberdeen, Wash. The days preceding the Fourth were okay, however. July 5 found the Aberdeen Legion sponsoring a big parade. Babe, org's elephant, led the parade and was ridden by Jerry Eagles with Trainer Scappe leading. Others in the parade included Smede Carlson, clown; Howard Clifford, who drove his tractor which pulled org's newest van, topped by Randy Swanigan, representing the *Jeanie Show*; Stormy Perkins representing Jerry Eagles' *Dope Show*; Ronnie Martin, Sunny Lincoln and Mona Vaughn, representing the *French Follies*; Mickey Payne, side show, and Joe and Della Ryan, riding trick horses.
 James Doran replaced Fred Stewart as ride superintendent, Stewart being promoted to purchasing agent. Jack Joyce joined with his Wild Animal Show. Boots Bowlin purchased a new Chevrolet truck.—MONA VAUGHN.

Heart of Texas
 PONCA CITY, Okla., July 26.—The Lecoks, Flo and Hoppy, arrived here and took over the Zombie Castle Funhouse. Manager Craig and Bucky, under the watchful eye of Mrs. Craig, have returned from a business trip to their Brentwood home.
 Matthew King, chief of police with the show, is back from a business trip to Odessa. Sol and Virginia Ruyle, who closed in Wellington, Kan., now are with the Endy Bros.' Shows.
 Sponsored here by the Veterans of Foreign Wars, the office reported the best co-operation of the season. All shows, rides and concessions showed a "reasonable return," according to the secretary's calculations.
 Jimmie Savage's *Bronze Revue* closed here. Bill Gooch also closed with the privilege car, which has been taken over by Sammy and Toots Epple.
 On the run here the Spitfire almost went over a 65-foot embankment but was saved by the steady nerve of Elmer Watkins, who had his wife and baby with him. Mrs. Craig entertained the Cashiers' Club with a party in the athletic top.
 Ride trouble-shooter Grothe has the rides dressed up. Superintendent Roberts continues to dress up the rolling stock with paint. Not to be outdone, show managers are dolling up their fronts and props.
 The writer, who has been on the sick list, plans to rejoin at Pawhuska, Okla.—MRS. LILLIAN JOHNSON.

La Cross Amusement
 WATERBURY, Vt., July 26.—Owner-Manager Paul La Cross reports his best business of the season over the Fourth holiday at Milford, N. H. Org came in from Littleton, N. H., and opened July 2 to a good crowd.
 On July 3 more than 2,000 persons were on the midway to see the night bonfire. Friday, the Fourth, drew over 6,000 paid admissions, with the fireworks and baseball game highlighted. All concessions, rides and shows did capacity business.

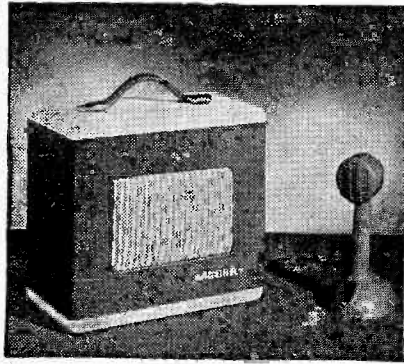
WANTED
 Operators and Helpers for new Portable Pretzel Dark Rides, on Railroad and Truck Shows starting Aug. 3. Must know how to handle Canvas or willing to learn. Top wages and long season.
ROGER E. HANEY
 2904 W. Tuscarawas CANTON, OHIO

Seazo
COCONUT OIL
POPCORN SEASONING
 ... has that rich, golden color that makes 'em buy!
 ★ Uniform Quality always — in color, in flavor, in consistency.
 ★ Colored at the refinery by expert chemists*
 ★ Packed in Open Head Pails and drums for better accessibility.
 ★ Backed by 70 years of "know how".
 * For those States where colored oil is not sold—use SIMKO brand, natural color coconut oil seasoning.
 Warehouses in Principal Cities—Coast to Coast
C. F. Simonin's Sons, Inc.
Refiners
 3450 N. BELGRADE ST.
 PHILADELPHIA 34, PA.
SEASONING SPECIALISTS TO THE NATION

CENTURY FLYER RAILROADS
ARE NOW AVAILABLE
FOR IMMEDIATE DELIVERY

NATIONAL AMUSEMENT DEVICE CO. Box 438 VAF, Dayton 7, O.

SRADER SHOWS
 Playing the Heart of the Wheat Country with the largest crop in history. This show holds contracts for 11 Fairs and Celebrations. Our AUGUST FAIRS are:
 Phillipsburg, Kansas (RODEO and Home-Coming Celebration in up-town location), Aug. 7-10;
 Colby, Kansas (Thomas Co. Fair), Aug. 12-15; St. Francis, Kansas (Rodeo and Fair), Aug. 20-23;
 Goodland, Kansas (Cheyenne Co. Fair), Aug. 26-29.
 — WANT —
 RIDES—Rides not conflicting, especially Roll-o-Plane (we do not carry Spitfire), Ponies, Mix-up. SHOWS—Mechanical, Illusion, Iron Lung, Fun House, Monkey Drome.
 CONCESSIONS—Want Count Store Agents. Will sell "X" on Jewelry, High Striker, American Palmistry.
 HELP—Man and wife to run Kiddie Airplane and Auto Rides. Want a capable Wheel Foreman for new Eli Wheel, no other apply; must drive, top salary.
M. A. SRADER SHOWS
 RUSSELL, KANSAS, July 27 to Aug. 2.

FOR SALE
 TILT-A-WHIRL, completely rebuilt, including new platform, dolly wheels, cars completely rebuilt and refinished, new upholstery, factory built new canopies, appearance excellent; two A-1 Trucks to move same on with special built racks, SPITFIRE, in like new condition, mechanically perfect, and special built Trailer with late model Tractor, two-speed rear end. BEAUTIFULLY FLASHED JUNGLE SHOW, special built cages by Cyclone Fence Co.; permanently mounted on a modernistic, streamlined, all-aluminum trailer; walk-thru show, animals, never unloaded, top used this season, with all new banners and front. DeLuxe Cookhouse with kitchen, complete, on trailer; equipped with butane gas, two griddles, screened in, large ice box, steam table, three-vat dish washer, deep fryer, stainless steel juice dispenser, trailer metal trimmed inside and out, works grab three ways. One 12x16 Dining Room, complete with stainless steel counters, stools, etc.
MRS. RAY STECK
KEARNEY, NEB.



Audar

BINGO AMPLIFIER

A complete Public Address System, including microphone with 20 foot cable, amplifier, tubes, speaker and case **\$49.95** tax paid

For "Bingo", Ballyhoo and Demonstration with audience coverage up to 300 persons. 115 Volt, 60 cycle A.C. Power consumption, 45 watts. Size: approximately 12"x6"x11". Shipping weight: 13 pounds.

Immediate shipment by Parcel Post **PREPAID** upon receipt of certified check or money order for \$49.95. Otherwise, \$10.00 with order, balance C. O. D. plus transportation charges.

AUDAR, INC.

Walnut and Maple Sts. Argos, Ind.

LLOYD'S RELIABLE RIDES

DEPENDABLE MANAGEMENT
CLEAN ATTRACTIONS

ATTENTION
Celebration Secretaries in Northern and Central Indiana, if you are looking for a clean show carrying six Rides and about twenty Concessions, please contact us for early contracts. We have Labor Day booked, the rest of September open. Hamlet, Ind., this week; Swayzee, Ind., next week; Flora, Ind., week of Aug. 11th to 16th. Doc Blessinger, contact me.

WANT
TALKER-GRINDER AND TICKET SELLER FOR GIRL SHOW, ALSO TWO DANCERS
Have Girl Show open to man and wife on percentage. Must be capable. No boozers.
Wire:
F. W. MILLER
c/o Wade Shows, Hastings, Mich., week July 28th; Owosso, Mich., week Aug. 4th.

WOLF GREATER SHOWS
WANT
For the Ten Best County Fairs in Minnesota, Commencing August 1. Shows with own transportation. Concessions that work for stock. Help on all rides, truck drivers preferred. All mail to Osseo, Minn., or as per route. Have some open dates after September 21.

WANT TO BOOK
With reliable Carnival that has good route of Fairs and Celebrations. CHAIR-O-PLANE and 2 KID-DIE RIDES.
S. J. SCHANTZ
1001 Veronica St. St. Louis 15, Mo. (Phone: Colfax 3641)

FOR SALE
No. 12 Ferris Wheel, Tilt-a-Whirl, Chairplane (new this season), \$11,000.00. All rides and motors in A-1 condition. Can be seen in park at West Warren and Outer Drive. No mail answered.
VIC HORWITZ
Hotel Detroit Detroit, Michigan

GALLERY AMMUNITION
LONG RANGE GALLERY, COMPLETE; 3 Auto. Rifles, Loading Tubes, \$1000.00.
SHOWMEN'S SALES
715 State Street DUPO, ILL.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, July 26.—Secretary Joe Streibich put in a busy week, visiting the Johnny J. Jones Exposition at Lyons, Ill.; Hennies Bros. at Joliet, Ill.; James M. Cole Circus at Chicago Heights, Ill., and the Wonder Shows of America at Hammond, Ind.

He had enjoyable visits with James M. Cole, Scratchy Jack Neville, Morris Lipsky, Dr. Serge Uring, Bert Miner, John Lempart, Dutch Wilson, Mel Vaught, Max Goodman, Ben Glosser, Eddie Edwards, George Ames, Maurice Richby, Harold Yenies, Art Radtke and Joe Goodman.

An interesting dinner group at Chicago Heights included Pat Purcell, Mr. and Mrs. James M. Cole, Dr. and Mrs. Otto Slack, Mr. and Mrs. Earl Shipley, Burt Wilson, Mr. and Mrs. Orrin Davenport, Carl Romig and Joe Streibich.

Ben Kaplan is reported resting nicely after an operation at Wesley Memorial Hospital Sunday (20). Howard Gloss continues confined at Alexian Hospital and Marshall Green remains a patient at Holmes Hospital, Cincinnati. H. D. Wilson and W. C. Deneke continue on the confined list in San Antonio.

Oliver Barnes has presented the membership application of Izzy Kline. Board meeting will be held soon to dispose of accumulated business and to pass on applications received.

Callers at the rooms include Harry Morris, who has moved to Knightstown, Ind.; Lou Keller, Walter F. Driver, Charles H. Hall, Max Brantman, Rudy Singer, John Lempart, Jack Shelly and Mendel Lemesh.

Ladies' Auxiliary

Some Chicago members visited the Cavalcade of Amusements and Hattie Wagner at Waukegan, Ill. The Blue Ribbon Shows, also playing in the area, were visited.

Elsie Miller and husband returned from a visit in Northern Wisconsin. En route back they visited Fidler's United Shows and Dottie and Sam Fidler in Wisconsin Rapids and the Bob Heth Shows.

Florence Ketring proposed the membership application of Helen Catherine (Billette) Stewart, Mrs. E. Sopenar that of Mrs. Margaret Ansher, and Elsie Miller proposed Betty Bammel.

Etta Henderson wrote from Yellowstone Park, where she, her husband and their daughters, Hedda and Juanita, are visiting.

Secretary Elsie Miller, 4215 W. Fifth Avenue, Chicago, is holding an important message for Mrs. Frank Tezzano.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, July 26. — President May Stoker presided at the Monday (14) meeting. New members are Villette Stanley Briggs, Jessie Stanley Granfield, Charles Wysong, Marvin Welty, Ruth Ann Dusenberry, Charles Techner, William Johnson Jr. and Mae Fox.

Many members went to Show Folks Rest in Glen Oakes Cemetery Sunday (13), where a memorial service was held for all show people. Dedication of the plot was under the direction of Herman Stoike, chairman of the cemetery committee, and Rev. Marcel La Voy, club chaplain. Grace Lynne assisted. She also sang several songs. Accompaniment was given in one number by Fred Steffenson, club bugler.

Rose Page was given a birthday party at the home by the club's board of governors.

Annual picnic held at Billy Caldwell Woods in the Cook County Forest Preserve Sunday (20) was marred by a severe rainstorm.

Social at the home under the spon-

National Showmen's Association

1564 Broadway, New York

NEW YORK, July 26.—Executive Secretary Walter K. Sibley returned from his annual visit to member shows playing in Pennsylvania and New York State. He started his trip Thursday (17) at the Garden State Shows of Rober Miner Sr., at the Hackettstown, N. J., Fair. He chatted there with Bob Miner and Raymond Parker. On the lot he also met Floyd Kyle, Mike Murphy, Rajah Rabo, William Goodrich, Alex Smith, Harry Rush, James Budd, Joe Ferrio and Al Lamb.

His next stop was on the Morris Hannum Shows lot at the Spring Mill Fair, Conshohocken, Pa., where he was hosted by Owner Hannum. He visited with Agent Elliott, Garnet Palen, Carl (Red) Barlow, Jimmie Deal, Jerry Haines, John Sinko, Stanley Mazerkowitz, Jimmie Reefer, Wilbur Starr, Jack Siegel, Jack and Pat Grant and Speedy Babbs.

Sibley then visited the W. C. Kaus Shows at Plymouth, Pa., where he was received by Mrs. Kaus and Manager Russell Owens and Mrs. Owens. Sibley enjoyed chats with George W. Whitehead, Fred Zschilly, Walter Silverberg, John Riggle, Joe Reynolds, George Minden, Fred Maddish, Dick Dabney, Dave Fineman, Roger Finger and Jack Miller.

On Thursday (18) Sibley visited the Van Dyke Shows at Lansford, Pa., and was received by Perry and Bistany. Others he met included Bill Sneck, Nora Boswell, Jimmie Franzy, Harry Moore and the Altinos, free act.

Sibley arrived on the Exposition at Home Shows lot at St. Clair, Pa., during a downpour and not finding Owner Roy Gatto or any of his staff on the lot, drove on. He caught John Gecoma's Bright Light Shows at Mt. Pleasant, Pa. On a visit to the lot he met Mr. and Mrs. Larry Benn, L. C. Heck, Daniel Donnini, F. A. Norton, A. C. Bradley, Arthur White, Clyde Ketcham, Mike and John Lucas, Irving Salsberg, Mrs. D. Salsberg, Hattie Dolan, Frank Hyde, Joe Davis, Joe Rea, Fats Usher, Cliff Odeen, Joe Gangler and Mrs. Ketcham, *The Billboard* agent.

Sibley stopped for a brief visit at Ralph Flanagan's Paramount Shows in Greenburg, Pa., meeting Owner Flanagan, Manager Lewis, Secretary Walter Bitka, and was the guest of Mr. and Mrs. Larry Bean at dinner at the Greenberg Hotel.

Ladies' Auxiliary

Deepest sympathy is extended to the family of the late Jack Linderman. Ethel Shapiro, chairman of the entertainment committee, has returned from a visit to Chicago, where she met Agnes Burke, Dode Allen and Buddy Kasson. Anita Goldie visited Palisades (N.J.) Park and President Anna Halpin.

Bess (Sunshine) Hamid visited the World of Mirth Shows in Maine. She stopped off at her Forest Hills home en route to her home on Million Dollar Pier, Atlantic City, where she will spend two weeks. After that she plans to return to Belgrade Lake, Me., for the remainder of the summer.

sorship of the home's board of governors netted the club \$41. There will be no socials during August, as Rose Page, home manager, will be vacationing in Los Angeles.

Hal Price, who plays the inn keeper with the *Red Mill* show, and Rusty Callow, both sponsored by Rose Page, are new members. Frank Shannon is at home after being a patient in the Roosevelt Hospital, New York, following an accident in that city.

AVAILABLE For Delivery at Once!

Continuous Action Penny Pitch Boards—#1	\$ 60.00
Hoop-La Boxes—these are superior grindstones—made in sets of 10 each. Per Set of 30	50.00
Add-Em-Up Dart Boards—Beaver Board	5.00
Sponge Rubber Dart Boards With Linen Threads for Lines	25.00
Bingo Blowers. Each	175.00
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Huckley-Buck Kegs. Per Set	27.50
3-Legged Bottle Stands. Each	15.00
Shoot a Clown. 50 for	27.50
Watchia Blocks. 6" Size. Each	3.50
Aluminum Milk Bottles. Each	1.75
Jaff Blocks for Coins on Cigarette Gallery. Each	1.00
Pitch-Til-You-Win Blocks. 6" Size. Each	3.00
Bear Blocks. 5" Size. Each	2.00
(Made of Finest Hard Maple)	
Heart-Shaped Blocks for Pitch-Til-You-Win. 3 Sizes. Per Set of 3.	4.50
Daisy Cork Guns, Pump Action. Ea.	6.50
Corks for Daisy Gun. Per Thousand	3.50
Darts—Lead Weighted—American Made. Per Gross	20.00
Hoops for Hoop-La and Ring Games. Per Dozen	1.20

RAY OAKES AND SONS
BOX 106 BROOKFIELD, ILL.
Tel.: Brookfield 7624

WANTED
A-1 WAITERS—TOP WAGES
C. F. MELLEN
c/o World of Pleasure Shows,
Negaunee, Mich.

WANT
CAPABLE AND EFFICIENT SECRETARY
Must understand taxation.
Wire
ROGERS GREATER SHOWS
BOONVILLE, INDIANA

c/o J. L. Hanson Shows
Pelzer, South Carolina
May 21, 1947

Sunshine Mfg. Co.
Tampa, Fla.
Dear Mr. Holman:
I bought one of your Sunshine Choo Choo Trains from Cecil Rice. It has lived up to all expectations so far. All children are wild over it. It has a lot of flash and has been dependable so far, and we are very well pleased with it and we are sure it will have a good season.
Sincerely,
JACK M. CHAPMAN.

SUNSHINE MFG. CO.
1307 Grand Central Ave. Tampa, Fla.
Sunshine Mfg. Co. makes delivery like the Sun . . . On Time. Order Now.
(Send \$1.00 for large Photo and complete description)

WANT
Ride Men, also Concession Agents for P. C. and Stock Stores.
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CLIFF PATTON
WANTS
Ticket Sellers, Grinders, Man to make Second Openings, Girls for Bally, Pin cushion, Strong Annex, Half and Half. Wire
c/o **TURNER BROS.' SHOWS**
Mt. Sterling, Ill.

CARNIVAL WANTED
Also RIDES
For Commercial Club Annual Celebration
Aug. 24-25-26, Quapaw, Okla.
Contact: J. F. EVANS
Care Commercial Club, Quapaw, Okla.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, July 26.—Plenty excitement was caused when the fire department was called to extinguish a blaze atop the building of the club-rooms. Little damage was done and it was fully covered by insurance.

A double coat of white paint was given the front of the building the past week and the club is now known as the Showmen's White House to localites and showfolk.

On June 29, the personnel of Gem City Shows were club guests. Plenty of ham, turkey and what-have-you were on the menu along with all the necessary refreshments, and the visiting showmen agreed that the night helped them to forget the high waters they have been fighting in this area. Guests included Jack and Betty Downs, Earl and Jane Bunting and Gus and Mary Forster.

James Alderson, Wayne Arnold, Joe Mark, Lowell and Orville Specht and Raymond R. Thornton are new members sponsored by Gus Forster.

Lewis Barry, J. Allan Gordon, Joe March, Jerry R. Crane, Earl Shucart, Jack Flynn, Edward W. Hunter, James Miller, John Dundee, George Nichols, Tony Dyer, David Rosenthal, Mike Riaff, Albert W. Young, Harold E. Herington, Val Deronde, Joseph Patane, Hymie Cooper, William M. Clain, Sam Dunvitch, Herbert M. Pickard, Lou (Greek) Stratton, Ray Collins, Jack Taylor, Al Rossman, Cortez Lorow, Clifford Karns, Raymond Case, Harry Linden, James Moeller and Richard H. Ford were the new members sponsored by George Golden, of Royal American Shows, putting Golden far out in the lead in the summer membership drive.

Sid Belmont is seriously ill at Barnes Hospital here. Belmont was stricken in Princeton, Ind., while on a booking tour of the fairs. The fair committee of that city rushed Belmont to a doctor who made arrangements to send Belmont to the hospital in St. Louis. Mrs. Lee Belmont and their daughters, Alice and Lorraine, are at his bedside and have received numerous visitors.

Much ado is being made over the initial opening of the St. Louis County Fair to be held in September. J. Allan Gordon, director of concessions for the fair board, reports that all available space has been sold to exhibitors. Johnny J. Jones Exposition will provide the midway.

High water in the St. Louis area caused by the rampaging Mississippi and torrential rains has made it tough getting off and on the lots in the district. Many cancellations and last-minute moves are reported by the managements.

Caravans, Inc.

400 South State St., Chicago

CHICAGO, July 26.—President Edna O'Shea Stenson and her sister-in-law left for a two-week vacation at Delavan Lake, Wis. Kathryn Robertson returned recently from Detroit, where she visited her mother, Hattie Hoyt, who is with the Royal Crown Shows.

Bessie LaMonde returned from Barrington, Ill., and reported Yvonne Ferrari seriously ill. Mabel Tigh, of Palatine, Ill., is recuperating from a heart ailment. Claire Sopenar reports her mother is in Roosevelt Memorial Hospital.

Evelyn Levin, membership committee chairman, is with the Johnny J. Jones Shows. Frances Frazier, also with the show, entertained Claire Sopenar, chairman of the award books, and Lucille Hirsch, first vice-president, in her trailer. Other members who visited at the show at Lyons, Ill., were Billie (Mom) Waserman, Esther Meyers, Phoebe Car-

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, July 26.—Jack Dickstein, first vice-president, presided at a special meeting Wednesday (16). Also on the rostrum were Louis Rosenthal, treasurer, and Bernhard Robbins, secretary.

Elected to membership were Robert Moers, Harry Davis, Joseph J. Boehm, John Woolsey, Richard T. Strange, Clarence C. Riedel, Andrew Gisowski, Virgil Lane, Paul H. Towns, Clifford Yorty, Alonzo Kelly, Antonio Ambroggio, Frank Clark, Thomas McCormick, T. Chambers, Max Goldberg, James Dellow, Peter Poppas, Timothy E. Jordan, George H. Nichols, Frank Koss and John Cilian. Luke Hozack, of the Queen City Shows, has been working hard on the membership drive.

Secretary Robbins visited the Royal Crown Shows in Toledo and returned with membership applications from Harry Rubin, Robert Nash, John Teahan, Bob Bloom, Raymond Riley, Dave Shapiro and Ben Miller. Robbins also visited the Happy Holiday Shows in Ferndale, Mich., and came back with some dues and membership applications.

Mary Hagaar, chief ticket seller for the Cetlin & Wilson jamboree in Wyandotte, Mich., visited the club-rooms. Past President Leo Lipa is still confined to his home. Manny Brown is out of the hospital.

The Teeter sisters, playing at Edgewater Park, were the guests of Belle Powers, office manager and secretary of the Ladies' Auxiliary.

Members were saddened by the death of Charles Bellick and David Levy.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, July 26.—Visitors to the clubrooms: Vernon Moore, who is leaving for a fishing trip to the Florida keys; Sam Taylor, Steve Yerkes, Eddie Owens, Bill Tucker and Danny Ellis.

Letters received from Nelson Beardsley, Charles E. Barfield, Bill Corbett, Ernest E. Farrow, Ross Dyar, Jack Perry, Henry Tarbes, Jack Gallagher, Anthony Trippi, Sam Stone, Michael Dare, Gerald Barker, William C. Curtiss, William Grosso and Joseph L. Bosco.

Mail is being held for Harry Williams, Moe Winniman, Johnny (Red) Young, Herman Weiner, Frenchy Schwacha, Leonard Right, Patsy Rosania, John Obielecki, J. H. McNicholas, Horace George McGinley, Roy G. Meyers, James Motola, Johnny Lash, Edward N. Leslie, Gibson R. Lawrence, Harry Kerkis, Aaron Katzen, C. P. Henry, James N. Gamble, Bud Guild, Morris Freidenheim, Bert Dewitt, Joseph Dion, Sidney Daniels, Leo Hirsch and Arky Bradford.

Bids are being accepted for the restaurant and bar concession, to be rented out this year. President emeritus, Dave Endy, reports advertisements for the 1947 year book are selling at a good pace. New fiscal year for the association is from September 1, 1947, to August 31, 1948. Dues are payable on or before September 1.

Jack Celler, local rep of the 1947 year book, left for the North and will be gone six weeks.

sky, Margaret Ancher and Edna O'Shea Stenson.

Lillian Lawrence visited the James M. Cole Circus in Niles, Mich. Past-President Jeanette Wall and Edith Streibich are at their summer homes at Delavan, Wis.

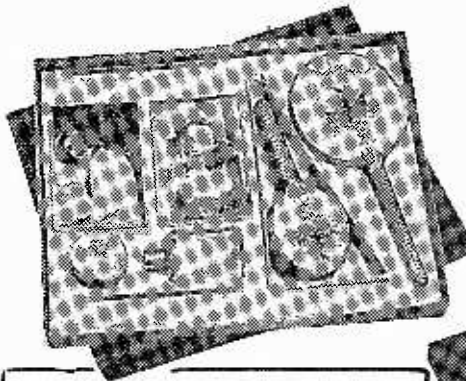
Mail has been received from Ann Roth, Winona Woodward, Edna Woods, Shirley Lawrence, Lotis E. Francis, Evelyn Levin, Mrs. Bobby Brown, Elaine Scott and Evelyn Ridwell.

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CONCESSIONAIRES • BINGO STORES • PRIZES

DRAW CROWDS WITH THIS TANTALIZING DRESSERWARE

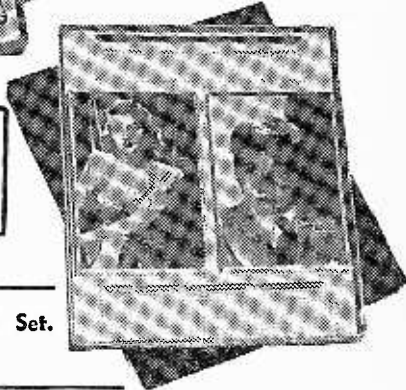


#408 Hollywood Style—8-Piece Dresserware Set. 12 sets to a case—\$1.88 per set.

Dresser sets attractively enameled with an elegant floral design and finished in gleaming brocaded metal.

Sets gift-packed in fitted boxes finished in maroon-colored moire fabric.

Sold in units of full cases only. 25% deposit, balance C. O. D.



#404 Hollywood Style—4-Piece Gift Set. 24 sets to a case—68c per set.

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352 W. 44TH ST., NEW YORK, N. Y.
TELEPHONE: CIRCLE 6-1293

WORLD'S LARGEST THEATRE PREMIUMS CO.

MARKS SHOWS

MILE LONG PLEASURE TRAIL
BOOKING—FAIRS—BOOKING

GREAT ROANOKE FAIR, ROANOKE, VA., WEEK AUG. 11
W. VA. STATE FAIR, LEWISBURG, W. VA., AUG. 18
W. VA. FREE FAIR, CHARLESTON, W. VA., AUG. 30

TEN DAYS—TWO SATURDAYS—TWO SUNDAYS
THESE ARE THE LARGEST FAIRS IN THE VIRGINIAS

Then Our Circuit of Class A Fairs in North and South Carolina. Until the Last Week in November.

RIDES—Can place Fly-o-Plane, Spitfire, Pretzel or any other novelty ride.
SHOWS—Monkey or any worth-while Grind Show.
CONCESSIONS—Photo Gallery and all legitimate Merchandise Stores.
HELP—Merry-Go-Round Foreman and Help on all rides. Slim Lorens needs one Clothes Pin Agent for fair dates. Address

MARKS SHOWS

This week, Bluefield, W. Va.; next week, Lynchburg, Va.; then as per route.

FULTON COUNTY 4-H FREE FAIR

Rochester, Ind., Aug. 5-8

WANTED: Mechanical City, Fun House and Monkey Show.
CAN PLACE: Stock and Sale Concessions.

W. G. Wade Shows
UNIT NUMBER TWO

Carleton, Mich., this week
MARSHALL COUNTY 4-H FREE FAIR
Argus, Ind., this week, follows Rochester.

L. J. HETH SHOWS

WANT NOW AND FOR THE FOLLOWING FAIRS

FIRST FAIR TO START WEEK AUGUST 11

A. M. & L. S. Assn. Fair, Carthage, Tenn.
Wilson County Fair, Lebanon, Tenn.
Dickson County Fair, Dickson, Tenn.
Scott County Fair, Oneida, Tenn.
Fentress County Fair, Jamestown, Tenn.
Dayton Fair, Dayton, Tenn.
Walker County Fair, Jasper, Ala.
Carroll County Fair, Carrollton, Ga.

Newton County Fair, Covington, Ga.
Central Ga. Fair, Cordele, Ga.
La Grange Fair, La Grange, Ga.
Pulaski County Fair, Hawkinsville, Ga.
V. F. W. Fair, Madison, Fla.
Suwannee County Fair, Live Oak, Fla.
2 More Florida Fairs Pending.

SHOW HELP—Colored Musicians and Chorus Girls for Minstrel Show; salary out of office.

RIDE HELP—Foreman and Second Men that drive Semi-Trailers.

CONCESSIONS—All Stock Concessions open. All replies:

MT. STERLING, KY., Now; SOMERSET, KY., Next Week.

SHIAWASSEE COUNTY FREE FAIR

Corunna, Mich., Aug. 4-9

CAN PLACE: Stock and Catering Concessions. Liberal percentage rates for meritorious shows, especially Glass House or Fun House.

W.G. WADE

Shows



Hastings, Mich., this week
Ingham County Fair, Mason, Mich., follows Corunna

WANT—FOREMEN—WANT

FOR CATERPILLAR AND FLY-O-PLANE

Good Proposition to Capable Men

Wire:

MORRIS LIPSKY

c/o JOHNNY J. JONES SHOWS, NEW ALBANY, IND., this week

CLUB ACTIVITIES

Pacific Coast Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, July 26.—President Bill Hobday conducted the Monday (21) session, with vice-president Harry Suker and Secretary Ed Mann also on the rostrum.

Talks were given by members of the building fund committee. Prizes of a 1948 Chevrolet, a Bendix washer and a radio will be awarded at the end of the present campaign, December 15. Harry Hargrave is getting ready for his tour of shows to boost the building fund drive. Sammy Dolman purchased \$200 worth of building fund tickets.

Executive-Secretary Al Flint left via plane for Sioux City, Ia., Tuesday (22) for a vacation. Ben Beno will take over his duties.

Drawing was won by Sammy Dolman.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 26.—Several members of Cole Bros.' Circus, which played here July 21-24, visited the clubrooms. Included was Fred (Dutch) Loeder, 24-hour man.

D. S. Mills and Leon McLender, both of the Silver States Shows, are new members. Captain Hugo, together with his wife and daughter, and Ray Buck and family have joined the Wayne Hale Shows. President Elliott and wife are on the road with their concessions.

Edward (Slim) Johnson, of Mid-

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, July 26.—First Vice-President Nell Robideaux presided at the regular meeting Thursday (10). Also on the rostrum were Treasurer C. H. Allton, Secretary Marie Bailey, Estelle and Elmer Hanscom, Mora Bagby and Jimmy Dunn. Elected to membership was Harry N. Jackson.

In the absence of Chairman Lill Eisenmen, Co-Chairman Lucille Dolman thanked members who brought gifts for the bazaar. Mrs. Dolman also reported on the trip she and Sammy recently made to the Middle West. Harry Levine reported on the trip North made by the Levines and Robideaux.

William Lowney, who took a trip east after being discharged from the hospital, is back. Tillie Palmateer is on the sick list.

Called on for short talks were Elmer Hanscom, Mora Bagby, Maxine Ellison and H. N. Jackson. Communications were received from President Jimmy Lynch, Emily Friedenheim and Lillabelle Williams.

Mail is being held for Ruth and E. J. Kelley. John Lorman won the door prize.

west Merchandise Company, returned from a tour of shows.

Fielding Graham, now at his home after being a patient at St. Joseph's Hospital, continues under a physician's care.

Members are urged to send their addresses to the secretary in order that mail, now at the club, may be forwarded.

You requested it

. and now **IT'S HERE!**

The Billboard MID-SUMMER SPECIAL

DATED AUGUST 16

During the years when we were forced to limit our special issues of The Billboard, many readers requested that the first thing they wanted to see again was the MID-SUMMER SPECIAL. . . . Now we can publish it. . . . and now is the time to give a complete, unrestricted advertising boost to your show, act, or product.

This issue will feature COMPLETE LISTS * SPECIAL EDITORIAL ARTICLES * GREATER DISTRIBUTION * ATTRACTIVE COVER DESIGN * "WHERE TO BUY" INFORMATION . . . all the vital facts that give your advertising a "RESULT-PRODUCING" impetus.

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1009 Fox Theatre Bldg.
RANDolph 1100

Hollywood 28, Calif.
6000 Sunset Blvd.
HOLLYwood 5831

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Steubenville Vets' Event a Winner

STEUBENVILLE, O., July 26.—The Veterans' Home-Coming and Sesquicentennial Celebration held here July 2-6, panned out a success, with large crowds turning out each day. Daily parades and a pageant with 1,200 local citizens in the cast were two of the highlights.

Among those making the event were Walter Stoffel's traveling zoo; Dillon's Mechanical City, with Dick Dillon, owner; George Nelson, assistant manager, and H. J. Sullivan, tickets; Fallon's Funhouse and rides, in charge of Shorty Tomlinson; Rupert Otterbacker, candy apples, candy floss, fishpond, milk bottles, ball game and huckley buck; Ray Anthony, coils; Speedy Hascal, magic; John A. Mera, frozen custard; Mathew C. Graham, grab; March and Lawless, snow balls; George Ankrim, balloons, novelties, Lord's Prayer-on-Penny; Bentley's Photos; John Barber, glass; W. E. Moore, Penny Arcade; Gambell Ponies; Lester Rodgers, four peanut stands, public relations and booth concession space, and Roy Booth, sesquicentennial director.

Marlow Grosses \$5,600 At Waco's Home-Coming

CANTON, O., July 26. — George Marlow, contortionist who spends his summers here staging street fairs and home-comings in near-by localities, found business about 20 per cent off at the Waco Home-Coming, sponsored by the Canton Township Fire Department, June 24-28, compared to last year, but he still grossed \$5,600. Attendance was 7,000.

Business held to normal at Marlow's Louisville Street Fair July 1-5 under auspices of the Village Jr. OUAM Lodge. He used Maggie Fallon's Merry-Go-Round, Ferris Wheel, Bug and other rides at both Waco and Louisville and had a merchant's exhibit in a tent 100 by 40 at both places.

Coming up is a home-coming at North Canton July 29-August 2 for the American Legion.

Dr. Frischkorn Elected Chr. of Mardi Gras Comm.

NORFOLK, Va., July 26.—Dr. Carl S. Frischkorn, owner of the Karland Circus, was named chairman of the Mardi Gras committee of the Con-solvo Tent, Circus Saints and Sinners, at a meeting here Monday (14).

Dr. Southgate Leigh Jr. is president of the tent.

Zeeland, Mich., Event Draws 80,000 in 4 Days

ZEELAND, Mich., July 26. — A four-day centennial celebration here July 15-18 drew an estimated 80,000 persons. Officials reported about 20,000 persons a day attended. W. G. Wade Shows, No. 2 unit, provided the midway on a downtown street.

L. A. Lures Top Hands

LOS ANGELES, July 26. — The third annual Sheriff's Championship Rodeo in the Coliseum here August 24, is luring top hands. Already signed are Bill Linderman, Bud Spealman, Jerry Ambler, Toots Mansfield, Homer Pettigrew, Dave Campbell and Everett Shaw. Andy Jauregui will be arena director.

Concerts at Pa. Carnival

COCHRANVILLE, Pa., July 26.—Cochranville Fire Company Carnival opened Thursday (24) and continues thru August 2. Special events scheduled are concerts by the New Holland Victory Band, Thursday (24), the Allentown (Pa.) band on Friday (25), and the Kenneth Square (Pa.) Community Band, Saturday (26).

Jolly Plays Landover, Md.

LANDOVER, Md., July 26.—The Landover, Md., Volunteer Fire Department held its annual carnival here last week. The Jolly Shows were on the midway.

Kiwanians Go Ahead With Raffle Tie-In For Harlacker Show

BOSTON, July 26.—Despite the recent furore over the car raffle in the Deep South, the local Kiwanians are going ahead with plans for raffling off six cars during the engagement of the J. C. Harlacker Circus at Suffolk Downs the week of August 17.

Harlacker has enlisted the sponsorship of 15 Kiwanis clubs and will have a three-ring circus plus a midway. It is his first venture with an outdoor circus in Boston since the one in Fenway Park, home of the Red Sox, for the benefit of the famous Sullivan brothers in 1943.

Various ground floor locations in and around Boston have been taken by Harlacker to boost the sale of tickets, and the Kiwanians are staffing these spots with ticket sellers.

The town is well billed for the Harlacker show, which precedes by only a month the Hamid-Morton Circus in the Boston Garden, the latter show under sponsorship of Aleppo Temple of the Shrine.

Freetown, Ind., Holiday Celebration Proves Winner

FREETOWN, Ind., July 26.—Tenth annual celebration here July 2-5 again proved a success. Rides and concessions did big business. Midway was packed thruout the day and until midnight July 4.

Bob Wright's brass band and free acts were offered. An automobile giveaway also proved a big lure.

WANTED For ANNUAL HOMECOMING

At Alfarata, Pa.

July 31, August 1 and 2

Rides and all Concessions open, including Cookhouse. Three big days. Call Lewistown 4626 or wire

Fagan & Derr

503 Electric Ave. Lewistown, Pa.

CARNIVAL WANTED FOR LEGION CELEBRATION

4 Days, Aug. 29 thru Labor Day, Sept. 1.

Local licenses guaranteed. State Rides and number Concessions. What Free Act? Full co-operation guaranteed—no Agent necessary.

HARVEY W. MUELLER, Adj.

Post 466 Fairchild, Wis.

CARNIVAL WANTED

WITH CONCESSIONS AMERICAN LEGION HOME COMING

3 Days, Last Week in August.

All Replies to W. M. GEORGE, Gilman, Wis.

WANTED

RIDES AND CONCESSIONS. Saturday, Aug. 30; Sunday, Aug. 31; Monday, Sept. 1.

LABOR DAY CELEBRATION

GRATIOT MEMORIAL CENTER, Gratiot, Wisc.

WANTED RIDES

For Week of August 11-16

Western Pennsylvania Firemen's Convention

VFW Lot, Center of City

Inquire of Post 47, VFW, Uniontown, Pa.

CORRECTION BURLINGTON OLD SETTLERS CELEBRATION

Date Changed to August 28-29-30

WANT Concessions of all kinds, must be clean. Sponsored by American Legion. Contact GEORGE STEPHEN, Post Commander Post 414, Burlington, Ind.

CARNIVAL WANTED

Labor Day or entire week for WESTERN KENTUCKY COAL FESTIVAL Sponsored by Lions Club. Contact F. E. MASSEY, Central City, Ky.

WANT CARNIVAL

For V. F. W. FALL FESTIVAL

Fowler, Ind., Sept. 17-20 or 24-27 Inclusive. Entire County to draw from. Prizes and other drawing cards to attract. Write C. P. HEADLEE, Commander V. F. W. #1348, Fowler, Ind.

WANTED CARNIVAL

to play Clackamas Co. Fair Canby, Oregon, Aug. 27-30

CASSVILLE, WIS., SUNDAY, SEPTEMBER 14 SPORTSMEN'S SHOW

Beautiful Riverside Park. Enormous crowd expected. Complete State Game and Bird Exhibit. Full day's sporting events. Fish Fry, free Steer, many other prizes. Want Ferris Wheel and other Rides. Consider good Show. Write

JULIUS BANDEKOW

"NEED MONEY?"

CLUBS, ORGANIZATIONS, VETERANS No Guarantees—Outdoor and Indoor Shows of Every Kind promoted to Raise Money.

ELMER BROWN

399 Arcade Bldg., St. Louis 1, Mo.

CARNIVAL WANTED

For week in September, operating under American Legion sponsorship. Address

F. P. Norman, Commander LEON OGIER POST No. 2 Nevada, Missouri

WANT CARNIVAL

FOR "79TH OLD SETTLERS' REUNION" AUGUST 21 and 22, CLAYTON, ILLINOIS. Contact COMMANDER, AMERICAN LEGION POST #286, Clayton, Ill.

CARNIVAL WANTED

For Home Coming, Shepherd, Mich., Sept. 4th, 5th, 6th. Auspices Veterans of Foreign Wars. A hustling organization, giving away a FRAZER Car. Ticket campaign begun on for two months. ON THE MAIN STREET. Rides, Concessions and Shows. Every co-operation but nothing strong. A good spot, just broken in last year with excellent results. 50,000 to draw from within a radius of ten miles. A good spot for a clean set-up. Address: SYLVESTER KUNICK, Box 52, Shepherd, Mich.

WANTED

Carnival and Free Acts

For Big Two-Day Harvest Festival, October 1-2. Contact

CHESTER HUGO

Gothenburg, Neb.



ORDER DIRECT FROM MANUFACTURER P. O. Box 712, Phone 1716

FAIRS . . . PARKS . . . LABOR DAY

Add festive glamour to your celebrations with our outstanding

PYROTECHNIC DISPLAYS



DANVILLE, ILLINOIS

SUNSET AMUSEMENT COMPANY

FAIRS AND CELEBRATIONS OPEN TIME

10 RIDES—6 SHOWS—35 CONCESSIONS Open Aug. 25 to 28. Must be North Central Iowa or Southern Minnesota. 4 big Rides only. Open time, September 3 to 6. Must be in Northwest Illinois or Eastern Iowa. SUNSET AMUSEMENT COMPANY, Thief River Falls, Minn., Fair, this week; Bemidji, Minn., Fair, Aug. 4 to 6; Hibbing, Minn., Fair, Aug. 7 to 10; Decorah, Ia., Fair, Aug. 12 to 17; Monticello, Ia., Fair, Aug. 18 to 22.

A & P AMUSEMENT CO.

Needs Small Cook House or Grab, Coke Bottles, Ball Games, Snow Cones, all legitimate concessions. Sheridan, Ark., this week; Old Austin Annual Home-Coming, August 4th to 10th; Humnoke Picnic follows. Hanky Pank, wire and come on.

WANTED

FOR OLD HOME WEEK CELEBRATION AT MORRIS, PA., TIoga COUNTY

Ferris Wheel, Merry-Go-Round and Kiddy Rides. Celebration sponsored by Morris Fire Company. Wire, Write or Phone. C. W. SAFFORD, Morris Hotel, Morris, Pa. Tel.: 9011

'47 Gate Down For Edmonton

Pulls 197,745 vs. 213,806 last year—Royal American grosses 72G, also down

EDMONTON, Alta., July 26.—Gross attendance at the 69th annual Edmonton Exhibition, July 14-19, was 197,745, a drop of 16,061 from the 1946 gate of 213,806.

Weather on the whole was dry and hot. High, sharp winds marred Tuesday afternoon (15). The winds flattened canvas in some of the smaller shows and made it necessary for stands to close down for nearly an hour.

Tuesday's gate showed the biggest drop over last year, the attendance being reported at 34,391 as against 49,046 last year. Day-by-day gate tabulation follows:

	1947	1946
Monday	20,593	22,868
Tuesday	34,391	49,046
Wednesday	34,898	31,475
Thursday	33,632	32,142
Friday	45,343	47,403
Saturday	29,388	30,976

No definite check is kept by the exhibition association on numbers attending grandstand performances, but officials estimate slightly more than 40,000 witnessed the afternoon horse races and that 46,000 attended the evening performances of the *Night Club Frolics*, which were well received. It was stated, however, that grandstand attendance, both afternoon and evening, was substantially under 1946.

The Royal American Shows grossed \$72,018. This figure is also much lower than the midway gross for a year ago.

Tourist officials connected with the provincial government attribute the drop in attendance to the large number of natives of the province who are holidaying in Eastern Canada and in the U. S. In support of this, they point to the record high booking for rail travel to other parts of the continent.

WLW Talent Opens 1947 Ohio Annual

COLUMBUS, O., July 26.—Talent from WLW, Cincinnati, again will inaugurate festivities at the Ohio State Fair here August 25 with a performance in the Coliseum, Bill McCluskey, manager of WLW Promotions, Inc., who negotiated the contract with Ed Bath, fair manager, announced this week. WLW talent has opened each Ohio State Fair since 1938, with the exception of the war years when the local annual did not operate.

Included in the Coliseum presentation this year will be the cast of the station's *Midwestern Hayride*, the *Circle Arrow* show, Doc Wildeson's ork, Ernie Lee, and Frazier Thomas, emcee.

Arthur Brunner New Chief Publicist for Brockton

BROCKTON, Mass., July 26.—Arthur Brunner was named publicity director of Brockton Fair this week by Frank H. Kingman, secretary. Brunner, who held the post last year, succeeds Tom Killilea, who died in New York Saturday (5) after serving for about two months.

Dick Sullivan, Boston publicist, lately associated with Larry Sunbrock's Rodeo and Thrill Circus, will handle special promotion. Floyd Bell will continue to handle the Boston press.

Minnesota Prepares for Full Dress Revival; Baldwin Ill

By a Staff Correspondent

ST. PAUL, July 26.—Minnesota State Fair, for years recognized as the most pretentious annual in the United States, is preparing for a full dress revival after a series of war-curtailed efforts and a complete blank last year as a result of a polio epidemic.

With the entire grounds back in the hands of the management, all available exhibition space has been sold and a great many would-be exhibitors have been turned away, according to Ray Lee, manager, who has been associated with this annual for 20 years.

"The demand for farm implement space alone beat anything I've ever experienced, and every department went right along with it," Lee declared.

The grounds are in excellent shape, as no expense has been spared in replacing the flower beds and lawns.

The new building to house the agriculture and horticulture departments is ready for the exhibitors, and it is an imposing sight on the location of the old building which was destroyed by fire November 7, 1944. A connecting arch has been built in the livestock building to link it with the new hippodrome. Bids for the hippodrome last April were exorbitant, according to Lee, and new bids will be asked this fall in an effort to have this building replaced in time for the 1948 annual. Living quarters for those connected with the stock shows will be established on the second floor of the arch, and stock will be judged on the main floor.

Lee announced that the 120-piece U. S. Army Ground Forces Band, of Washington, will appear daily during the annual, and preparations are being made for the biggest day in the fair's history when General of the

B. & L. Concessions Set 3 Fair Crews

KANSAS CITY, Mo., July 26.—B. & L. Concessions will open the fair season when a crew under Norman Watkins goes to Danville, Ill., July 28-August 3, George Bush announced. Another B. & L. crew under Skinner Bullock will open at York, Pa., in September, and the firm's third crew, under Ellis White, will debut at Springfield, Mass.

Bush also announced his firm has contracted for the stands and cafeteria at Eastern States Exposition, Springfield, Mass., September 14-20. They will rebuild the stands operated by the Waldorf System, he said.

Vern Banks, head of the B. & L. program and advertising division, and his assistant, Bob Shaw, returned recently from Brockton, Mass., where they laid out the advertising program for the Brockton Fair.

Meanwhile, work is going forward on rebuilding the firm's burned-out beer garden concession at Fairyland Park here, and Bush said they expect to reopen it by July 30. Big Blaze at the park cost B. & L. nearly \$7,500, he said.

Concession trade in the Midwest has been excellent between rainstorms, he reported, with capacity crowds of good spenders at all types of resorts and events. At B. & L.'s own Wildwood Lake here, turnouts have been hitting near records when ever the sun shines, but heavy rains this spring have cut sharply into the overall gross, he said.

Best business has been at the midget auto races, which are attracting record crowds here, Bush reported. Midget auto track at Houston, also has drawn top business, but the one at Beaumont, Tex., has been a little slower, he said.

Army Dwight Eisenhower appears on Labor Day. Lee's office is deluged with requests for places on the reception committee and for appearances of the general.

Douglas K. Baldwin, assistant secretary, has been hospitalized for two weeks, a reaction from spinal surgery he underwent last April. He has been in a cast, and it was reported Thursday (24) that another cast will be applied this week-end and it is possible he will be able to return to his desk in another week.

Baldwin is in Bethesda Hospital, St. Paul.

Los Banos Improves Plant for '48 Fete

LOS BANOS, Calif., July 26.—Plans for the construction of buildings for a new 10,000-seat show ring and arena are going ahead here under the direction of Judge D. Oliver Germino, secretary, and Frank J. Arburua, president, of the Merced County Spring Fair and Livestock Show.

Aside from the beautiful city park site, more than 20 acres adjoining have been purchased, and State officials who have seen the location say that this will be one of the finest fairgrounds in the State when fully developed.

The 1948 It's May Day in Los Banos Festival and Spring Fair will run simultaneously again May 1-4, 1948. While no deal has yet been made with Art Craner, manager and director of publicity of the spring celebration for the past 10 years, it is expected that he will be back for the 1948 show.

San Fernando, Calif., Park Site Mulls for Fair

SAN FERNANDO Calif., July 26.—State and local officials are conferring here on the offer of the city to deed Recreation Park to the State as a site for the 51st district agricultural fairgrounds.

Earl Hampton, senior architectural designer for the State division of fairs and expositions, will draw the master plan; Al Snider and Louis Heinzer, division head and attorney, respectively, are gathering information on the prospective fair site.

Max P. Schonfeld, president of the district fair association, said the site will require 11 acres for a three-eighths mile track and buildings.

There are 31 acres in the park, of which more than 20 are playground facilities.

Weyburn's Attendance Off But Annual Is Successful

WEYBURN, Sask., July 26.—Attendance at the 39th annual Weyburn Exhibition was 4,000 the first day and 5,000 the second. The attendance was down a bit from last year, Secretary-Manager Fred Zabel declared the event was a success. Exhibits were up and of better quality.

The annual was opened by M. Hartnett, Saskatchewan's deputy minister of agriculture. Light horse jumping competitions were a grandstand feature.

Grass Valley, Calif., Four-Day Fete Scores

GRASS VALLEY, Calif., July 26.—The four-day Grass Valley Festival ended here Sunday (6) with attendance estimated at 12,000. Event stressed a frontier days' theme.

U. S., Canadian Radio Stations Plot Fair Plans

CHICAGO, July 26.—Station KMBC, Kansas City, Mo., will participate at two major State fairs—the Missouri State Fair, Sedalia, August 18-21, and the Kansas State Fair, Hutchinson, September 14-19, Tom Rucker, the station's promotion director, infos in a return on *The Billboard's* recent survey on plans of radio stations for participation at fairs.

KMBC's *Dinner Bell Round-Up* will be at Sedalia August 18-24, opening on the second day of the annual. The Tune Chasers, Millie and Sue, the Rhythm Riders, Don Sullivan, Colorado Pete, Jed Starkey and Hiram Higsby will be included in the group. The station will send Hiram Higsby, the Rhythm Riders, Millie and Sue and Colorado Pete to Hutchinson, Phil Evans, the KMBC farm counselor from the station's service farm, will be at both fairs.

Intensive Participation

Waterloo's (Iowa) KXEL will initiate an intensive Iowa fair program beginning August 1 at the Linn County Fair, Central City, and continuing thru the Iowa State Fair, Des Moines, August 22-29, making broadcasts from a total of 16 fairs in all.

The other fairs are Mahaska County, Oskaloosa; Grundy County, Grundy Center; Benton County, Vinton; Delaware County, Manchester; Butler County, Allison; Hardin County, Eldora; Elkader Fair, Elkader; Wirth County, Northwood; Story County, Nevada; Winneshiek County, Decorah; All-Iowa Fair, Cedar Rapids; Big Four Fair, Nashua; Franklin County, Hampton, and Fayette County Fair, West Union.

Plans include airing the *R. F. D.—1540*, a quarter-hour daily show, beamed to farm listeners, from each of the annuals and such other broadcasts as the scheduling will permit. All of these fair broadcasts will be handled by Hugh Muncy, KXEL's farm director, Elizabeth M. Gahre, the station's program manager, advises. During the run of the Iowa State Fair the station will air all of its farm programs from the Des Moines event.

Canadian Outlets Plan

Peterborough's (Ont.) CHEX plans to be back for the sixth year at the Lindsay Central Exhibition, which is 28 miles from Peterborough, Karl E. Monk, the station's program director reports. The outlet also will cover several rural fairs, according to Monk. At the Lindsay event the station will have a studio and a stage and will present both studio and live stageshows. One of the features used by the station is an informal show in which the folks are invited to come up and dance, sing, recite or play an instrument. As a reward, the station gives them a recording of their part in the program. Other live show features include amateur contests and an old-time fiddlers' contest.

Frank Ryan, of Ottawa's CFRA reports that beginning August 1 he is starting an evening show titled *Come to the Fair*, in which he will deal with fairs and exhibitions.

Yorkton, Sask., in Short Drop in All Departments

YORKTON, Sask., July 26.—Total attendance for the three-day 62d annual exhibition was 17,702, compared with 19,618 in 1946. Grandstand attendance was 13,367 against 15,211 last year.

Wallace Bros.' Shows had the midway and Garden Bros., of Toronto, the grandstand. Livestock entries were down. Harness races were featured.

St. Louis Books Hefty Act Bill

ST. LOUIS, July 26.—Vernon M. Huff, secretary-manager of the Greater St. Louis County Fair, to be held August 23-September 1 at Jefferson Barracks Park, has returned from Chicago where he signed an array of headline performers and top-notch acts for the entertainment portion of the 10-day event. There will be revues and other entertainment held indoors, while circus acts, featuring high-wire performers, will be offered outdoors at no charge.

The Johnny J. Jones Exposition Shows will be featured on the midway.

A championship competitive rodeo, produced by John Guthrie, along with a Wild West Stampede and Lucky Lott's Hell Drivers are listed on the lengthy entertainment program.

Other features already contracted include Edna Deal's *New World Revue*, Budweiser's International Clydesdale Horses, General Motors' *Preview of Progress*, KMOX *Barn Dance*, the County Horse Show, post-war auto show, television and electrical show, St. Louis Art Exhibit, St. Louis Musical Art Show, home economics demonstrations, Greater St. Louis Garden Club Flower Show, a city of St. Louis exhibit, agricultural, livestock, dairy, poultry, rabbit and apiary shows.

Otis Brown, manager of the horse show, reports that entries are being received from out-of-town exhibitors, as well as from local owners and riders, for the three-day equestrian event. There will be classes and stakes for three and five-gated, hunter and jumper, Western and driving horses and hackney and Shetland ponies. There will be \$3,300 in prize money.

Francis D. Healy, director of the Art Gallery, states that more than 300 paintings, representing artists from the Artists' Guild, American Art Alliance and Independent Artists' Society, have already been entered. The showing will be in the old Jefferson Barracks guardhouse. Four cell blocks will be decorated and used for the displays.

Virtually all concession space has been sold, and commercial exhibit space for nationally known dealers and distributors is being sold at a pleasing pace.

Jack Van Peit is in charge of publicity.

Regina Saves Tax

REGINA, Sask., July 26.—Reversing a previous stand, the city council agreed to let the Regina Exhibition Association pay \$2,000 instead of regular amusement tax on this year's fair. A previous request that the fair board pay \$1,500 instead of the tax, and a city commissioner's recommendation that the sum be \$2,000, had been turned down by the council July 2.

Mid-South Annual To Try Automatic Turnstiles This Yr.

MEMPHIS, July 26.—Automatic turnstiles will be put into operation at the Mid-South Fair and Livestock Show this year and work will get under way soon on the installation, G. W. (Bill) Wynne, manager, announced. The turnstiles will be operated with tokens, which will be purchased at a box office at each entrance. Only old-style tickets to be used, Wynne said, will be those sold 30 days in advance and there will be a special gate at each entrance to admit holders of such tickets.

"The new turnstiles will assure ready entrance to the grounds without congestion and to further add to the convenience of patrons; a fourth entrance directly opposite the Sunken Gardens, will be opened," Wynne said.

Work of reconditioning rest room facilities of the fairgrounds, doubled since the last fair in 1941, is now in progress and new drinking fountains are being added at convenient locations to supplement those already in use. Two large parking lots on Central and Southern will be operated in a manner that will permit visitors to enter and leave without delay.

Hundreds of new signs are being made to point the way to exhibits, amusements and other features. Thru the counsel and co-operation of the Memphis and Shelby County Health Department, first-aid stations will be set up and operated by experienced attendants, Wynne said.

Newport, Ore., Doubles Space for Exhibitors

NEWPORT, Ore., July 26.—Improvements are under way at Lincoln County Fairgrounds here to permit double the number and size of exhibits of previous years when the three-day annual opens August 28, according to William P. McBee, fair board chairman.

McBee announced divisional superintendents as A. Lisi, land products; Andrew Kent, livestock; J. M. Reeder, community; Mrs. J. White, domestic science; Mrs. J. C. Barclay, textiles; H. S. Pruner, floral; Turner Bond, 4-H Club department.

Other members of the fair board are Gertrude Murty, Toledo; August Lisi, Newport, and Turner Bond, Toledo.

Boys' Calf Scramble New Feature for Harrington

HARRINGTON, Del., July 26.—Calf scramble for members of 4-H Clubs and Future Farmers of America is an added feature of the Kent-Sussex Fair which opens Monday (28) for a week. About 60 boys will be given the opportunity to capture, rope and keep any one of 30 registered stock calves.

Entertainment features include harness racing, Sam Nunis auto races, Joie Chitwood's Thrill Show, Joe Basile's Band, Ben Yost's Cavaliers, the Skating Macks and the Florida Trio.

Estevan, Sask., Better All Attendance Records

ESTEVAN, Sask., July 26.—Gate and grandstand attendances at the two-day 35th annual Estevan Fair were the highest on record. Paid tabs to the grounds totaled 7,205, exclusive of pre-sales which accounted

for about 2,000 more. Grandstand total was 6,088 paid.

A feature was the annual horse racing event, the Border Derby. Record attendance was recorded at the boys' and girls' farm camps.

Grandstand attractions were presented by Garden Bros., Toronto, and Wallace Bros.' Shows were on the midway.

—ATTENTION—

FAIR SECRETARIES IN KENTUCKY, TENNESSEE, ALABAMA AND GEORGIA

Have some open dates in above States. This is one of the largest and finest truck shows in America.

WE POSITIVELY HAVE

- 12 up-to-date Rides
- 12 high-class Shows, all panel fronts
- 60 Concessions

Featuring BOB FISHER'S FEARLESS FLYERS FOR FREE ACT

Beautiful, modern light towers. Gigantic army searchlights. Have our own Diesel light plants. Show transported on 48 trucks. We invite you to visit this midway and see America's Finest Carnival, or contact us per route. Springfield, Ohio, week July 28th; Germantown, Ky. (Fair), week Aug. 4th; Richmond, Ind., Aug. 11th to Aug. 20th; Princeton, Ind. (Fair), Aug. 25th. Reply to E. L. YOUNG, Mgr.



ATTENTION

VIRGINIA, NORTH & SOUTH CAROLINA FAIR MANAGERS

I Still Have Some Open Time in Your Territory for My Complete

Circus Unit. Wire or write

BUCK OWENS

5110 Smart

Kansas City, Missouri

CARNIVAL WANTED

for

HARPER COUNTY FAIR AND STOCK SHOW

SEPTEMBER 9, 10, 11 AND 12

Want at least 8 good Rides and 25 or more legitimate Shows and Concessions.

Will consider a Free Act or two.

MARTIN S. HALL, Chairman, Harper, Kansas

JASPER COUNTY FAIR

RENSELAER, IND.

One of Indiana's Old Established Fairs

AUGUST 26-29

Midway space available for clean Concessions. Good opportunity for Midway Shows at reasonable percentage.

WILLIAM H. BAHLER

Superintendent of Concessions, Rensselaer, Ind.

WE WILL OFFER FENCE TO FENCE CONTRACT

To a 7 to 10 Ride Show for September 10-11-12-13. Rush replies to

JOHN W. ELLIS, Secretary

MANISTEE FAIR BOARD, Onkama, Mich.

WANT CARNIVAL FOR JACKSON COUNTY FAIR

To be held September 29th through October 4th.

Wire or call NEWPORT CHAMBER OF COMMERCE, Newport, Ark., at once, stating number of Concessions, Rides, etc.

ATTENTION

FAIR SECRETARIES

I CAN FURNISH ANY TYPE OF OUTDOOR ACTS OR REVUES ON SHORT NOTICE!

ERNIE YOUNG

155 No. Clark St. CHICAGO, ILL.

NEW

EXCITING DIFFERENT

Swing & Sway the "Orton Way"

Juggling-Swaying AERIAL ACT

at

The SENSATIONAL ORTON

At Marlin Agency, Hotel Bradford, Boston

KENTUCKY STATE FAIR

SEPTEMBER 7-13

• **OPENING FOR
OUTSTANDING
ATTRACTIONS
AND A FEW
HIGH CLASS
CONCESSIONS**

(Gambling Prohibited)

Write J. O. MATLICK, Manager

KENTUCKY STATE FAIR
LOUISVILLE 11, KY.

AUTO STUNTMEN WANTED

By a Thrill Show organization that is recognized as America's very best. Good salary, guaranteed pay every week. Can use only experienced people with ability. Will top any salary you have ever been offered if you are good. Can use Motorcycle Men and experienced Ramp Men.

Write or wire

JACK BECK
SECOR HOTEL
TOLEDO, OHIO

WANTED

CARNIVAL with . . .
10 or more Major Rides
2 or more Kiddy Rides
8 or more real Shows
30 or more Legitimate Concessions
LINCOLN COUNTY FAIR
Fayetteville, Tennessee, week October 6th.
E. R. BRALY CIRCUS GRANDSTAND
ATTRACTIONS
W. L. YEARWOOD, Co-Chairman of Fair

WANT

A good size Carnival for the
ANTELOPE COUNTY FAIR
Neligh, Nebr., August 29-30-31.
CLINTON STONEBRAKER, Secy.

TASLEY FAIR

Tasley (Accomack County), Virginia, August 20, 21, 22, 23, 1947.
CONCESSIONS WANTED FOR INDEPENDENT MIDWAY. No strong outfits. No MIT Camps. No games wanted. ALL GRIFF STAY AWAY.
CENTRAL AGRICULTURAL FAIR ASSO.
J. EDGAR THOMAS, MGR.

Calif. Frames Big Stage Spec Starring Jessel

SACRAMENTO, July 26. — The most pretentious outdoor stage spectacle ever lined up in Northern California will be presented by Adrian Awan, of Hollywood, at the 1947 California State Fair in Sacramento, August 28-September 7.

A California processional, depicting the history of the State with a cast of 1,000, will be presented opening night. Awan and his assistant, Phil Whiting, have been contacting horsemen's groups and historical societies in Central and Northern California to enlist their participation. The processional will be climaxed by a parade of industrial floats, with Gov. Earl Warren expected to make an address.

Awan's *Thespians*, starring George Jessel, will be presented the next four nights. It will be a cavalcade of the American stage. Mark Warnow, of *Hit Parade* fame, has been signed to head the musical program of the cavalcade.

Spike Jones Billed

Spike Jones' City Slickers have been engaged for the nights of September 2 and 3. Awan is working up another revue for the final four nights but has not yet announced names or details. He is also arranging outstanding religious services for the two Sundays with prominent church and lay names expected to take part.

Commercial space is at a premium. Joe Olgardt, commercial exhibits and concessions supervisor, is installing a new outdoor commercial exhibit area called Cabana Court, in which prefabricated booths will house a number of exhibitors.

Forty-three of the State's 58 counties have signed to exhibit this year, according to Kenneth B. Fry, Hall of Flowers supervisor. Previous high was 29, at the last fair in 1941. The State fair flower show will pay \$25,000 in premiums. The California Nursemen's Association will sponsor an exhibit as an association.

Ed Paine, supervisor of livestock, the horse show, and junior division, reports so many want to show that the fat stock cattle and breeding horse classes had to be eliminated. The horse show will be held in an open air arena, as the coliseum was torn down while the army used the grounds.

Parking for 12,000 Cars

Barrett Garages, of San Francisco, will handle the parking. Additional parking area has been obtained and it will be possible to handle 12,000 cars, according to Ted Rosequist, who was recently elevated from promotion chief to assistant secretary-manager.

Publicity drums are rolling under direction of Kirt MacBride, of the public relations firm of Kirt MacBride & Associates. Meetings with press and radio have been held in Sacramento, San Francisco, Stockton and Fresno, and personal contacts have been made as far south as San Diego. The advertising firm of Ford & Damm, Sacramento, is handling the paid advertising and has 24 sheets up in the San Francisco region now, with a good showing scheduled thru-out the State from now until fair time.

Fred H. Bixby, president of the fair board and a director for many years, hosted other directors and the fair staff at his Long Beach ranch, Los Alamitos, in June.

H. O. Davis, of Indio, director who heads the committee on concessions and commercial exhibits, reported at the meeting that concessions contracted for the date will pay approximately \$160,000 based on the new per capita system of rent. The same

Around the Grounds

Film on Iowa State in Premiere; Anderson, S. C., Post to Hulme

A two-reel technicolor short, *A Day at the Fair*, taken at the '46 Iowa State Fair, will have its world premiere Wednesday (30) at Des Moines, with the Iowa State Fair, Des Moines newspapers and radio stations and State and city officials aiding in the advance build-up. The short, produced by Warner Bros., is reported to be a powerful plug for Iowa fairs in particular and for fairs and the State of Iowa in general. Picture shows a flash of the Hennies Bros.' midway. Warner Bros. this year made a two-reel carnival short, titled *King of the Carnivals*. Taken at Topeka, Kan., it is devoted to Carl J. Sedlmayr and the Royal American shows. Warner has also made a short on the Calgary Exhibition, which it will release next season.

I. V. Hulme, Elberton, Ga., who has been one of the aids at the Anderson (S. C.) Fair and who has assisted in the operation of other South Carolina fairs, has been named executive director of the Anderson event. He succeeds J. A. Mitchell, who resigned to assume a fair secretary-manager's post in Richmond, Va. Other Anderson officers are Harold Major, president, and A. P. Durham, general manager.

Prizes aggregating \$2,500 are offered by Minnesota State Fair, St. Paul, for its opening night (August 23) Statewide band tournament. Ten bands have been entered.

Mrs. James Cunliffe, wife of the late James Cunliffe, who had been associated for 30 years with the Thearle-Duffield Fireworks Company, Chicago, and prior to that with Pain's Fireworks of England, was reported as being seriously ill in Jackson Park Hospital, Chicago. Mrs. Cunliffe has many friends among fair people.

Pennsylvania's farm commission has approved premiums of \$44,600 for the 1948 Pennsylvania Farm Show at Harrisburg. This is the largest amount in the history of the annual indoor show.

HOPKINTON (N. H.) Fair this year will have a child-care center. Girl Scouts will staff the center, at which parents will be permitted to leave their offsprings for not more than two hours. The center will be in operation daily from 10 a. m. to noon; from 1 to 3 p. m., and from 4 to 6 p. m.

Joe Hughes, of the George A. Hamid office, is in Presque Isle, Me., with Hamid's *Showtime Revue*, which is the grandstand attraction at the current Northern Maine Fair.

Winner Take All, Columbia Broadcasting System's quiz show, with Bill Cullen as emcee, will be aired from the State fairgrounds at Skowhegan, Me., August 14.

Charles Langille, Marshfield (Mass.) Fair manager, announces that event will open August 17, with one of the largest outdoor dog shows ever offered in New England. The fair will

number of exhibitors paid approximately \$67,000 in 1941 on a percentage basis, he said.

Orville Crafts, of Crafts Greater Shows, has the midway for the first time in 27 years (Foley & Burke had been a midway institution here).

General Hap Arnold, retired, wartime army air forces chief, now living in Sonoma, about 100 miles from Sacramento, will be a guest of the fair. Arnold is a member of the State fish and game commission, having been appointed by Governor Warren

offer pari mutuel betting, but emphasizes the agricultural aspects of the traditional country fair, according to Langille. The event draws heavily from Boston.

Paul Bowser, New England fight and wrestling promoter, is rushing work on his new Foxboro, Mass., track and fairgrounds in preparation for a 30-day night harness horse race meeting which will begin in mid-September.

The Hampshire, Franklin and Hampden Agricultural Society, operators of the Three County Fair at Northampton, Mass., has been granted permission by the office of the Housing Expediter for the construction of toilet facilities in a 30 by 22 feet frame building. The structure will contain 23 flushometer toilets and three lavatories, and will cost an estimated \$8,000.

It's got nothing to do with the fair business, but it's good for a laugh. Drunks arrested at the recent Calgary Stampede include two Indians, George Many Shots and Cyril Drunken Chief.

At a joint meeting of the California State Fair directors and officials and the Travel, Recreation and Centennials Committee, of the California State Chamber of Commerce, held in San Francisco, June 27, full support of the State Chamber of Commerce was pledged to the 1947 State fair. J. E. Carpenter, director, and Helen James, assistant, stated they were making an intensive campaign to secure float and commercial entries for the opening night pageant August 27 and that they felt responses would be enough to assure a mammoth historical parade as a forerunner to the three years of California centennials that will begin January 24, 1948, and run thru December, 1950.

Joseph T. Monsour, assistant secretary-manager of Louisiana State Fair, Shreveport, and president of the Middle West Fair Circuit, as well as owner of the Beach Wholesale Supply Company, is enjoying a vacation in Colorado. He is accompanied by Mrs. Monsour and their daughters, Mary Jo and Margaret Rose.

Col. L. L. Etchison, secretary-manager of the Red River Valley Fair at Sherman, Tex., for nine years, has assumed his duties as director of premiums and special events at the Heart O' Texas Free Fair, Waco, Tex.

Named to the board of directors of the Pasco County Fair Association at a board meeting in Dade City, Fla., were M. L. Milbauer, N. M. Swartzel, Ed Madill, Mrs. G. H. Whitman, O. A. Allen, D. E. Cannon, Mrs. Marianne Simons, W. R. Gould, Joe Herrmann, A. H. Schrader and Mrs. F. C. Wirt.

Gladys McCracken, publicity director of the Michigan State Fair, has been elected a director of the Women's Advertising Club of Detroit.

Around the Grounds—
The Carmencita Romero dance group will open at Canadian National Exhibition, Toronto, August 22. Members of the troupe are Carmencita Romero, Karl Rea, Jon Lei, Michelle Justine, Gloria Farris, Julian Swayne, Duran Pierre, Roberto Piper, and Earl Gaines, manager.

The French liner, De Grasse, Tuesday (22) unloaded at New York a 7,000-pound armored Mercedes limousine, once the state car of Adolph Hitler. Car, now the property of the French government, will be exhibited at Canadian National Exhibition, Toronto.

Accidents Fatal To Four Drivers In Four States

PHOENIX, Ariz., July 26.—Elmer B. (Bud) Reiber, 32, of Phoenix, was injured fatally here Thursday (10) when his midget racing car crashed. The car's axle collapsed as Reiber was heading into the last lap of the 30-lap main event at the speedway.

New Jersey Driver Dies

PATERSON, N. J.—Walt Walasek, 27, midget auto racer of Garfield, N. J., died Wednesday (16) night at Paterson General Hospital as result of injuries received in a crash at Hinchcliffe Stadium Tuesday (15) night.

Bill Holland Winner

NAZARETH, Pa. — Bill Holland, Bridgeport, Conn., won the feature race at the fairgrounds here Sunday (20) before 8,915 persons.

12,000 at Gilmore

LOS ANGELES—Danny Oakes took the lead in the 30th lap and won the 40-lap midget auto main event at Gilmore Stadium here Thursday (17) before 12,000 spectators. A smash-up occurred in the 17th lap when Norman Holtkamp hit the rail and tangled with Chick Barbo's car which turned over twice. Barbo was taken to the hospital, where his injuries were found not serious. Bob Kelsey (See Speed Round-Up on page 83)

CARNIVAL WANTED
6-8 RIDES — 4-6 SHOWS
for
Wyoming's Greatest Fair

POWELL, WYO.

August 21-22-23

WRITE, WIRE OR CALL

R. A. RONEY, Mgr.

POWELL, WYO.

WANTED
CARNIVAL OR INDEPENDENT RIDES

JENNER FAIR

Jennerstown, Pa.

August 19-23, inc.

EDWARD FRIEDLINE, Sec'y

CUSTER COUNTY FAIR

Broken Bow, Nebraska, September 23 to 26, wants small Night Show or Acts not requiring stage. Commission contract preferred. Write

L. G. SULLIVAN, Secy., Broken Bow, Nebr.

WANT TO BOOK

Small Carnival with 5 or 6 good Rides, week of October 13th, last two days County Fair. Contact

MGR. COUNTY FAIR

Lucedale, Mississippi

WANTED

Rides and Concessions for

WORTH COUNTY FAIR

Held Sept. 11, 12 and 13. Write to VERL W. HENSLEY, Sec., Worth County Fair, Grant City, Mo.

WANTED

Rides not conflicting with Merry-Go-Round, Ferris Wheel or Kiddie Charplane. Shows and Concessions of all kind. No expense. Sept. 12, 13 and 14, Brooklyn Fair, Brooklyn, Conn.

CHARLES J. CASEY CO., INC.

AGENT

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CHAS. W. STEPHENS

Laramie County Fair Board, Pine Bluffs, Wyoming

Fair Dates

A list of fairs, with dates two weeks in advance and arranged according to dates, States and cities, will appear in each issue.



The complete List of Fair Dates was published in the issue dated May 31, and the next complete list will be published in issue of August 16.

August 3-9

ARKANSAS

Hatfield—Hatfield Fair Assn. Aug. 7-9. Mrs. Charles McCown.

CALIFORNIA

Santa Rosa—Sonoma Co. Fair Assn. Aug. 2-9. Weslie Jamison.

COLORADO

Durango—San Juan Basin Fair & Rodeo. Aug. 9-10. R. Franklin McKelvey.

IDAHO

Malad City—Oneida Co. Fair. Aug. 7-9. Knall V. Hanson.

ILLINOIS

Altamont—Effingham Co. Fair. Aug. 2-7. Mart Alwert.

Arthur—Moultrie-Douglas Co. Fair Assn. Aug. 5-9. H. E. Hood.

Augusta—Augusta Livestock Assn. Aug. 5-8. Carl W. Kochser.

Belvidere—Northern Ill. Fair Assn. Aug. 7-10. George P. Marshall.

Bloomington—McLean Co. Fair. Aug. 5-7. Howard J. Stevenson.

Fairfield—Wayne Co. Fair Assn. Aug. 5-8. Ralph C. Finley.

Kankakee—Kankakee Fair Assn. Aug. 5-8. F. R. Henrekin.

Knoxville—Knox Co. Fair. Aug. 5-8. M. B. Evans.

Lincoln—Logan Co. Fair Assn. Aug. 3-8. Wilbur Layman.

Marshall—Clark Co. Fair. Aug. 4-8. H. R. Bamesberger.

Milford—Iroquois Co. Agrl. & 4-H Club Fair. Aug. 3-7. Ellen Marie Hofer.

Monroe—Monroe-Will Co. Fair. Aug. 7-10. Scott McLaughlin.

Pleasant Hill—Pike Co. Fair Assn. Aug. 6-8. J. L. Laugharn.

Pontiac—Livingston Co. Fair. Aug. 5-7. Guy K. Gee.

Springfield—Illinois State Fair. Aug. 8-17. William V. (Jake) Ward.

Vienna—Johnson Co. Fair Assn. Aug. 4-8. Paul Powell.

INDIANA

Brookville—Franklin Co. 4-H Fair Assn. Aug. 5-8. Mrs. Bessie Dare.

Centerville—Wayne Co. 4-H Fair Assn. Aug. 4-8. Barbara Cook, Milton.

Fairmount—Grant Co. Fair Assn. Aug. 7-9. Dr. D. H. Carter.

Greencastle—Putnam Co. Fair & 4-H Club Assn. Aug. 4-9. Roy C. Sutherland.

Huntingburg—Dubois Co. Fair Assn. Aug. 4-9. Jonas Davis.

Peru—Miami Co. 4-H Club Fair. Aug. 5-9. Paul F. Golden, Denver.

Portland—Jay Co. Fair Assn. Aug. 3-8. Charles C. Hartzell.

Richmond—Wayne Co. Free Fair. Aug. 4-8. Robert Toschlog.

Rochester—Fulton Co. 4-H Fair Assn. Aug. 5-8. Fred Rankin.

Shelbyville—Shelby Co. Free Fair Assn. Aug. 3-8. Ray F. Breedlove.

South Bend—St. Joseph 4-H Fair. Aug. 6-9. Oscar Valentine.

IOWA

Allison—Butler Co. Fair. Aug. 7-10. Virgil E. Shepard.

Alta—Buena Vista Co. Agrl. Soc. Aug. 7-10. G. A. Soderquist.

Burlington—Burlington Tri-State Fair. Aug. 4-9. Fred Cromwell.

Centerville—Appanoose Co. Fair Assn. Aug. 5-8. A. M. Farber.

Fonda—Pocahontas Co. Agrl. Soc. Aug. 9-11. B. P. Barber.

Grundy Center—Grundy Co. Fair. Assn. Aug. 6-9. C. S. Macy.

Indianola—Warren Co. Agrl. Assn. Aug. 4-7. C. R. Williams.

Keosauqua—Van Buren-Jefferson Co. Fair. Aug. 6-9. Arthur J. Secor.

Knoxville—Marion Co. Fair Assn. Aug. 7-10. A. C. Miller.

Leon—Decatur Co. 4-H Fair Assn. Aug. 4-7. W. B. Halstead.

Manchester—Delaware Co. Fair. Aug. 5-8. E. W. Williams.

Oskaloosa—Southern Iowa Fair Assn. Aug. 4-8. Clyde A. Hanna, New Sharon.

Vinton—Benton Co. Agrl. Soc. Aug. 4-8. Richard K. Bauder.

KANSAS

Columbus—Cherokee Co. Legion Fair. July 28-Aug. 4. Kenneth McComak, Hallowell.

KENTUCKY

Germantown—Germantown Fair Assn. Aug. 7-9. R. K. Asbury.

Russell Springs—Russell Co. Fair Assn. Aug. 6-9. R. Felton Robertson.

Shelbyville—Shelby Co. Fair. Aug. 4-9. Phil W. Moesser.

MAINE

Bangor—Bangor State Fair. Aug. 3-9. H.O. Pelley, Skowhegan.

MICHIGAN

Cheboygan—Northern Michigan Fair. Aug. 5-9. Harold G. Sellers.

Corunna—Shilawassee Co. Agrl. Soc. Aug. 4-10. E. R. Hancock.

Ionia—Ionia Free Fair. Aug. 4-9. Rose Sarlow.

Milford—Milford Fair Assn. Aug. 6-9. Mel H. Moore.

MINNESOTA

Arlington—Sibley Co. Agrl. Assn. Aug. 8-10. Louis Kill.

Austin—Mower Co. Fair. Aug. 5-10. P. J. Holand.
Bagley—Clearwater Co. Agrl. Soc. Aug. 7-10. John Hulteen, Clearbrook.
Bemidji—Beltrami Co. Fair Assn. Aug. 4-6. Hypatia Spangler.
Hibbing—St. Louis Co. Agrl. Soc., Aug. 8-10. J. J. McCann.
Howard Lake—Wright Co. Agrl. Soc. Aug. 8-10. Paul Eddy.
Little Falls—Morrison Co. Agrl. Soc. Aug. 8-10. D. T. Sargent.
Long Prairie—Todd Co. Fair. Aug. 8-10. Logan O. Scow.
Waseca—Waseca Co. Agrl. Assn. Aug. 7-10. Judge Leon Sexton.
White Bear Lake—Ramsey Co. Agrl. Soc. Aug. 7-10. Robert Freeman, St. Paul.
Zumbrota—Goodhue Co. Fair Assn. Aug. 7-10. George W. Freeman.

MISSOURI

Fulton—Callaway Co. Fair Assn. Aug. 5-8. R. W. Alexander.

Higginsville—Lafayette Co. Fair. Aug. 5-8. Ernest W. Baker.

Moberly—Randolph Co. Fair Assn. Aug. 5-8. J. C. Patterson.

Prairie Home—Prairie Home Fair. Aug. 6-7. Dr. A. L. Meredith.

Shelbina—Shelby Co. Fair Assn. Aug. 5-8. Ernest E. Key.

Springfield—Ozark Empire District Fair. Aug. 9-15. C. B. Boyd.

MONTANA

Dodson—Phillips Co. Fair. Aug. 9-10. P. M. Scott.

Great Falls—North Mont. State Fair. Aug. 4-9. Dan P. Thurber.

NEBRASKA

Franklin—Franklin Co. Agrl. Soc. Aug. 5-7. Harry W. Blank.

Loup City—Sherman Co. Fair. Aug. 5-8. Clark Reynolds.

NEW JERSEY

Branchville—Sussex Co. Farm Show. Aug. 6-9. John W. Raab, Newton.

NEW YORK

Caledonia—Caledonia Fair. Aug. 5-10. Mrs. Elizabeth Herkimer.

Gouverneur—Gouverneur & St. Lawrence Co. Fair. Aug. 4-9. Bligh A. Dodds.

Whitney Point—Broome Co. Agrl. Soc. Aug. 6-9. C. R. Johnson.

OHIO

Croton—Hartford, Ind. Agrl. Soc. Aug. 6-9. Clell H. Sinkey, R. 2, Centerburg.

Piketon—Pike Co. Agrl. Soc. Aug. 7-9. Frank B. Cooper.

Richwood—Richwood, Ind. Agrl. Soc. Aug. 5-8. Dana D. Lowe, Marysville.

Urbana—Champaign Co. Agrl. Soc. Aug. 4-8. Howard Goddard.

Warren—Trumbull Co. Free Fair. Aug. 5-9. Frank Neal, Nutwood.

Wilmington—Clinton Co. Agrl. Soc. Aug. 5-8. Gertrude Hanks.

Woodfield—Monroe Co. Agrl. Soc. Aug. 5-7. Ralph Schumacher.

(See FAIR DATES on page 98)

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TOLEDO A SIZZLER FOR R.-B.

Alzanas Hurt At Marion, O.

Haley pleased with take so far—press crew hits Chi to build 9-day stand

TOLEDO, July 26.—Ringling Bros. and Barnum & Bailey Circus and good weather shook hands again in Northwestern Ohio and the turnstiles clicked.

At Lima, Tuesday (22) the show arrived on time and a capacity matinee started at 3:15. The night show was a turnaway.

The show arrived in Toledo early Wednesday but the matinee did not get under way until 3:45. The house was three quarters filled. The night show was capacity.

Thursday's capacity matinee started on time, as did the night show, which was a sellout.

Harold Alzanas, the high-wire walker, was injured at Marion, O., last week. He did not appear at any of the Toledo performances. He was hurt while testing the rigging before the afternoon show. While standing on the 50-foot perch, he reached for the web, which is ordinarily fastened, but, because of a muddy lot, had been coiled on the center ring.

Alzanas fell 50 feet and only the quick action of an unknown spectator, who arrested the fall, saved him from crashing onto the center ring curb.

Injuries at first thought serious, proved to be shock and multiple bruises. Alzanas Thursday night was still stiff and sore but may be able to start work again today or Sunday in Detroit.

CHICAGO, July 26.—The business of drumming up business for the Ringling-Barnum nine-day stand in Chicago opening August 2 on the parking lot south of Soldier Field began in earnest with the arrival of three members of the press crew this week.

F. Bev Kelley, press chief, and Allen Lester, story man, arrived Thursday while veteran Frank Braden made his appearance Friday. Braden will handle *The Tribune* and *The Herald-American* while Lester will service *The Times, News and Sun*.

F. A. (Babe) Boudinot and his outdoor advertising crew has completed a terrific job of billing the town and environs, there being nothing left (See *HALEY PLEASED* on page 79)

Record Cold Weather At Marquette, Mich. Fails To Hurt K-M

MARQUETTE, Mich., July 26.—Al G. Kelly-Miller Bros. hit the coldest July night in Marquette history here Friday (18), with the temperature dropping to 44. But it didn't hurt the org's draw and they strawed 'em at night and a full matinee.

The first circus to play Munising, Mich., in 10 years, the K-M org ran into rain at night but drew a full house after a light matinee.

Sault Ste. Marie proved to be one of the best of the season, both shows getting straw despite cloudy and overcast skies.

At Gladstone, Mich., the weather was excellent and it was a capacity night after a light matinee.



MEMBERS OF THE FUN ON SUNDAY CLUB of Mills Bros.' Circus enjoyed their first picnic outing of the season June 29 at Alford Park, Kenosha, Wis. Most of the performers on the show are in the above picture.

James M. Cole Shows 'Em A Well Paced Performance

By Pat Purcell

CHICAGO HEIGHTS, Ill., July 26.—James M. Cole Circus rolled into this suburb of Chicago Tuesday (22), a bit jittery as business had been bad thru Ohio and Michigan, but the folks turned out in droves to give it a capacity matinee and a straw night; and many a critical eye was pleased with the performance even tho it ran the gamut of tough luck thru the night show. Jimmy Cole, as the lads call him, is in his second tour since being discharged from military service, and to please the public and to get money, money belongs to the office, and all employees give you the impression that they definitely are with it and for it.

On the midway, Jimmy has a side show under the management of Leon Bennett, a Baby Animal Show, featuring a monkey and babe; a pony ride, and the customary novelty, floss, candy and grab stands. He does not use a tax box, all cash being handled thru the windows of the white wagon, which is the personal domain of Jimmy's charming wife, Dorothy.

Dorothy a Cutie

The menagerie is confined to a horse fair, being filled with Cole's Liberty act and the Riding Dutton Horses. The five elephants are exhibited in the side show, featuring Dorothy, the baby elephant, which surely makes a hit with old and young. As one circus fan put it, "She's the sweetest damned thing I've ever seen." The show also carries two cross cages of monkeys.

The big show performance is offered in an 80-foot round, with three 40s. Front grandstand has two-place folding bench-type seats, something a little different and quite effective. The back grandstand has chairs. There are three rings, and they were kept quite busy most of the time.

Cole Has Background

Cole gained most of his experience under the redoubtable Charles T. Sparks, and apparently he learned his lesson well. His performance was well dressed, and the prop boys were in uniforms; and he gets the most out of the talent available, a trait undoubtedly acquired from Sparks.

The performance ran with precision despite the fact the Duttons were unable to appear in the matinee, cutting two feature numbers. At night the lights failed during the menage number and the top was dark for some 15 minutes. Charles Cutbert and his band, featuring Maynard Visengard at the drums, kept the assemblage well entertained during this break.

A truck carrying the Dutton Horses (See *JAMES M. COLE* on page 79)

Harvey's Paper Goes All Out For Mills Org

PERRY, Ia., July 26.—A lesson in co-operation was given Wednesday (23) when Mills Bros. played here. This is the town in which the paper, *The Perry Daily Chief*, has as one of its biggest stockholders, R. M. Harvey, general agent of Dailey Bros.

Ordinarily, some might think the Mills org would have a hard time crashing the press with publicity under this set-up. On the contrary Harvey's paper, probably at a bit of urging from him, went all out for the Mills org, using Page 1 pictures and stories: As a result, Mills drew 2,500 at the matinee and 2,000 at night.

Other Iowa spots gave Mills something to smile about. In Webster City, cloudy weather hurt but even with that drawback the show drew two three-quarter houses. Algona proved a red one, despite a strong wind. Officials of the chamber of commerce, sponsor of the circus here, said the C. of C. realized \$500 from the show.

At Mason City even a downpour at 1:30 p.m. didn't hurt the matinee, a full house being registered.

Polack Eau Claire Biz Called Okay

EAU CLAIRE, Wis., July 26.—Playing in the City Auditorium here under auspices of the Mehara Shrine, Polack Bros.' Shrine Circus did okay business during the four-day stand. Show was well advertised and every performance was well filled, altho there were no sellouts.

Cliff McDougall is back with the Polack org as a press agent.

Cole Records Top Two-Day Stand of Year

Des Moines Proves Winner

DES MOINES, July 26.—A two-day stand here Friday and Saturday (18-19) gave Cole Bros. its biggest one of the season and equalled the best attendance ever chalked up by the Cole org in Des Moines. Both matinees were strong and both night houses straws.

A three-day stand at Kansas City, Mo., about equalled last year. It got away to a fast start Monday (21) with a full house, after only a fair matinee crowd. Business the other two days was about the same, with matinees light but night crowds strong.

Topeka gave with an all day rain, but show registered good business, especially at night. At Waterloo, Ia., the weather was bad, too, but both the matinee and night shows drew well.

Colo. Springs, Pueblo Register Big for Beatty

PUEBLO, Colo., July 26.—Pueblo and Colorado Springs went into the 1947 record book of the Clyde Beatty Circus as ones to be remembered. Playing here Tuesday (22), the Beatty org drew a three-quarter matinee but a turnaway at night, the latter despite a heavy rain. The sale of reserve seats was halted a half hour before the show got under way. Org received plenty of publicity via newspapers and radio, with Beatty himself appearing over both KCSJ and KGHF.

In Colorado Springs Monday (21), it was a case of just not having enough seats, both the matinee and night shows playing to overflow crowds.

At Longmont, Colo., business was good. Matinee was full and the night better than three-quarters.

Ontario Continues Good for Garden Org

STRATFORD, Ont., July 26.—A three-day stand here Monday thru Wednesday (21-23) proved better than okay for Garden Bros. Org's opening matinee crowd was strong and the night show was full. Tuesday (22) the rain came, but despite the weather the matinee played to capacity. At night a capacity throng was on hand but the rain and wind proved too tough and it was necessary to call off the show.

Wednesday (23) found the weather much improved and org gave three shows, one matinee and two night. The matinee was capacity and the two night shows overflows.

Huntsville, a two-day stand, Friday and Saturday (18-19) proved excellent with both performances drawing overflows.

Mr. and Mrs. Felix Morales and children are vacationing at their farm in Poplar Bluff, Mo., before going on fair dates.

Bailey Program Easily Wins Favor With the Customers

By Jim McHugh

PEEKSKILL, N. Y., July 26.—Bailey Bros.' Circus jumped in here from New England, which was about to reach the saturation point in harboring truck shows, and garnered two good houses Monday (21). During the past month the Yankee country had been invaded by Bailey, King, Hunt and Dailey, and, from all reports, business has been slim with too few red ones. Dailey and Bailey were making the same towns in Maine about a week apart and this arrangement didn't work out advantageously. The similarity in titles often has resulted in bruised feelings and notable billing wars.

Bob Stevens has put a real circus program together that easily wins favor with customers. The nut is obviously heavy for a show this size, even tho it is scaled to big show proportions with three full rings. Action is plentiful and all of the rings are occupied at all times except when the featured act, the Bailey elephants, are soloed in the center ring.

Customers get plenty of circus for their \$1.20. Kids can attend for 50 cents, unless they clip newspaper ads, in which case 30 cents will pay the tab.

Standout feature of the big show is the presentation of the Bailey elephants by Peggy Henderson. Pachyderms have been in this country and subject to training by Mac MacDonald for only about six months, but in that short time they have been routined in a manner that would allow them to hold their own performing alongside any of the nation's older herds. Elephants were the first to arrive in this country following the war and were imported by Harry Rimberg, of the International Import and Export Company.

All Are Small

All three of the elephants are small with two standing not more than six feet at the shoulders. Show owns four in all but one is not used in performing. Miss Henderson and her charges ooze personality and completely sell themselves to the audience. Shirley, the smallest one, is presented solo and balances on twin pedestals on its front legs and executes a complete turn on a narrow plank.

Gladys (Killum) Gillum and her lions failed to make the 325-mile jump here from Salem, Mass., because of motor trouble. Lack of this feature resulted in the performance seeming to be top-heavy with ground and aerial talent but the regular appearance of a wild animal act should add the necessary measure of variety.

Acrobatic, contortionist, balancing, trapeze and web presentations are numerous and the entire program proceeds with a staccato niceness that keeps the customers glued to their seats. No concert was presented here.

Clown alley is well populated with

Knoxville Date For Tom Packs Reports 20% Up

KNOXVILLE, July 26.—The Tom Packs Thrill Circus, playing its fourth consecutive season here under auspices of the Kerbela Temple, bucked the coldest July weather in 69 years but still did big business.

William Nelson Luck, former wrestler and acting manager for Packs on this date, reported Friday morning (25) that business was running 20 per cent ahead of last year.

Org bowed here Tuesday (22) to a good opening night crowd. The show received its greatest advance build-up in the four years it has played Knoxville. Street banners, window cards, spot radio announcements and local newspaper advertising were used. The run closes tonight.

The only casualty occurred opening night when La Tosca, bounding rope, fell. She was carried from the arena and missed Wednesday's performance, but worked again Thursday (24).

Dave Malcolm handled the announcing and Frank Cervone directed the 15-piece band. Other key personnel were Jack Lehr, grounds superintendent; George Baur, carpenter; Fred Vopel, electrician, and Jack Norman Jr., assistant electrician.

not less than eight members who are active enough to give the impression that their numbers approximate a platoon in size.

Physical equipment, for the most part, appeared to be in excellent shape. Show has an advertising tie-in with Chevrolet which has resulted in some nice equipment and Chevy banners which completely encircle the big top.

Business here as elsewhere could conceivably be much better if a more thoro selling job had been done. This town is the hub of thousands of summer visitors from metropolitan New York, many of whom have never seen a circus under canvas. Small fry are as numerous as mosquitos on a sultry night and it would take a week or more to cater to the potential audience. Billing, however, was very sparse and the doings rated only a passing nod from the press. Most natives and tourists didn't know about it until it had gone.

Salem, Mass., proved a good one, org getting two full houses. Wakefield, Mass., proved okay, both the matinee and night houses being near capacity. Light rain hurt the draw at Gloucester, Mass., org getting only fair houses at both performances.

Eagle River, Wis., Biz Proves Big for Wallenda

EAGLE RIVER, Wis., July 26.—The Wallenda Circus did a bang-up business here, July 18-20; so good in fact, that the show stayed over until Monday to do extra shows.

Org played in the Eagle River Stadium.

UNDER THE MARQUEE

Buddy Wedin caught the Al G. Kelly-Miller Bros.' Circus at Iron Mountain, Mich., July 10.

Did you ever hear a towner ask, "What time will you break up tonight?"

About 3,600 attended the circus model show which closed a three-day stand in Southwick, Mass., July 6. Show was sponsored by the Circus Fans of America and the Circus Model Builders and Owners' Association and featured 20 exhibits. Bluch Landolf, old-time Barnum & Bailey clown, attended.

Walter D. Nealand, flack for King Bros.' Circus, made the editorial page of *The Springfield (Mass.) Daily News*, July 8. Seems Walter stopped at the newspaper office a day or two before the circus arrived to warn the ed it was coming and came forth with so many adjectives about the show that the editor wrote a piece for a column, *Local Pepper Box*.

Thru an oversight, the following were omitted from the act line-up of the Grotto Circus in Waterbury, Conn.: Hip Raymond, Georgette

brothers, Art and Marie Henry and Captain John Tiebor. The Henrys have signed to present their Liberty ponies and dogs at the Hadi Temple show in Evansville, Ind., November 17-30.

Broken opposition circus should be helped onto its feet again, because it is capable of opposing even when flat on its back.

Since closing with the Wallenda Circus in Greenville, S. C., Tige Hale has visited the Williams show at Decatur, Ga.; Tom Packs Thrill Circus at Birmingham and Nashville; Florida Amusement Company at Sheffield, Ala., and Majestic Greater Shows at Covington, Ky.

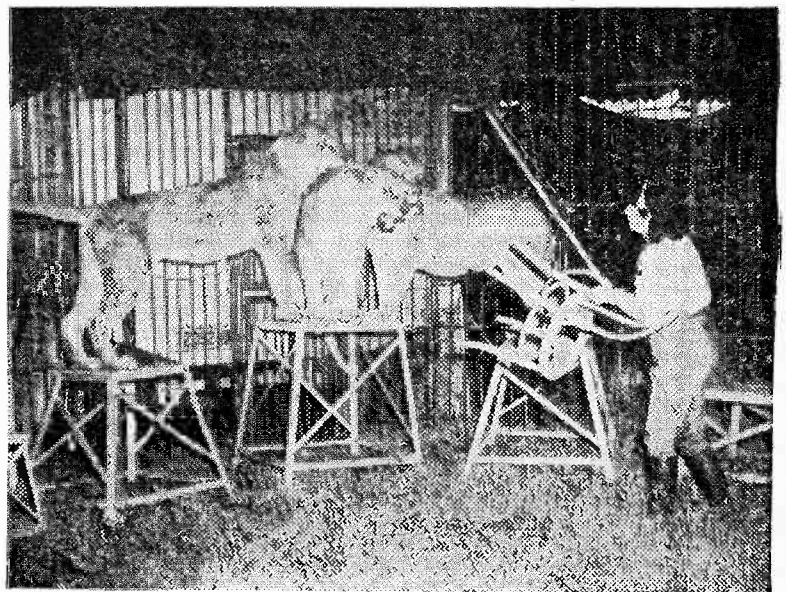
It's a dull bunch of troupers who can't drum up a little opposition menace even tho the show they are worried about is too big to play the route.

H. D. Golden writes to report visiting the James M. Cole Circus at South Haven, Mich., July 5 and again at Holland, Mich., July 6. He enjoyed visits with Mr. and Mrs. Cole. (See *Under the Marquee* on page 99)

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Ringling-Barnum

After closing in Toledo we welcomed the week's stand in Detroit. It gave everyone a chance to catch up with the laundry, letter writing, etc.

Harold Alzanas fell from the high wire while putting up part of the rigging. Luckily, he escaped serious injury but is now getting around the lot with the aid of a cane. Terrell Jacobs paid us a quick 10-minute visit, but few saw him. He caught the trains on the run and visited with some of the folks while waiting to make train connections to Columbus, O.

Charlotte Curtis, reporter for *The Columbus (O.) Citizen*, traveled with the show overnight recently and the write-ups and pictures in her paper the following day were swell. Ted Deppish, CFA, showed movies of the 1946 season between shows in Canton, O.

Many of the folks took advantage of the lake next to the lot in Marion, O.

Jenny Wallenda left to join the Wallenda Circus. Violet Davis left for Ada, Okla. Maizie Miner joined. Tiny Doll celebrated her birthday.

Recent visitors: Dr. Huebener, the Canestrellis, Mr. and Mrs. Meinhart, Norman Sendhauser, Ralph Winarski, Stuart Roberts, Red Malloy and family, Clara Nash, Walter Pietschman, Jack Leontini, Albert McFaydan, Bill Perry, Mark Smith, Allen Lester and family, Bev Kelly's family and Nina, Margie and Linda Naitto. Johnny Tripp visited Jessie and Frank Sheppard in Toledo.

Around the lot: Snappiest department on the show is the side show ticket sellers with white shirts, smartly tied cravats and all-around neat appearance. . . . Joe McCarthy and his wardrobe crew do a good job of keeping the floats and spec wagons painted. Whenever we have a two-day or a week stand you'll find the boys with paint brushes in their hands. . . . Bob Behee passed out the cigars when he received the good news he was a father. Watching him open the telegram was really something. Do all fathers act like that on receiving the good news? . . . Ira Millette now has proof that this is the Big One. Phil Bonta got lost in the cookhouse and one of the waiters recognized him. Al Powell came to his rescue and showed him around the place. . . . Everyone is looking forward to our nine-day stand in Chicago. Willie (Straight Ahead) Downing has made arrangements for his annual party. All are invited to the event at the Pink Poodle the night of August 1. Art Springer will be emcee and have charge of the floor show. . . . The regular writer of this column, Dick Miller, is on the sick list, so I'm pinch-hitting for him.—MARY JANE MILLER.

Polack Western

The weatherman wasn't very kind to us in Riverside, Calif., but in spite of him we did good business. We played the Riverside Auditorium and the elephants got a vacation. The stage wasn't strong enough to hold them.

We played Salinas, Calif., July 21-22 and did turnaway business. The weather was cool and topcoats were dug out.

Ruby Landrus has painted the kitty head she wears in the walkaround. Alfredo Loyal caused plenty of laughs one night with his impersonation of a Hollywood celebrity.

Robert Young, the movie star, drove up from Monterey, which is 15 miles from Salinas, to catch our show. Other visitors were Harvey E. Teller, potentate, and Ed E. Siller, chairman of the San Francisco Shrine Circus. Siller also was chairman at Salinas.

George Westerman, who promoted the Salinas date, left for Denver, his home, to start the promotion there.—IRENE LAFFERTY.

DRESSING ROOM GOSSIP

Cole Bros.

Here's a tribute to our bosses and all the hard-working men with the show who make it possible for this opera to be up and down, not one but every day: Noyelles Burkhart, Arthur Hoffman, Charles Franks, Glen Gardard, Bob Holman, Bob Ray, Charles Cristian, Gene Weeks, Winn Partello, Sam Taylor, Tex Ripperd, Billy Sheldford, Fred Pullan, John M. Neal, Johnnie and George Soble, Eddie Watson, Eddie Andrews, Alex Duncan, Don Panel, Cical Johnson, Frances O'Connell, Iowa Farrington, Jimmie Wilson, George Telford, Whitey Underwood, Walter Garland, Dutch Wise, Leo Parker, Capt. Bill Curtis, Frank Casey, Charles Smith, Bob Morrill, Joe Haworth, Ken Drake, Gebrge Davis, David Blue Larkin, Madison Holston, Buckwheat, Gene Arkie Scott, Bill Woodcock, Charles Luckey, Bill Bush, Tommy Price, Fred Walker, Bill Zastrow, Bill (Hammerhead) Dwyer, Benny Serditch, Carl Knudsen, Al Hoffman, Ace Donovan, Charles Harrison, Blackie Miller, Paul Blackmun, Thomas Boyd, Bill Epperson, George Brigham, Sterno Rubble, J. Yates, Harry Riede, Frank Orman, Gus Taliarfario, Cecil LaBelle, Frank Loftus, Joe Kuta, Whitey Warren, Blackie Baker, Joe Good, Frank (Alabama) Campbell, John Macraw, Bill Waite and last but not least, Mrs. Harry McFarlan and Mrs. Charles Luckey, of the wardrobe department.

That party Doc and Ivy Wilson threw in Rockford, Ill., will go down in Cole history. They invited 80 of the Cole personnel, 40 one day and 40 the next.

Visitors: Orrin Davenport, Dorothy Emmerson, James McElwee, Art and Tony Concello, Curt Eric, Hilda Oronto, Ollie Millard, Mitzie Millard, Nick Nichols, Joe Taggart, Harry Atwell, Mr. and Mrs. Walter Hohenedel; Mrs. Walter Zollmer and son, Walter; Mr. and Mrs. Manyard Wheeler, Mayor and Mrs. William Sachtien; Mrs. Milt Herriott and son, John; Gee-Gee Powell, Allen and Lee, Mary and Herman Linden, Lora and Hank Linton, Summer Peterson, Mr. and Mrs. Joe Leonard, C. H. Leonard, Mrs. W. L. Kerbey and Claude Tonalli.

Mrs. Harry McFarlan celebrated her birthday recently and served ice cream and cake. Frank Cain's folks were his guests in Des Moines. Jack Kennedy's sister and niece visited Raymond Duke.—FREDDIE FREEMAN.

Bailey Bros.

In Lowell, Mass., Manuel Barranger fell from his cloud swing. Luck was with him and he escaped uninjured. Lloyd Cave, tire mechanic, fell from the rear of his truck and suffered a fractured shoulder. Bucket Jones, drummer in the big show band, while dismantling his drums, injured his finger so badly he passed out. Big brother Otis came to his assistance. While we're on the subject of accidents, Janie and Delores Saudawski are doing ladder and web for Bobby Pettus, who is out with a bad case of poison ivy.

Ellis Goe and the writer were guest speakers at the Kiwanis Club meeting in Salem, Mass. Mac MacDonald took the elephants, the Henderson Trio, Bill Hanson, Jack Haines, Bill Bailey, Jimmy DeCobb, Buck Leahy and the big show band out to the health camp in Salem to entertain children.

Jerry Pressley joined to work ladder, traps and web. Harry Miller left the show, being replaced on the front ticket box by Chuck Gammon. Mrs. Buck Leahy visited her husband for a few days. Tom Barron, retired clown of Framingham, Mass., visited and presented the dressing room with a large box of chocolates.

Dailey Bros.

Jimmy Van doesn't know his own strength. He broke two side poles while putting up the dressing room top. Could it have been the Wheaties he ate for breakfast? Rosemary Stock and Lottie Sheppard are tired of listening to the men gripe about unloading trunks. They pitched in and threw every trunk into the carriers' arms without one bit of griping.

The Ross Manning Shows would have day and dated us in Millinocket, Me., but had to wait until we were off the lot before they could set up. Most of their personnel caught our shows.

Jackie Lewis and Chatita Sanchez celebrated birthdays recently. Ice cream and cookies were served in the dressing room.

Jimmy Van and Tommy O'Brien were on the sick list for a couple of days but are okay again.

Earl (Happy) Chapman joined recently as legal adjuster. Milt Robbins reports two weeks of extraordinary business on the side show. Fort Kent, Me., gave him the top single-day's business since he's been with this opera. Johnnie Williams's minstrel band is rated tops by the Maine folks.

Two of our old-timers made their last journey. Bessie Polk, who for weeks fought a valiant but losing battle for life, and Eddie Brochie, ill for a long time in a North Carolina Sanitarium.

Visitors: Mrs. Jerome Harriman, Bill McDonough, Henry Farnum, Gerald Snellens, Jack Brown, John Crowley, Carlton E. Jones and Chief Bruce Poolaw.—HAZEL KING.

Clyde Beatty

In the dead of night Healey shouts, "Another Mickey Mouse wrist watch," and Kilpatrick topples from his upper berth ready to complete the sale. Or possibly he is trying to crash the now colorful flying act done completely in a baby blue frame and shocking pink traps, pedestal hang wires and accessories.

Much illness has permeated the dressing room of late with hospitalization the result. Those interned along the way have been Billy Temple, George Barnaby, Don Hayden and Jean O'Brion, the last named returning to Los Angeles for her health.

While in Denver personnel entertained many visitors, including Orrin Davenport, Mr. and Mrs. Claude Webb, Richard Fries, Henry Western, Mr. and Mrs. Campbell, Harry Chalfant, Buck Harris and Mrs. Jack Biggar. The Campbells issued free movie passes to all for the Fox Isis Theater.

Arthur Stensvad, CFA member of Nebraska, visited in Hastings, Neb. If the morning looks cloudy no one erects his clothes rack; if the day is bright the racks go up, but nine times out of 10 everyone packs, but quick, before the day is over.

Pikes Peak or bust was the motto of the hiking club in Colorado Springs, but they settled for a lesser one in Cheyenne Canyon. At the conclusion of the tour thru Seven Falls the climbers decided to scale Half Dome and here was executed the perils of Pauline by Spenders Cline, deftly clinging to the walls of cliffs as everyone held his breath. He made it; then we all collapsed.—DICK ANDERSON.

Other visitors were Moran and Weiser, hat jugglers, formerly of the Big Show; Joe Thayer, old time rep actor, and the Elvarado wire act, which was playing the Lido Club in Lowell.—GEORGE L. MYERS.

Stevens Bros.

Our first Sunday matinee in several weeks came at Marble Rock, Ia., and we had perfect weather. Monday (14) we played Nashua, Ia., and business was good. The concessions especially got a big play. John (Shorty) Lynn, superintendent of the Clyde Bros.' Circus, visited at Nashua, and Homer B. Phillips joined to handle banners.

Surprise of the ages: Ray Hedley's marriage. Ray left for Billings, Mo., to pick up a truck. En route there he stopped at Wymore, Neb., and married a gal he had known for three years.

Bob Grubbs is working horses, ponies and dogs and doing the big show announcing. At Fayette, Ia., Wednesday (16) the lot was about a mile from town and the light plants didn't arrive until 3 p.m. The side show was opened at 2:15 and the big show started about 3:15. Matinee crowd was fair, everything considered.

Visitors at Fayette included Ray Wortzman, G. H. Hardman and Mr. and Mrs. Fred Proper.

Johnny Latosky deserves plenty of credit for getting it off and on the lots in quick order during Ray Hedley's absence. Willie Mitchell, boss canvasser of the side show, also does a great job getting the side show up in plenty of time.

Visitors at Farley, Ia., Friday (18) included Mr. and Mrs. Steve Brown, Mr. and Mrs. Ray Biehler and son. Robert Stevens had to go to an eye doctor in Farley when his eye became inflamed. It was nothing serious and he's okay. Visitors in Baldwin, Ia., were Tommy Sacco, Chicago booker; Mr. and Mrs. William Thomas, ride operators from LaSalle, Ill., and Kenneth Waite and his guests.—JOHN GRADY.

Garden Bros.

Cool weather, rain and rumors of closing have everyone going thru the usual procedure at this time of year, checking and wondering what happened to the summer bank roll.

In Huntsville, Ont., John O'Mahony was kept busy entertaining friends and relatives. Bob Carr and family spent a Sunday in Toronto en route to Stratford. Ken Good, our maestro, detoured to Collingwood on business.

Judy Fleck celebrated her third birthday with a big party. All the small fry attended and ice cream and cake were served. Ronnie Ross hit sick bay after the party, evidently too much food.

Bob McNae and Punch Jacobs are busy building a miniature circus. Both allow yours truly to worry about the loading of said circus, plus the tools they have acquired.

Roland Marcelli's single wire act may be a double soon. Mrs. Don McLean and Mrs. George Edwards, wives of our band lads, spent a week on the show. Other visitors were Mr. and Mrs. Kenneth Johnson, formerly with George Keller's wild animal act, and Mr. and Mrs. William Tuller, of Robbinsdale, Minn.

Dorothy Herbert is back on the program. Ethel Arden continues to sew the daintiest costumes.—DOLLY JACOBS.

Van Bros.

Bill Van Etten, of this opera, made a 170-mile trip to Peekskill, N. Y., to catch the Bailey Bros.' Circus and visit Buck Leahy, member of clown alley. Van Etten also reported meeting Bob Stevens.

We have been enjoying good business in New York State when the weather is okay. We head shortly for the Canadian border.

Mike Guy visited us in Oriskany Falls, N. Y. Guy, band leader on the J. M. Cole Circus last season, reports he purchased a home in Oriskany Falls and closed his movie house for the summer.

Wallie Pollack now has the Side Show with us.—MAE BARTH.

Mills Bros.

We experienced two near blow-downs in Iowa, but our veteran superintendent Charles Brady, and his crew saved things with fast and efficient work. Kenneth Waite, of clown alley, left at Iowa City, Ia., as did Lefty Lacelle. I don't know who deserves the credit for the clown prize fight—Top Hat Tommy Whiteside, Brownie Silverlake, Bill Nippo or the announcer, Louie Watson—but they all work hard. Roy and Joy Thomas also produce some laugh-getters. Youngest clown is Jimmy Silverlake, age 3.

Annie Collins and Virginia Noel are now working in the Silverlake Roman riding act. Our menage riders deserve special mention for the number presented under direction of Burt Wallace. Riders are Jeanette Wallace, Virginia Conley, Donna Drew, Jane Mosher, Helen Howze and Catherine Barney, with Jane Mosher, Jeanette and Burt Wallace doing track specialties. Busiest man on the lot is Frank Noel, menagerie superintendent, who also gets us off and on the soft lots with the assistance of Big Burma. Busiest girl on the lot is Jeanette Wallace.

Ray Goody, featured tight wire performer, is now filling another featured spot, that of cookhouse steward.

Scenes from my trailer door: Jimmy O'Neill falling out of his trailer and Betty Acevedo hollering, "I hope you didn't hurt yourself." . . . Margie Butcher doing the Whiteside cottage washing. . . . Ruth Conley fixing an electric fan. . . . Brownie Silverlake mopping his brow. . . . Bobby Acevedo breaking in a new pair of wire pumps. . . . Papa Acevedo making new pedestal covers for the wire rigging. . . . Johnnie Mae Snyder eyeing the cookhouse flag and saying: "Shall I stick to my diet or shall I go over and have a big meal while nobody is looking?" . . . Roy and Helen Howze giving that finishing touch to the dogs before going into the act. . . . Blackie Diller fixing some harness. . . . Jeanette Wallace sewing new wardrobe. . . . Mom Morales and Anna Brock giving the spec wardrobe the once over. . . . Alex Brock climbing a center pole, just to keep in trim. . . . Jane and Ralph Mosher busy with the family wash. . . . Burt Wallace shining the family automobile. . . . Anita and Carl Conley in a tub of water. . . . George and Frankie Bell, arm in arm, going to the cookhouse.

Visitors: Lee Norris and family from Ainsworth, Ia. Lee clowned on various circuses for 25 years and is now in the insurance business. Butch Woods visited Ruth Conley in Marshalltown, Ia.

In the absence of Bonnie Baker, Frankie Bell is singing the song for Jack Hoxie's concert number. Birthdays: Janie Mills, now seven; Carl Conley, one, and Princess Whitecloud, 69.

Lenore Mills, 12, daughter of Mr. and Mrs. Paul Mills, joined for the summer, coming from Los Angeles with her mother and two sisters, Marlene, 15, and Frances, seven.—JIM CONLEY.

Sparks

Matinee at Digby, N. S., was missed because of a washout on the Dominion Atlantic Railroad. The train sat in Kentville until late in the morning and when it left many of the citizens were still on hand to say goodbye.

On Sunday we car-ferried to Cape Breton, played four stands and returned to Nova Scotia via the water route. Org has been plagued by highpowered trailers offering large fees to be allowed to operate. Not all the stands have turned them down. Hats off to those who have.

Carmen Caudillo, Al Davis and Elmer Lindquist had birthdays. The last named was much pleased with his full-page color spread in *The American* magazine for August.

On a Sunday in Woodstock, N. B., many availed themselves of the chance of traveling 12 miles to the U. S. to attend movies in Houlton, Me., and again smoke their favorite brand of American cigarettes. At Woodstock, props, poles and ring-curbs were re-done with fresh paint.

Felix LeClaire, old-time burly comic, visited Rube Simonds in Halifax. Howard Carr, of the Nova Scotia chain of hotels; Bert Wetmore, of *The Halifax Herald*; Harry Sutherland, of *The New Glasgow News*, and Scoop Ross, of *The Amherst News*, were guests of the writer.

The nearest thing to a free act we carry is Shotgun Egan undergoing a mud pack treatment in front of the window of a local barber show. Sylvester Larias is said to be considering a job at the Chicago Zoo: It seems the zoo needs a baritone player to stimulate mating among alligators by imitating love calls on a horn. Tom Short now is a Sparks alumnus.

Lot lint: The fog coming in at St. Johns, N. S., a real "pea souper" . . . Frank Cromwell refurbishing the Adam bomb gag, a smash hit. . . . Mrs. Ward Nath going down for the count after devouring 22 lobsters in one sitting. . . . The gang heading for swimming holes between shows. . . . Bulls likewise.

Henry Kyes and the writer spent the day at the home of Mr. and Mrs. Tip Stone in Woodstock, looking over old circus files. The Stones are practically all members of the Frank Shepherd Tent, CFA, and were glad to have someone with whom to cut up jackpots.

New sign in the pie-car: "Thru these portals pass the most dissatisfied people in the world, my customers."—DAVE MURPHY.

Providence Shrine

Providence proved to be an actor's paradise, with trailers lined up along the fence on the grassy infield of beautiful Narragansett race track. In spite of Jupiter Pluvius going on a rampage with his liquid sunshine some of the time, we had a pleasant week.

Visitors were plentiful. At times the backyard looked like an agent's office. Al Martin came driving in with his new Oldsmobile and handed out some good fair contracts. The week was highlighted by the arrival of Father Ed Sullivan, who visited two days. Father Sullivan brought his collection of movies and stills and everyone enjoyed seeing them. Will Hill proved a gracious host.

Visitors included the Johnny Gibsons, Ed and Betty Rooney, Mr. and Mrs. Al Martin, Sylvia Watkins, Lydia Alexander, Irene De Koe and Penny and Mrs. Millette.

Vern Orton, La Lage and Will Hill proved popular, being surrounded most of the time by visitors.—HELEN BILLETTI.

Jay Gould Gets Three

Big Days at Anoka, Minn.
ANOKA, Minn., July 26. — Jay Gould's Circus enjoyed three big days here, Wednesday thru Friday (16-18). The night shows and one of the two matinees were overflows. The other matinee netted a good house in spite of rain.

James M. Cole Well-Paced Show

(Continued from page 76)

broke down, delaying this troupe, but William McK. Bausman managed to get it in so Ida Mae Kerley and Jimmy Stutz could work their principal riding act as the closing feature. These youngsters have plenty of talent and appear destined to become great stars of the big top.

Flordelina Is Injured

Flordelina, wire walker, tumbled at the conclusion of her act, her first fall of the season. This veteran performer works without any balancing apparatus and the mitting for her efforts was solid. She was slightly injured and was assisted from the ring.

Other feature spots were filled by Kirk Adams' well-trained dog, Grace McIntosh's fast trap routine, Joe and Annette Dobas perch pole, the Bedell Troupe, teeterboard tumbling; Irvin Romig's clowning, which veteran clowns say is unusually good and Lew Barton's expert handling of the Liberty horses.

James M. Cole II, aged 7, worked two of the five elephants, Little Dorothy and Big Frieda. The baby elephant trunks up and does a lay-down, while Frieda went thru her routine with plenty of speed under the lad's guidance.

Tama Frank has the concert, featuring his whirl-of-death knife throwing.

In the two highly satisfactory audiences were several keen-eyed circus critics, such as Mr. and Mrs. Sam J. Levy, Fred H. Kressmann, Burt Wilson, Orrin Davenport, Mr. and Mrs. Orrin Davenport Jr., Earl and Hattie Shipley, Roy Barrett, Joe Streibich, Dr. and Mrs. Otto Schlack, Mr. and Mrs. George Johnson and family, and Roy Barrett.

The show is headed south and will be in Tennessee by next Saturday.

Haley Pleased With R-B Biz

(Continued from page 76)

for this department but the last minute dress up.

DAYTON, O., July 26. — Despite only a 71-mile haul in here from Columbus, O., Monday (21), serious railroad delays brought three sections of the Ringling-Barnum circus's four-section train in here after noon, causing the matinee performance, originally advertised for 3:15, to go on at 5.50.

Weather was clear and warm, the first perfect day the show had enjoyed in weeks, and the matinee, despite tardiness of the performance and the loss of some impatient walk-aways, pulled better than half a house. A three-quarter house would have been a cinch had the mat gone on at the time skedded, show's execs believe. Night show, with the doors opening immediately at the conclusion of the matinee performance at 8:20, pulled better than a three-quarter house. The Side Show, in charge of Fred Smythe, enjoyed a bang-up business here.

Thousands of Dayton circus-goers greeted the show upon its arrival on the Montgomery County fairgrounds and most of them remained to watch it go up.

James Haley, R-B prexy, expressed himself as highly satisfied with business on the season to date, despite the general business slump and much inclement weather. John Ringling North was host during the local engagement to Louis Bromfield, prominent author and farmer.

Emmett Kelly, Big Show clown, was the subject of an article, accompanied by pictures, in the July 21 issue of *Life* magazine.

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PLAN NEW PHOENIX FUNSPOT

Estimate Cost At \$600,000

H. J. Cox, Denver oil man, says park will be ready for business in October

PHOENIX, Ariz., July 26.—H. J. Cox, Denver oil man, announces plans to build an amusement park here, at an initial cost of around \$600,000, on Waddell Road, east of Litchfield Road, about 20 miles from Phoenix.

Cox said the funspot would be named Phoenix Wonderland and would be ready for business by October. Plans call for an elliptical swim pool 100 by 200 feet; a circular, glass-domed skating rink; a circular dance pavilion, 300 feet in diameter, with a raised platform for an orchestra in the center of the floor; various amusement concessions, and a towering column of crystal-clear glass, atop which will be installed a modern night club. Architect for the modernistic development is David Sholder, Phoenix.

Another feature of Phoenix Wonderland, according to present plans, will be a motor court for the accommodation of winter visitors.

Two wells on the property would provide adequate water for the development.

Cox has purchased 320 acres for the park development.

Storin Names Two Com'itee Chairmen

AGAWAM, Mass., July 26.—President Harry Storin of the New England Association of Parks and Beaches announces the appointment of two committees to assist in plans for the 18th annual summer meeting August 5 at Lincoln Park, North Dartmouth, Mass., midway between Fall River and New Bedford.

Roland Gamache has been appointed chairman of the Greeters' Committee and will be assisted by Wallace St. C. Jones, Ed Carroll, Percy Norton, Joseph Carrolo, James Batterbury, Phil Palotto, Charles Weygan, Charles Kronson, Al Martin, Frank Tische, Sam Levy and Jesse Hutchinson. Paul Haney has been named chairman of the dinner committee, assisted by Bill Burnham, Meredith Lee, Henry Bowen, Julian Norton, John T. Clare, A. S. Davis, Larry Stone and Sam Hamid.

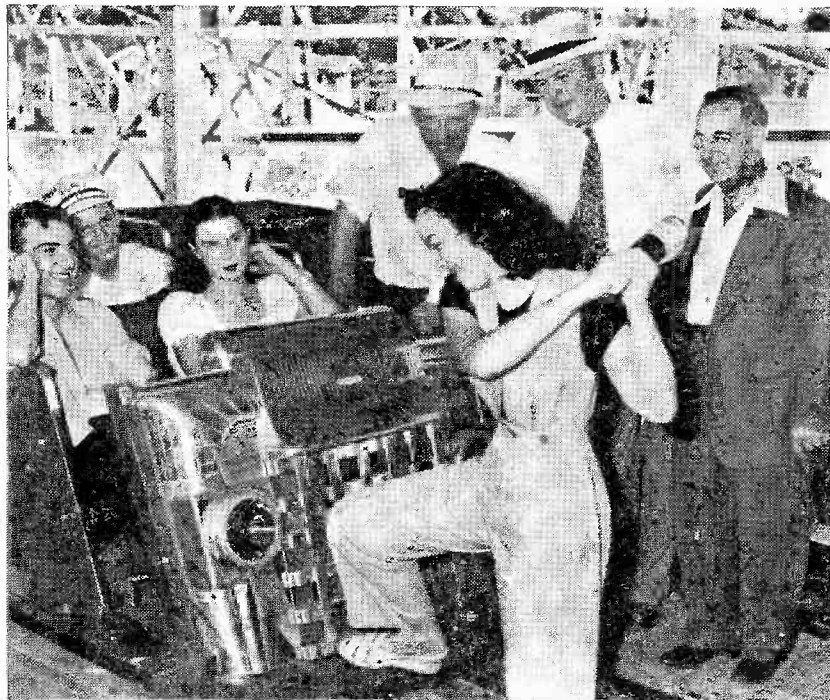
Secretary Fred L. Markey wants advance registrations. He can be reached at the Ioka Building, Exeter, N. H.

Des Moines Riverview

Installs Musical P. A.

DES MOINES, July 26.—Riverview Park here has completed a program of improvements this summer which includes installation of a musical public-address system. Six loudspeakers have been installed on the midway and recorded music is played.

Other improvements include a new neon lighting and glass brick modernistic fronts on the Roller Coaster and Water Chutes; new sheet-steel ceiling in the Scooter Car building; remodeling of the former bingo hall into a refreshment stand, and three new rides, including a Kiddie Plane, Cuddle-Up and Ferris Wheel. More than 800 feet of sidewalk also has been built.



MRS. NOBLE LEE HICKMAN takes a typical Mel Ott stance in christening the new \$160,000 3,000-foot Comet ride at State Fair Park, Dallas, July 12. In the right background, left to right, are Charlie Page, chief engineer of the National Amusement Company, builder of the coaster; Fred Tennant Jr., superintendent of State Fair Park concessions, and Samuel Bert, owner of the Comet.

Sitting 'Round the Table

(Editor's Note: The new question up for discussion in this column is: "Do you favor a free gate or a pay gate?" The first answer in the Chicago office of The Billboard was from Paul H. Huedepohl, executive secretary of the NAAPPB. And so we lead off the discussion on this question with Huedepohl's contribution. Other park owners and operators are asked to send in your views on the new question. Let's have them. Send them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.

Huedepohl's Views

This question has been discussed pro and con at several of our annual convention meetings. The consensus seems to be that it is a matter that directs itself to the locality in which the park is located and the character of the people in that location.

Many parks thruout the nation have experimented with a pay gate and a free gate. Some started out with a free gate and later reverted to the pay gate; others started out with the pay gate and later reverted to the free gate.

If a survey were to be made, I believe the results would show that the majority of the amusement parks, large and small, still hold to the pay gate. With this, some allow free parking privileges; some charge additional for parking; some charge for parking and offer a free gate, and some few have free parking and a free gate.

The main argument for a pay gate is that the operator controls his patronage and in this manner keeps a certain amount of undesirables from his park. It also helps the juvenile problem in keeping out so many of the younger roughnecks who continuously are snooping around, picking up things that don't belong to them, and in general being in hot water and never spending a dime.

I have heard park men say that revenue derived from the gate is a very lucrative sum which helps to pay for the general park overhead, including labor, payment of free

acts, a goodly portion of their advertising expense, etc. In return for the pay gate they offer cleaner and better picnic grounds which, in many cases, have free cooking facilities, etc., and cleaner rest rooms. These, I also have seen in parks where there is no gate admission. But, on the whole, the main reason for a free gate is that one word COMPETITION. Wherever a park is the only one in a community, you almost always will find a pay gate. However, in defense of the operator who charges admission to his park, it is a foregone conclusion he has given it plenty of thoughtful consideration and expects to give value received in return.

Park men favoring the free gate sometimes argue that when admission is charged the park operator fails to take into consideration that this money would have been spent on the devices and concessions. It is a fact that most concessionaires resent gate admissions. They feel it drives the people to other forms of recreational activity and takes money out of their pockets.

As far back as 1924 a prominent park operator, during a discussion on this subject, prophesied that the park with the pay gate is passing and the free park has arrived. Strange as it may seem, the majority of the parks thruout the nation still are surviving with pay gates.

Summarizing the question, it all depends on the operator and the policy he wants to adopt.—PAUL H. HUEDEPOHL, executive secretary, NAAPPB.

Open Connecticut Spots

BRIDGEPORT, Conn., July 26.—Donald C. Mathews, recently named acting superintendent of State parks, announced the opening of concession and refreshment stands at Hammonasset Beach, Rocky Neck Park, Sherwood Island and Gillette Castle, and that similar stands would open at other State parks when attendance warrants.

Garden Pier Foreclosure Is Set Aside

Mrs. Levin May Regain Spot

ATLANTIC CITY, July 26.—Foreclosure proceedings which permitted the city to take over the beachfront Garden Pier three years ago for \$150,000 in back taxes, was set aside in New Jersey Chancery Court last week to permit Mrs. Miriam Sylvia Richman Levin, of Philadelphia, to redeem the amusement center. The decree was re-opened by Vice-Chancellor Vincent S. Haneman on petition of Mrs. Levin, who owned one-third interest in the pier, which extends 700 feet over the ocean and includes a theater and ballroom. The other owners were her mother, Mrs. Rosalind D. Richman, and William Glenn Bedford, insurance broker, both of Philadelphia.

Served in WACs

Mrs. Levin, in her petition, stated that at the time the tax proceedings were instituted in 1943 she was serving in the WAC and received no notification of the foreclosure. Also that her husband, attached to the army ordnance branch, was in secret radar work during the war which prevented her from receiving mail. Since her discharge from the service last year, she had been in ill health and had been unable to attend to the property until the present time.

The judge found the investigation made by the city to learn the whereabouts of Mrs. Levin had not been sufficient, that she never received notice of the foreclosure, and consequently, never had her day in court. While the foreclosure has been (See Garden Pier Case on page 82)

Eastern Spots Report Okay Biz Despite Strike

NEW YORK, July 26.—Continuation of the heat wave in the New York area over the past week-end attracted big crowds to amusement parks and beach resorts Sunday (20), despite strike of bus drivers called without warning Saturday morning (19) which nipped attendance at Rockaway resorts. Steady rain until noontime Saturday (19) resulted in comparatively light attendances at Coney Island and Rockaway Beach during the afternoon, and a brief but heavy shower early in the evening cleared the boardwalks but most of the crowd got back into circulation as soon as the storm ended.

Estimated attendances reported for Sunday (20) were: Coney Island, 900,000; Rockaway Beach, 800,000; Jones Beach, 90,000; and Orchard Beach, 53,000. Strike tying up all the bus lines serving the Rockaway peninsula put a crimp in attendance figures at Rockaway Beach on Saturday (19) and Sunday (20). Jacob Riis Park, city-operated beach establishment adjoining Rockaway Beach, was hard hit by the strike, as buses are the only means of public transportation serving that spot.

Drivers were ordered back to work Wednesday morning by union officials.

Horwitz Plans Major Changes At Motor City

DETROIT, July 26.—Vic Horwitz, owner-operator of Motor City Park here, announces a major change in his spot for next season. Horwitz, who has operated the park the last four years as the only surviving miniature park in the metropolitan area, says he will shift to a kiddie park exclusively next season. Name of the spot will be changed from Motor City Park to Vic's Kiddieland.

Horwitz said he will install approximately a dozen kiddie rides, replacing the seven large and small rides now operating.

The present concession structures will be removed, Horwitz said, and one large building, about 30 by 40, will be erected to house all types of refreshments. All other concessions will be dropped.

Miniature park is located opposite the entrance to the city's largest public recreation spot, Rouge Park, which makes it a natural for kiddie business.

Business this year, Horwitz says, has been good despite some bad weather earlier in the season. Total gross so far is slightly ahead of the same period a year ago.

Loudspeaker System In K. City Funspot To Get Court Airing

KANSAS CITY, Mo., July 26.—The question whether a loudspeaker system is legal in Kansas City amusement parks, or anywhere else in the city for that matter, is due for an airing in municipal court here Thursday (31).

Question arose when, on complaint of some nearby resident, police arrested Harry Duncan, manager of Fairyland Park here, for operating a loudspeaker. Duncan, who was released on \$25 bond, said it was the first complaint on the speaker system in the 20 years he had been managing the park. Speaker layout was installed in 1923.

Legal difficulty grows out of the 1946 revision of Kansas City ordinances, in which one chapter provides that loudspeaker systems are "unlawful unless specifically licensed by proper authorities." But the ordinance doesn't say who should license them, how or what fee should be charged. In the city laws, most license requirements are set forth in considerable detail.

In another section, the ordinances provide that the welfare department shall license sound trucks to operate outside the business district at the rate of \$2 for 10 days. Apparently all but mobile sound systems are illegal here until the municipal court figures out who the proper licensing authorities are, if any. On the face of it, the ordinance would seem to outlaw speaker systems in department stores, arcades and even movie theaters since it mentions "amplifying systems" in the same breath.

Duncan says he intends to have a "cloud of witnesses" to testify to the fact that the speaker system has been operated for 20 years without bothering anyone before.

Coney Island, New York

By UNO

Saturday, July 18, brought scattered showers, and it rained the three preceding days, which included St. Swithin's Day. However, the 40-day-rain legend failed to materialize Sunday, July 19, which cheered ops no end, particularly so with business changing for the better due to record attendance.

Nick Kyrimes and Isadore Rubenstein manipulate 40 Scientific poker tables at their Comet Games Arcade on Surf. Pay roll has Jean Preese, snipper, and Allen Baxter, Babe Couchellies and Joe Colwell, pitmen. At the firm's custard stand at Feltman's, John Alleva is in charge, with John Bush and John Mandruchi, assistants. At their soft drink stand, also at Feltman's, Tony Zato is pilot. Rubenstein is also partnered with Leo Stover and Gene Florimont in the manufacture and distribution of Greyhound Racing Games. Of these, the trio control and operate units at Olympic Park, Irvington, N. J.; Savin Rock, Conn.; White City Park, Worcester, Mass., and two on Coney. Many more, rented or operated by others, cover key spots all over the country and abroad.

Dan Lane's Irish House on the Bowery, has on its talent roster Jack Ponton, emcee; Jack Galvin, Solovox; Genevieve Quinn and Johnny Brennan, song and dance; George Quinn, accordion; Bill Worthey, acrobat; Vince Kelly, basso; Mike Sheridan, tenor; Joe Winn, female impersonator; Paul Revere and his horse, Tully; Gabriel and His Horn, and Johnnie Moore, John Morrissey, Ginger and Joe Morris, warbling waiters. James McCullough is manager; Lily Sheridan, dietician; Felix Ponciano, chef; Maurice Laurie, cashier, and Dick Reilly, Johnny Smith and Joe O'Hara, drink doctors.

Sam Morano, watermelon king, who serves most Island concessionaires with the juicy fruit and sells slices himself at three locations, is newly partnered with Alex DeGonslar, silhouette artist, in six sites on Surf fronting where Wonderland freakery stood before the fire May 12. Sam and Alex, teamed before during New York World's Fair days, each operate one spot with their own output. Another has Sam Sanders, ageologist; another for costume jewelry, and two more are still awaiting tenants for the rest of the season.

O'Rourke Playfield Manager
Playfield Corporation, controlling Ravenhall's park, bathing pool and athletic stadium, is newly managed this season by Tex O'Rourke, noted sportsman. Enclosure has been improved to include a steam room and handball and basketball courts. Ravenhall's is the only spot on Coney offering outdoor dancing by couples in bathing suits to juke box music. Lillian Heller is in charge of the office. Dora Hahn will take over in September, when Lillian anticipates a visit from the stork. Ben Vitale, football coach, is in charge of athletics. Charles Halbrech watches over valuables; Sal Favara is head lifeguard; Joe Passo, punching bag instructor, and Mark Klausner, publicity chief. Latter also presides over a WHN Ravenhall commercial. Irving Dworman, Ravenhall exec, also operates a Whip at Bowery and West 15th, where his son, Alvin, is manager, and George Bartoline and Gus Ciano are assists. Chief concessionaire at the Baths is Tony Saviano dishing out Italian sandwiches and delicacies on West 19th.

Coney Shots

Adeline McNamee (Mrs. Pasquale Sesso), former Queen of Luna, is now Queen of Broadway, advanced to manager of Million Dollar Playland for Abe Seskin, Chick Guelfi and Billy Jackson. . . . Terry Saunders, Oriental dancer, is a week-end at-

traction at Tirza's. . . Stanley Gersh has released himself from the operation of Mardi Gras (Manhattan) poker tables to center his attention more on his Coney possessions and interests. . . Mardi Gras now being run by Fred Sindell, also operator of Coney's Stable Irish House, and Joe Finkelstein, with Sandy Ehrman as manager. . . Sol J. Faber, Poker Roll pioneer, 30 years an Islander, has sold his Boardwalk Arcade to a younger brother, Isadore. . . Peggy Moore is a new wiper in Perfect Games factory on W. Eighth, where Fawn Malin is the efficient secretary. . . Buxbaum brothers are selling watermelon and operating a balloon racer at two of their three concessions on the Bowery side, where their Shamrock Irish House went down in the May 12 blaze. . . Bob Hope's kiddies, Anthony and Linda, chaperoned by their ma, were guests of the Tilyous at Steeplechase for six hours July 19.

Dave Berger, pitman at Five-Star Final, writes songs on the side with brother Murray. Both looking for their first hit. . . Pan-Fried ice cream at a dime a portion is a newcomer on Stillwell. Chief fryer is Michael Mancine, with Charles Hayes, lecturer, and Michael Tartaguone, helper. Cream is deposited in a sea of boiling grease. Cream does not melt—that's Mancine's secret—and emerges enveloped in a crust. . . Goodie Telzer, former manager of Jack's bottle game, now operates a fishing game on Surf. . . Rod and Phil Frelpa are new Island concessionaires with a milk bottle game at Buxbaum's Bowery spot. . . Al Lesser is manager; Eddie Davis, camera man; Sydell Davis, finisher; Frank Dikon, captain, and Dick Naguchi, dark room man at Seskin, Pates and Guelfi's photo studio in front of Luna.

The Stardusters, aerial thrill act, and Ada and Her Pets, trained dogs, are the current free attractions at Riverside Park, Agawam, Mass.

Atlantic City Biz This Year May Top 1946

Hotels Report 10% Jump

ATLANTIC CITY, July 26.—Despite conflicting reports and rumors, business here this season, according to the resort's public relations department, may exceed 1946, which was a banner year. A survey of merchants, hotels, amusement centers and banks shows business has improved over the same period of last year. For the first week in July alone, which included the record July 4 week-end, bank deposits were almost \$500,000 over the same week in 1946.

10% Jump

A check of 10 hotels showed a 10 per cent jump in visitors who came from 27 States. Last year's gross tourist business of \$500,000,000 will be bettered if the early pace is maintained, the department predicted, and with week-end crowds approximating 200,000 and better, there is indication the goal will be reached. Indicative of the big business is the prediction of city officials that the city's new luxury tax, for the first two weeks ending June 30, brought in better than \$50,000, and receipts for the month of July are expected to top \$150,000.

Steel Pier and Hamid's Pier, operated by George A. Hamid, report good attendance. Top names are featured at Steel Pier, where the current week finds Elliot Lawrence's band headlining in Marine Ballroom, Henny Youngman sparking the variety stageshows in Music Hall, and the first-run showing of Carnegie Hall movie adding to the marquee strength. Complete roster of Steel Pier attractions includes the Aquacade and Water Circus at the Ocean Stadium end of the pier; Daddy Dave's juvenile shows; General Motors Exhibit; Wild (See AC May Top 1946 on page 82)

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Edgewater Take Nears '46 Mark; Picnics Helpful

DETROIT, July 26.—The story of a noticeable spurt in business at Michigan amusement parks is confirmed at Edgewater Park here, only spot inside the city limits proper, where, according to Manager Jack Dickstein, the total gross is almost equal to the corresponding period a year ago.

Placing emphasis on industrial picnics this year has helped hypo business. These special events have kept attendance at a high level, even in unfavorable weather.

Edgewater this year enjoyed its best Fourth of July in history. The park has made several alterations and additions this year, including Ernie Palmquist's Miniature Circus, which continues to draw good business, and a new salt water taffy concession, installed by Ralph Williams, using new-type openview equipment that has proved its crowd-getting value.

Dickstein, who owns a number of game concessions in the park and who was co-manager last year with Claude H. Ammon, is in full charge of the park, which is owned by Charles S. Rose, of Milwaukee. A program of free acts continues at Edgewater. Current attraction are the Teeter Sisters, who do a double slide for life.

Key personnel at Edgewater include Dorothy Brahm, office manager; Ruth Griffith, Peggy Wilson and Mrs. Helen McGhee, bookkeepers; Mrs. Ethel Emerson, chief of cashiers; Harry A. Brown, ride superintendent; Jack Schleick, Elmer Collins and Fred Kreidler, assistants; Paul Barr, park superintendent; Everett Myers, Roy Thatcher and Shorty Washburn, assistants; Albert Griffith, chief of park police; Walter Sala, manager of refreshment concessions; Gilbert Axell, skating rink manager; James Bennett, game concessions manager; Lloyd Hammond, picnic promotion, and Harold C. Berg, general publicity.

King Bros.' Circus Hypoes Business at White City Spot

WORCESTER, Mass., July 26.—White City Park management wouldn't mind a circus in town every day. King Bros.' two-day stand in a new lot across the street from the park hypoed business plenty.

According to Manager Sam Hamid, customers swarmed into the park after each circus performance. A sudden shower kept them away after the first matinee, but the other four performances clicked for White City as well as the circus.

Plays Parking Lot

The circus played in what is normally a large parking lot for White City customers and others coming to the Lake Quinsigamond shores for pleasure.

Patrons found no difficulty in parking cars elsewhere, however. Rides and concessions drew a steady flow of coins. "It was as good as any promotional stunt we ever staged," Hamid admitted.

The park manager expressed doubt as to the worth of some promotional stunts. "We have fireworks once a week and draw big crowds, but they get here just before the display starts and leave when it's over," he added.

Hamid also recalled a beauty contest last season which drew 20,000 people. "But business was no better than on a normal night," he complained. "Some don't even bother to come into the park; they watch the shows from the bridge over the lake."

Biz Below 1946

White City's business is below last year's so far this season. The unpredictable New England weather was blamed by Hamid. "On kiddies' day and week-ends when we do our best business, showers always seem to spoil the day," he said.

The park is having some success with a new stunt this year. When downtown stores voted to close Monday afternoons, park immediately inaugurated an adult's day, with all rides reduced to a dime! Youngsters ride for 5 cents on kiddies' day.

While Strolling Thru the Park

Doc Shean, of Casino Park, Virginia Beach, Va., was host at an informal summer night dance honoring Alice Brewer White, women's director of radio Station WTAR, July 11. Louise Sheldon's All-Girl Orchestra furnished the music.

George (Joe) Baum, ball game concession manager at Cincinnati's Coney Island, celebrated his 30th season on the park's concession row June 25.

Charles C. Morris and his son, Jackie, visited *The Billboard* New York offices July 9 en route to a home they recently purchased at Milton, Fla. They handle park promotion on a contractual basis. The elder Morris promoted outings and picnics for Palisades (N. J.) Park for many years.

Plans for the Detroit Fair and Junior Exposition, sponsored by the Northwest Council and skedded for Edgewater Park, has been called off but probably will be revived in 1948, according to Adam McNutt, general chairman. Sponsors and the park management were unable to get together on details or arrangements. McNutt is scouting the possibility of booking a carnival to play a week stand under sponsorship.

Don Dorsey, currently playing Buckeye Lake (O.) Park, was visited

Beach Erosion Again Problem At Norfolk, Va.

NORFOLK, Va., July 26.—Resort officials of this community are studying plans to raise funds to fight beach erosion, bugaboo of resort hotel operators and waterfront property owners of Virginia Beach.

Clyde P. Nicholson, supervising engineer of the town of Virginia Beach, says the engineering survey has been completed by the army engineers and the report is now in the hands of the erosion board in Washington. Nicholson said the estimated cost of the erosion project has been set at \$750,000, with the government to pay one-third of the cost.

"In my opinion," Nicholson said, "the report of the army engineers is going to call for jetties, or groins, extending approximately 600 feet apart, to be constructed of concrete and steel. After those jetties are constructed, it will be necessary to pump sand on the beach, or haul sand onto the beach, and deposit it between the jetties, because the tidal conditions in this particular location will not deposit sand naturally. Furthermore, I believe sand must be deposited every four or five years. Even then, the army engineers admit there is no guarantee this will solve the problem," Nicholson said.

Pa. Parkmen Gather In Hershey Sept. 4

HERSHEY, Pa., July 26.—Annual meeting of the Pennsylvania Amusement Parks Association will be held here September 4, John B. Sollenberger, president, has announced.

Registration will be in the morning at the Hershey Country Club, followed by a luncheon at the club at 1 p.m. The regular business meeting will follow the luncheon. Following the meeting an automobile tour will be made of points of interest in Hershey and members will be taken to Hershey Park.

In the evening, Sollenberger said, a dinner will be served in the Spanish Room of Hotel Hershey. All members, as well as non-members, who plan to attend the one-day gathering and who require hotel reservations, are urged to contact Sollenberger at once.

GARDEN PIER CASE

(Continued from page 87)

set aside, the city solicitor's office stated that Mrs. Levin must pay all back taxes before she gets the pier. William Charlton, her attorney, said she is prepared to take such action.

To Spend 500G

Moreover, it was disclosed, the owners had declared that more than \$500,000 will be spent to rebuild Garden Pier and have it in readiness for next spring. While it was hinted that the theater will be modernized and used to house Broadway productions on a year-round basis, no information was available as to what use the ballroom and other sections of the pier will be put to by the owners. The Shubert theatrical interests in New York, earlier this year, has sought to lease the Boardwalk's Globe Theater for year-round operation as a legitimate theater, but the deal fell thru. In former years, Garden Pier Theater staged Broadway shows during the summer, and earlier, featured name bands in the ballroom. Since the disastrous hurricane, which resulted in much damage to the pier, the amusement center has been closed.

recently by Harris Reynolds, who was en route to Akron to play Summit Beach Park there. Dorsey recently completed 13 weeks in Canada with Garden Bros.' Circus.

Riverview Notes

By Hank Hurley

CHICAGO, July 26.—So big was the 2-cent Day crowd Wednesday (23) that an announcer, using a public address system, was stationed at the front-gate ticket boxes asking people, as they purchased their admission tickets, "Please turn to the left as you go in; the right side of the midway is clogged."

Johnny Lino, of the milk bottle stand, and Fred M. Forsythe, guess-your-age, are around accepting congratulations on the births of heirs. A daughter, Rose, was born to Mr. and Mrs. Lino Thursday (17) at Mount Sinai Hospital, Chicago, and a daughter, Beverly Ann, was born to Mr. and Mrs. Forsythe Sunday (20) in Shreveport, La.

Eddie Lazaar, Ira (Happy) Rovitz and Sol Waxman, of the ring-the-bottle game, plan to work the Springfield (Ill.) Fair for 10 days starting August 8.

Bertha Mayr, of the hoop-la stand, is a grandmother again. Her daughter recently gave birth to mixed twins.

Arizona Jack and his assistant, Texie, are a new act at the Hillbilly Show and have hypoed biz at that spot. Dick Euchler is the new man on the ticket box at the show, replacing Jimmy Rigby, who was called to Pensacola, Fla., in connection with an estate left him by his grandfather. When caught Wednesday afternoon (23), the Hillbilly Show was playing to a packed house.

Kenneth (Harpo) Harper, human pin cushion, has added a bit to his routine. He's now sticking a stainless steel rod thru his arm, and reports it's going over big with the customers. . . . Angeline Datka is a new addition at the Palace of Oddities. She assists Yogi-Ray and also does bally. She hails from Milwaukee. . . . Don and Delores Cardozo report an addition to their magic routine, doing an escape and exchange cabinet trick. Leona Halligan, manager of Palace of Oddities, is okay again after being ill with food poisoning. . . . Cecil, the frog boy, formerly with Billy Logsdon's Side Show, is now billing himself as the crocodile boy at Ray Marsh Brydon's Side Show.

AC MAY TOP 1946

(Continued from page 81)

Life Exhibit, Animated Museum and Jungle Land, miniature zoo, movie-land's Flicka, Thunderbird and Smoky, horses; Elsie Gross' organ and carillon concerts; *March of Time* in wax exhibit, three Funhouses, submarine diving bell and numerous concessions.

Get Special Price

At Hamid's Pier, Jean Goldkette's band holds forth in the Ballroom of States, managed by James Robinson, who organized the first dancing club since the war which permits members to dance at the pier any night of the week at a special price. In addition, Robinson stages jitterbug contests every Friday night. Also headlining at Hamid's Pier are Bob Ermine's Royal Lilliputians, presenting an 11-act circus and dog show at the ocean end of the pier; McCall's Alaskan huskies and ponies; the Royal Midget band; mental-magic shows, presented by Doc Irving; Princess Yvonne and Baby Yvonne; Ethel Phillips' *Tots and Teens Revue*; an exhibit displaying a miniature replica of Hollywood's film-land; Funhouses, a Merry-Go-Round, and two full-length film features.

Steeplechase Pier, with a full complement of amusement rides, also reports good business.

The Rob Cimse Troupe, European aerial novelty act, is the current free attraction at Belmont Park, Montreal.

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A Mystery

By Edmund L. Paul

SCARCELY a week passes in which inquiry is not made as to the present whereabouts of Al Makinson, at one time the best known dramatic booking agent in the West. Only Fred Wildman and A. Milo Bennett, in Chicago, and Mrs. Fernandez, in New York, placed as many people or were as well known. Many who have since become famous got their first engagements thru his office. Jeanne Eagles, Joan Crawford, Sally Rand and Pearl White, to name just a few. However, he "walked off the lot" one day and that is the last that Kansas City, Mo., has heard of him. He was a bitter opponent of the Actors' Equity Association, refused to sign an Equity contract, and after Frank Delmaine and Ruth got all the actors in the Middle West signed up there was nothing left but to turn the key in the lock and call it a day. And that's what Al did. If he sees this, I hope he drops me a line.

The many friends of L. Fred Stein, one of the best known and most popular character actors who ever worked out of Kansas City, Mo., in rep's hey-day will be glad to learn that he has just been appointed to the staff of the secretary-general of the Order of De Molay. His title is director of memberships. Stein and his wife, Blanche Cook, retired from show business about the time the panic of 1929 put a crimp in things and he has since been with the Columbian Electric Company, Kansas City, Mo. During this period he has been an active worker in the Masonic organizations and his appointment to this high position is his reward. With Chet A. Keyes one-time leading man of the Keyes Sisters' Dramatic Company now the potentate of Ararat Shrine, Kansas City, the profession is well represented in things Masonic there.

Roadshow Boom

By E. F. Hannan

A JUMP IN the number of roadshow tricks is due this fall, if signs are not false. Small communities are learning to get their pix at home, in hall or school, and even public libraries are opening their doors to the 35 and 16mm. orgs. An operator in New Mexico writes, "I have five towns with sponsored dates for my circuit film show, and the best of it is that I am getting free halls in two places donated by fraternal orgs that are glad to see my clean 16mm. pix."

The jump in school shows also will help the film roadshowman, as more tricks are working in a vaude act now and then and not a few play short-cast bills cut in playing time.

In the East, the business is a part-time one for many operators, and this makes for continued operation until things get rolling. It looks like a green light for the roadshowman with hustle.

Borgen at Minn. Resorts

PARK RAPIDS, Minn., July 26.—Borgen Players, after a successful winter in California, have been playing resort towns in this State to reported good business. Org carries four people.

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Most compact Tent Show on the road; new 55 ft. flameproof Tent with 2 30-ft. Middles, 2 Light Plants, 2 Trucks, 2 Trailers. Everything complete or any part.

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Bisbee Biz Up To Par; Plans 34-Week Tour

HOPKINSVILLE, Ky., July 26.—Bisbee's Comedians, who opened at Lexington, Tenn., April 7, are following their established route thru this State and Tennessee. Show will end a 34-week season December 1, with org going into quarters at Memphis. Despite inclement weather, biz has been up to par, with some spots unusually good, reports J. C. Bisbee, owner-manager. Company plays three-day and week stands, carries 30 people and moves on five tractor trucks and semi-trailers.

Personnel includes Mary Bisbee, secretary-treasurer; Boob Barsfield, featured comedian; Billy Choate, leads and bass fiddle; Vera Wanda, ingenues; Leo Lacey, characters and trumpet; Maxine Lee, leads; Ralph Blackwell, heavies and drums; Eddie Farren, juveniles and guitar; Kitty Farren, ingenues and heavies; Jimmie Farren, general business and violin; Cille Farren, general business; Audra Hardesty, general business and violin; Virginia Oliver, characters and piano; Neal Suddard, trumpet; Bob Fisher, ork leader with an eight-piece swing band.

Vaude acts are Mahala, magician; Farren Twins, featured with seven-piece hillbilly band; Neal Suddard, juggler and unicyclist; Ralph Blackwell, vent and roper; Billy Choate, singer; Audra Hardesty, trick and novelty musical acts; Kitty and Cille Farren, tap dancers; Bob Fisher, card and ring manipulator.

Cliff and Mabel Malcolm have the concessions. Sam Hudson is on the advance; Lola Hudson, tickets and Red Turner with crew of six handles the top. Show gives a nightly concert.

Arnte for Fairs, Theaters

COLUMBIA, S. C., July 26.—Billy Arnte has bought a bus and will present his *Carolina Follies* at fairs and in theaters this fall and winter. Org will have a cast of 16, including a seven-piece jazz band. Show will play North and South Carolina and Florida, Arnte says.

Rep Ripples

DORMAN AND NYNES have a vaude-pic trick around Clinton, N. C. . . . Lakeport Players are in the Lake Winnepausakee area of New Hampshire. . . . Frankel's Tent Show, presenting films and E. F. Hannan's *Expose*, is in Central Pennsylvania. . . . W. K. Herrill is enlarging his religious pic outfit and will go after his third season late in August to play his established territory, except Florida. Ernest Richardson is now a partner. . . . Candor's Colored Players are showing around Huntsville, Ala., under auspices. . . . Ross and Graham, old-time repsters, have E. F. Hannan's *Expose* bill at New England fairs. . . . Carson's Pic Show, under canvas, is going okay in West Virginia. . . . A. I. Gow has 16mm. pix around Felton, Del. . . . Graf's Alabama Show, vaude and films for colored groups is around Vicksburg, Miss. . . . Gregg Players again will operate in the McKeesport Pa., area. . . . Henry Lucey is having good returns with films and vaude around Brockville, Ont. . . . Costa Show, now an eight-people org, which has been around Valleyfield, Que., will remain that size until middle of September. . . . A new outfit, styled Travis Players with three people, will operate out of Albany, N. Y. . . . Strath's Show, 16mm. pix and novelties, is scheduled to move from Kansas to Oklahoma soon.

Allen Visits Sadlers

PERRYTON, Tex., July 26.—Capt. J. R. Allen, who recently returned from military service in Germany, his wife, Donnie, and son, Junior, are visiting Harley and Billie Sadler. Allen has kept in close contact with the Sadlers since their daughter and his wife, Gloria, passed away several years ago. Mr. and Mrs. Dave Sullivan, Harry Schwartz and Tommy Tidwell, of the Tidwell carnival, were visitors in Pampa. Bud Narin, who has been out of the business for several years and settled in Kansas City, Mo., and his sister, Mrs. Swan, visited in Perryton, Tex. The wives of Scott Burrow and Dude Sizemore have joined the Sadler org. The names of Lucille Clemmons and Wanda May were overlooked in the recently published roster.

SPEEDWAY ROUND-UP

(Continued from page 75)

went from wire to wire to win the semi-main, while the trophy dash went to Holtkamp.

Rain Hurts Freeport

FREEPORT, L. I.—Rain has been putting a crimp into the midget auto racing schedules at the Freeport Stadium, necessitating running several double-feature races. Tonight (26) Promoter Jake Kedenburg shifts his Saturday night races from Freeport to the new \$120,000 one-fifth mile bank track, Islip Speedway, at Islip, L. I. High banks are expected to provide spectators with added thrills.

Lebanon, Pa., Results

LEBANON, Pa.—Vic Neuman won the feature 10-mile automobile race at Zeller's Grove here Sunday (20). Mel Weidner placed second, with Wally Maurer third.

Wins at Culver City

CULVER CITY, Calif.—Mac Helling moved from 10th position to make the feature event of the midget auto races here Friday (18) before 7,823 spectators. Helling moved into first place on the next-to-the-last lap of the 40-lapper. Following him were Johnny Garrett, Walt Faulkner

and Don Farmer. Johnny Mantz won the semi-main from Clarence Brock and Bill Cantrell. Trophy dash went to Faulkner and Tommy Beverlin won the consolation race.

Sacramento Cycle Winner

SACRAMENTO, July 26.—Roy Andres won the motorcycle feature event in Hughes Stadium here Friday (18), defeating Stanley Bennett and Shorty Tompkins before the largest crowd of the season. Dan Mueller, Los Angeles, won the scratch finals in 1:24.3. Tompkins was second and Andy Menzies, Australia, third.

Youngstrom Winner

PORTLAND, Ore.—Gordy Youngstrom won the 35-lap, reverse handicap main event midget race at Jantzen Beach here Thursday (17). Less Anderson was second, Bob Gregg, third.

Wins at Jantzen Beach

PORTLAND, Ore.—Doug Rambo won the main event motorcycle race at Jantzen Beach here Tuesday (15). Red Rice won a two-lap special event before placing second in the main event.

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Leoti, Kan., July 28-30; Scott City, July 31-Aug. 2; Goodland, Aug. 4-6; St. Francis, 7-9.

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Betty Lytle
DANCE SHOES
Another beautiful Hyde creation in white bucko calf for the most fashionable roller skating occasion. (Ask your rink operator or roller skating friends.)

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THAT 20% B.-O. DROP AIRED

SRSTA Probes Biz at Meeting

Bergen re-elected society dean—to put up award for "art" skating in 1948

SAN FRANCISCO, July 26.—Nearly 100 pros turned out for the 1947 Professional Conference and College of the Society of Roller Skating Teachers of America, held July 9-19 at Skateland-at-the-Beach. Attendance was greatest in the organization's history, according to Fred J. Bergen, Fresno, Calif., chairman of this year's meet.

A critical view was taken of the entire roller skating business and new methods were considered whereby the pros could aid rink operators in boosting attendance, which was reported to be 20 per cent off from last year. One of the proposals accepted was the putting up of a trophy to be known as the Fred J. Bergen award for art skating, the winner to be judged by chosen representatives in the field of arts, such as musicians, painters and ballet teachers. The award will be presented at the 1948 national finals. There were no announced changes in judging methods.

Bergen had a good word for the pros, declaring that they really contribute to the advancement of the sports. He welcomed their suggestions and efforts to promote better interest in roller skating activities. He urged that they strive to improve themselves beyond the proficiency of leading amateurs.

Thursday evening (10) delegates were guests at a banquet in the Whitcomb Hotel. Hosts were Elmer Ringelsen, Skateland-at-the-Beach; Donald Bromley, Havana Roller Rink, Oakland, Calif., and Henry De Poi, Rolladium, San Mateo, Calif.

Fred Bergen was re-elected chairman. Elected to the board of representatives were Betty Lytle, New Dreamland Rink, Newark, N. J.; Wil-

New Champ!

RICHMOND, Va., July 26.—A feud of months standing was settled during the convention of the United Rink Operators here, July 8-12.

It seems that last January Earl Van Horn, operator of Mineola (N. Y.) Rink, accepted a challenge from Bill Schmitz, general manager of America On Wheels, Elizabeth, N. J., for a free-style race with Van Horn to skate on one foot. Van Horn and Schmitz entered the arena complete with tights, trainers, referee, etc., and Van Horn was leading on one foot at the end of three laps.

Schmitz finally won the event and was presented with a trophy composed of a garbage can complete with radishes, garbage and medal.

liam Opartny, Empire Rink, Brooklyn; Jack Boyer, Skateland, Buffalo; William McMillan, Skateland, Cleveland; Louis Bargmann, Riverside Stadium, Washington; Joe Nazzaro, Southgate Rollerdom, Seattle; Clifford Wilkins, Queens (L. I., N. Y.) Rink, and Meredith Shattuck, Skateland-at-the-Beach, San Francisco.

Next year's school will be held in the city which will be host to the RSROA nationals.

Among pros registered were:

Sally Arnoldy, Oaks Park Rink, Portland, Ore.; Stanley Babiec, Lincoln Park Rink, North Dartmouth, Mass.; Louis Bargmann, Riverside Stadium, Washington; Lawrence Berrios, San Francisco; Doris Bizer, Sutro Ice Rink, San Francisco; Jack and Irene Boyer, Skateland, Buffalo; Donald and Shirley Bromley, Havana Rink, Oakland, Calif.; Roy C. Brown, Southgate Rollerdom, Seattle; Cloye Bryant, Casino Rink, Vallejo, Calif.; Guy Chandler, Merryland Skating Rink, Elensburg, Wash.; Edna Cicero, Crystal Ball Rink, Ebensburg, Pa.; Darline Clinkenbeard, Mammoth Gardens, Denver; Manuel Carvalho, Diamond Rink, Oakland; James Costigan, Fresno (Calif.) Ice Arena; Edna Davis, Lexington, Pittsburgh; Henry De Poi, Rolladium, San Mateo, Calif.; Roy C. Dexhelmer Jr., Moonlight Gardens, Springfield, Ill.; Clayton P. Doing, Mercury Rink, Norfolk, Va.; D. East, Portland, Ore.; Mrs. Beryl Eddie, Burlington (Wash.) Roller Prolie; Mrs. John Elsenzimmer, Yakima, Wash.; Clarence Elliott, Knotty Pine Rink, Spokane; Emma S. Ellis, Great Leopard Rink, Chester, Pa.

Fred Fleisher, Pacific Skating Palace, Newport, Ore.; Harold Frates, Diamond Rink, Oakland; Russ and Betty Gardner, Burlington (Wash.) Roller Prolie; Al Gerhart, Palomar Rink, Springville, Utah; Ray Hadley, Skatway, Albany, Ore.; Vivian Heard, Arcadia Rink, Detroit; James W. Hines, Rainbow Rollerdom, Memphis; Adrian J. and Evelyn W. Hodgkinson and James M. Holland, Deleta Rink, Pocatello, Idaho; Donald Homans, Bal-A-Roue Rollerway, Medford, Mass.; Frank and Leola Holtzclaw, Frank's Rink, Boise, Idaho; Jack M. Jackson, Alexandria Rink, Hamilton, Ont.; Doris James, Coliseum Rink, Greensburg, Pa.; Ellen Kelly, Amador Rink, Jackson, Calif.; Violet Kelly, Chez Vous Rink, Upper Darby, Pa.; Warren Knopsnider, Highland Park, Mich.; Edward Kosjer, Skateland, Johnstown, Pa.; June Kunzel, Rollerade, Santa Ana, Calif.; Ben La Fevre, San Jose (Calif.) Rink; Carl Lampe, Rollerland, Columbus, O.; William Lenox, Arena Rink, St. Louis; Manuel N. Lopez, Skateland, Pacific Grove, Calif.

Al Larsen, Southeast Rink, Salt Lake City; Rose Martin, Arena Gardens, Detroit; Rolly Matson, Rollerland, Oakland; John Mason, San Jose, Calif.; Tony Mayo, Rollerade, Cleveland; Richard McIlroy, Skateland, Pittsburg, Calif.; Thelma McLeod, Oaks Park Rink, Portland, Ore.; Margaret and William McMillan; Danny McNeice, Southgate Rollerdom, Seattle; Phyllis McQuin, Beverly Hills, Calif.; Emily Melville, Bal-A-Roue Rollerway, Medford, Mass.; Joe Murphy, Fresno, Calif.; Lillian Morrison, Doling Park Rink, Springfield, Mo.; Joe Nazzaro, Southgate Rollerdom, Seattle; Laura Oisen, Southeast Rink, Salt Lake City; Evelyn Page, Santa Rosa, Calif.; C. W. R. Pattison, Redondo (Wash.) Rink; Hoyt V. Perry, Doling Rink, Springfield, Mo.; James Phair, Frank's Rink, Great Falls, Mont.; Elmer Ringelsen, Skateland-at-the-Beach, San Francisco; Art Russell, Fresno (Calif.) Ice Arena; Kenneth and Lois Sage, Salinas (Calif.) Rollerland; Dean Songer, Oaks Park Rink, Portland, Ore.

John W. Sawyer, El Torreon Rink, Kansas City, Mo.; Meredith Shattuck, Skateland-at-the-Beach, San Francisco; Dorothy and Charles Sharp, Penns Park, Pa.; Helen and

Celoron Skateland Sets Up Program Of Special Events

JAMESTOWN, N. Y., July 26.—Altho Skateland in Celoron Park here has been drawing an average of 300 persons on week nights and near-capacity crowds of 600 over week-ends, the management is expecting even better attendance thru the remainder of the summer as a result of a series of special events to be offered every other week, reports Manager O. H. Zimmer.

Among events planned are balloon and rube night parties. Recently observing its ninth anniversary, Skateland served more than 400 skaters a slice of a huge cake baked for the occasion. Skateland organizes occasional parties to visit other rinks, the latest group to pay a return visit to the local spot being the Shamrock Club of Buffalo.

Skateland has senior and junior dance clubs, with classes under the direction of Zimmer and Mrs. Romaine Jankowski, pro. Personnel roster also includes Audene Dahlberg, organist; Benjamin McGee and Normand Anderson, floor men; Leon Chapman, skate room; Pearl Chap-pell, cashier; Patricia Tillotson and Marilyn Canfield, refreshment stand, and Dawn Easton, check room.

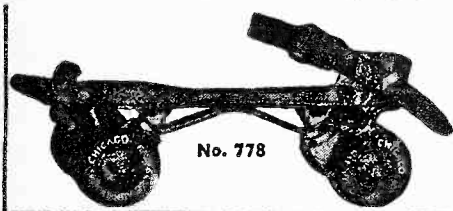
Rink operates the year-round. Harry A. Illions, owner of the park and rink, recently installed a new refreshment stand in the rink.

Maritime Operators Organize

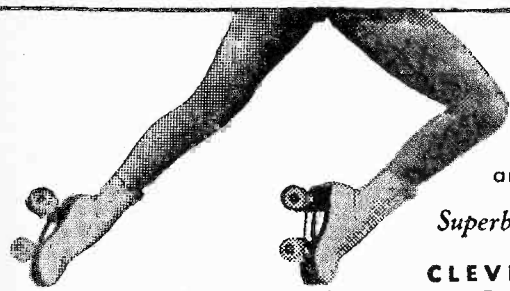
HALIFAX, N. S., July 26.—First get-together of rink managers of the maritime provinces was held here recently to organize the operators in the territory. Represented were Halifax (N. S.) Forum and Arena; Truro (N. S.) Arena, Clace Bay (N. S.) Forum; Sydney (N. S.) Forum, Moncton (N. B.) Stadium, and St. John (N. B.) Forum. It was suggested that more attention be paid to roller skating, including roller hockey, revues and racing. Besides those represented, rinks in New Glasgow, Pictou, North Sydney, Kentville, Windsor, Stellarton, Middleton and Amherst, in Nova Scotia; Sackville, Bathurst and Newcastle, in New Brunswick; Charlottetown, Prince Edward Island, and St. John's, Newfoundland, are interested in the hook-up.

John Sheehan, New York; John and Lucy Shock, Pontiac, Mich.; Edward W. Stollery, Rolladium, San Mateo, Calif.; Florence Sueser, 12th Street Skating Rink, Erie, Pa.; Carl Taggesell, Skateland, Ventura, Calif.; Edward Tarling, Trionan Rink, New Westminster, B. C.; Melvin Umbach, Bal-A-Roue Rollerway, Medford, Mass.; Robert Viaforam, Centralia (Wash.) Rollerdom; Jack and Margot Werts, Mammoth Gardens, Denver; Ernie Wettler, Arcadia, Detroit; Claude W. and Edna Williamson, Danceland, Decatur, Ill.; Herbert Wilson, Gay Blades, New York; Evelyn and Hank Zanotti, Rollerdom, Portland, Ore., and Fred Bergen, Fresno (Calif.) Ice Arena.

-RINK MEN WHO HAVE ONCE HAD A-



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And Used, Rink, Clamp-on Skates—ALL CHICAGOS
Closing one of our rinks for the summer, we have the following surplus new shoe skates and used rink clamp-on skates.

Shoe Skates, all Chicago Betty Lytle shoes (White)	
2 Pair Ladies' Size 5	125 Pair of Chicago Fibre clamp-on skates, assorted sizes from 3 to 9. Two-thirds of them new only a few months ago and used very little. Others in good running order, ready to put on the floor.
2 Pair Ladies' Size 5 1/2	
2 Pair Ladies' Size 6 1/2	
1 Pair Ladies' Size 7	
1 Pair Men's Size 11	

FIRST CHECK OF \$100.00 GETS THE LOT
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The Best Skate Today

Pasadena's Garden Has 25% Biz Gain

PASADENA, Calif., July 26.—Winter Garden Ice Rink, on a year-round operating schedule, is showing a 25 per cent increase in business to date over the corresponding period of 1946, reports Manager David C. Rodgers.

Rodgers attributes the gain to the promotion of activities of interest to children as well as adults. Throughout the year he holds races, couples contests, amateur hockey games, dance and patch programs and figure skating sessions for seniors and children.

A recent highlight was the June 23-25 show, *Ice Fun and Fantasy*, staged by the Blade and Edge Club with a cast of 300 children and adults. Rodgers said the presentation received enthusiastic response, 30 newspapers in Southern California carrying stories and pictures on the revue. A 20-foot picture of a snowman formed the stage background, with snow-covered pines forming the wings. The snowman's costume was changed to correspond to each number presented.

Martinez Skateland Sold

To Jarvise of Monterey
MARTINEZ, Calif., July 26.—Mrs. Hazel G. Barker recently sold her Skateland here to Mr. and Mrs. J. T. Jarvise, of Monterey, Calif., it was announced this week by Paul J. Gilbert, former Skateland manager.

Mrs. Barker opened Skateland December 31, 1942, with Gilbert as manager, and since that time was successful in building the Martinez Figure Skating Club into one of the ranking units of the United States Amateur Roller Skating Association.

Mrs. Barker; her niece, Marian Du Jardian, and Gilbert plan a tour of roller and ice rinks in California, Arizona, New Mexico and Texas before taking over operation of another California roller rink.

Coast Men Plan Spokane

Show To Reduce Deficit

PORTLAND, Ore., July 26.—Robert Bollinger, general manager of Oaks Park Rink here, announced that West Coast national roller skating championships will put on a show at Cook's Rink, Spokane, Wash., sometime in September to raise funds to meet a \$1,600 deficit resulting from judges expenses during the 1946 regional and State championships.

Bollinger said the decision was reached at Oakland during the recent convention of the Roller Skating Rink Operators' Association of the United States. Twenty-five operators from California, Oregon, Washington, Idaho and Utah met under chairmanship of Ted Fruland, Ferndale, Wash.

Blumenfelt Gets A. C. Arena

ATLANTIC CITY, July 26.—Al Blumenfelt, former manager of Dance Box Roller Rink, Philadelphia, has taken over Waltz Dream Arena here for operation as a roller rink. He took over management of the spot Saturday (5) after reconditioning the arena for roller skating and making it the largest rink of its type in the Southern New Jersey resort area. Blumenfelt stocked a large supply of Chicago-made skates, both shoe and clamp styles, for public rentals. Roller sessions are scheduled for every night of the week, with bands added Thursday nights for dancing.

Vivian Heard, professional at Arcadia Rink, Detroit, is completing arrangements for a skating school for G. I.'s to start in the fall.

FOR SALE

14,000 Feet Hard Northern Maple Flooring
Size 33/32" at \$300.00 per thousand. Also 150 pair brand new Chicago Rink Skates at \$5.50 per pr.

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"Dr." Rawson Responds

ARE you suffering from paralysis of the turnstiles?
In a series of articles starting in the Rinks and Skaters Department of the August 9 issue of *The Billboard*, Perry B. Rawson, noted diagnostician of ailments common to the rink man, will offer operators a curative designed to put the click back into turnstiles.

Rawson's first treatment—his first five-year plan—had as its objective the introduction of international style skating to the country. It clicked 100 per cent in building the fancy Dans into a showcase for the roller rink industry by which public opinion of the sport was raised to unprecedented heights.

However, with current business slumping, rink men are finding that the fancy Dans are becoming slightly spavined as pullers at the gate, and that the meal tickets of the business—that great, untapped source of millions of people who skate infrequently or not at all because they do not know how to skate properly—are becoming more discouraged by the month. Rawson proposes that those melancholy meal tickets who have been paying the freight be converted to regular patronage thru the operation of his second five-year plan, long delayed because of the outbreak of the war.

This follow-up plan ignores entirely the competitors who have been carrying the ball. The emphasis will be placed on turning out millions of beautiful plain skaters who will eventually become beautiful skate dancers. "This plan," says Rawson, "promises to double the remuneration of rinks and professionals. It will do so as a participation art-sport and not as an arena exhibition enterprise."

Now, for the first time, this plan will get a public airing in *The Billboard*. Watch for the series!

Szabo Sole Owner Of Lakeview, Det.

DETROIT, July 26.—Lakeview Roller Rink at Island Lake has been taken over by Joseph Szabo as sole owner, following the serious illness of his partner, Ignace Wisniewski. Wisniewski, who was stricken with heart trouble last year, is now in a Detroit hospital. The two partners took over the rink, formerly known as Wonder Rink, last season.

Business is off by around 20 per cent this year, Szabo reported, as a result of general business conditions which are reflected in nearly all amusement enterprises in this area.

Lakeview, which adjoins Island Lake Park and operates in close cooperation with the park management, is using a duplex p.-a. system for its music. A new feature being introduced this season is a series of Thursday night skate dance lessons.

Szabo plans some remodeling next year, depending on business conditions.

AOW Sets Up Race Schedule

RICHMOND, Va., July 26.—Following is the official schedule of America On Wheels inter-rink racing for 1947-'48, as released by Jack Edwards, racing director of that organization: Mount Vernon (N. Y.) Arena, September 27 and January 3; Twin City Arena, Elizabeth, N. J., October 11, January 27 and April 10; Boulevard Arena, Bayonne, N. J., October 25, January 31 and April 24; Hackensack (N. J.) Arena, November 8, February 14 and May 14; Perth Amboy (N. J.) Arena, November 22, February 28 and May 21; Passaic (N. J.) Arena, December 6, March 13 and May 21, and Capitol Arena, Trenton, N. J., December 20, March 27 and May 21. Washington and Alexandria, Va., rink dates are still open.

New One for Council Bluffs

COUNCIL BLUFFS, Ia., July 26.—Articles of incorporation have been filed with the Iowa Secretary of State for Melody Amusements, operator of a roller rink here. Firm is capitalized at \$10,000. Listed as officers are Paul Weaver, president; Delores Mielke, vice-president, and Bernice Weaver, secretary-treasurer.

Holland's Skateland, Bridgeport, Conn., was host recently to racers from William Schmitz's Passaic (N. J.) Skating Arena. Speedsters from the former rink took two out of three events.

Eastwood Park Spot Gets Face-Lifting

DETROIT, July 26.—Eastwood Park Roller Rink here, under the management of James Mangan for the park company, is being redecorated and partially remodeled at a cost of \$20,000 for a fall reopening. A new 1 1/4-inch maple floor has been installed over the old floor, proving an expensive operation.

An innovation this fall will be inauguration of open air roller skating at the park's Eastwood Gardens, which hitherto has been used for dancing. Dance policy will close for the season Labor Day week. Floor is of terrazzo and will be, it is believed, the largest skating surface in the country, being 120 by 320 feet. The outdoor policy will continue as long as fall weather permits, with skating then moving into the rink.

Petersen Building in Iowa

ATLANTIC, Ia., July 26.—A ballroom and skating rink is being built on the outskirts of Atlantic on Highway 6 by Harvey Petersen. He formerly operated roller rinks in Council Bluffs and on Cass County Fairgrounds here.

Roller Rumbblings

A. T. Van Master reports that he has sold Van's Skating Rink, Genoa, N. Y., and that the building is no longer used as a rink.

Art Goodfellow has resigned as editor of the *American Skater*, United Rink Operators' organ. Attempts are being made to persuade him to continue the job.

Clarence Neal is managing Portland (Ore.) Roller-drome for a month while Owner Jee Fee vacations in California.

New members introduced at the July 8-12 Richmond, Va., convention of the United Rink Operators included Tom Noble, Richmond; Robert L. Baker, Battle Creek, Mich.; R. D. Mason, Norfolk, Va.; Norman Barber, Georgiaville, R. I.; Alton LeMay, Whitmore Lake, Mich., and Jack Edlestein, Irvington, N. J.

Pete Kraushaar, organist at Oaks Rink, Portland, Ore., is working on a relatively relaxed schedule, classes having suspended until September. Rink attendance is holding up well, however, owing to its location in an amusement park, its outdoor setting and its air conditioning.



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42x103 Maple Floor in good condition, new Flame-proof Tent 42x103, 150 pr. new Chicago Clamp Skates, 10-Record Sound System, two Speakers, Microphone, Benches, Rails, Net Wire, Cables, all new, all complete, now in operation. Priced at \$5,000.00 cash. Following Rink, all new 50x120 #1 Maple Floor, 50x120 Flame-proof Tent, 150 pr. Chicago Skates, Pay Box, Sound System, Rails, Benches, Cables, etc., complete in every detail. This Rink is all new and never been set up. Price, \$7,000.00. 150 prs. new Chicago Skates, still in crates. \$4.50 per pr. Assorted sizes. 1 thru 10. Tillinghast & Ray, 2007 Fillmore, Wichita Falls, Texas

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ORGANIST WANTED

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GREAT LEOPARD SKATING RINK CORP.

Sixth & Penn Sts. CHESTER, PA.

Portable Rink For Sale

42x100, extra good maple floor, new flame-proof tent, 150 pair good Chicago clamp skates, 30 pair new shoe skates, P.A. System, Record Changer, Records, pop box, counters, benches, railings, signs, and everything else to make this Rink complete. Must sacrifice on account of partnership disagreement. Price \$6,500.00. Business good. O & R ROLLER RINK, c/o Wolf's Service Station, Blackwell, Okla.

MUST SELL AT ONCE

Due to partnership disagreement, complete 42x100 Portable Rink. Good maple floor, new tent, 180 pair shoe and clamp skates and all other equipment to make this rink complete. All A-1. Now on location doing good business. PRICED TO SELL IMMEDIATELY. Wire or come see. O & R RINK, c/o Wolf's Service Station, Blackwell, Okla.

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It's amazing - Squeeze clip cartridge drops out - slip in new cartridge, squeeze clip and locks in position automatically.

- Push-pull for instant action
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- Cartridges come with red, blue or green ink
- Unconditionally Guaranteed against mechanical defects

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Doz. \$3 Doz.
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AMERICA'S NEWEST CRAZE—“FOTO-FIN- ish Races.” Now packed in 3 sizes, 25c, 50c and \$1.00. Send 25c for samples and wholesale prices. Jack Blades, Box 944, Altoona 5, Pa. au9

CARNIVAL, SIDE SHOW, PITCH WORKERS— Laugh Package sells for 25c, 100 for \$5.00. Sample 10c. Ace Press, 707 1/2 S. Ft. Harrison, Clearwater, Florida. au16

ELECTRIC LIGHT BOW TIE—SENSATIONAL. Take orders. We deliver. Agents cleaning up. Sample, \$1.00. Write quick, “Gadgets”, 210 5th Ave., NYC. au2

LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1190 Lawrence, Chicago. au2

ELECTRIC FANS—WHOLESALE PRICE LIST sent to dealers on request. Immediate delivery now. Several models ready. De-Mac Sales Co. Port Smith, Arkansas. au17

MAKE QUICK CLEAN UP SELLING PERFUME Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. au3t

MAKE \$250.00 A WEEK PLACING PUSE Cards in factories, clubs, etc. Beautiful wolfhound on card, 1 to winner, 1 to seller. Carc takes in \$10.05, your profit \$4.05. Sensational Giles Sales Mart, 51 N. 6th St., Phila., Pa. au3t

MAKE A BIGGER PROFIT—LET US TELL you where you can buy 800,000 articles direct from manufacturers, save middleman's profit. Free details. Glass Pub. Company, Ellwood City 7, Pa. au5

MEXICAN CLAY MECHANICAL POTTERY Novelties, Turtles, Armadillos and Alligators, moving the head and tail, assorted, \$8.40 gross. Mexican Clay Spiders, long wire legs, \$15.00 gross Mexican Desert Resurrection Plants, \$15.00 thousand sand. Palm Shopping Bags, special \$6.00 doz. large size, \$10.00 doz. General Merchandise Co. Laredo, Texas.

NEW, EXTRA MONEY PLAN—UP TO 100% profit, showing friends unusual Personal Christmas Cards, Box Assortments, Gift Wrappings Humorous, All Occasion, Religious, Social Notes Personalized Stationery. Extra bonus. Request 50 for \$1.00, 25 for \$1.00, 25 for \$1.95 name imprinted Christmas Cards and personalized Stationery Folder. Special offer. Thomas Terry Studios, 60 Union Avenue, Westfield, Mass. au3c

NYLON, GENUINE WATERPROOF FISHING Line, 25 pound breaking strength, 1500 feet cone, \$2.25. P. Vinick, 1468 Montpelier, Baltimore 18, Md.

PERFUME—EXQUISITE FRENCH ODORS Bulk Christmas orders taken. Suite 515, 356 Lincoln Road, Miami Beach, Florida. au1c

PREVENT RUNS IN SILK HOSIERY — 72 plus, \$7.50, doz., \$1.50. Guaranteed. Sheriff Specialty, Box 3278, San Francisco, Calif.

SALESMEN—YEAR AROUND SELLERS OF Electrical Appliances, Housewares, Furniture Toys, Wheelgoods, Gifts. Commission basis. Write Gelber and Associates, 542 South Dearborn, Chicago, Illinois. au1c

SALESMEN, CREW MANAGERS, AVAILABLE to salesmen first time since the war. Beautiful Automatic Electric Irons. No investment necessary. Largest commission ever offered direct salesmen. Write us today. Southern, Box 97A, Radford, Virginia.

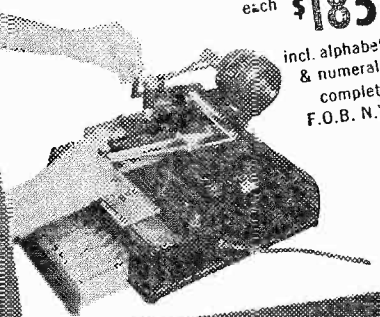
SHINE SHOES WITHOUT “POLISH”—NEW invention; lightning sceler. Shoes gleam like mirror. Samples sent on trial. Kristee 112, Akron, Ohio.

SOCIAL SECURITY WORKERS—WE HAVE the real Brass Plates, also Cases. Sample 25c stamps. C. Gameiser, 146 Park Row, New York 7, N. Y. au6

ENGRAVE SOUVENIRS!

LIMITED QUANTITY RECONDITIONED
NEW HERMES
ENGRAVING MACHINES

NOT NEW BUT FULLY RECONDITIONED
each \$185
incl. alphabets & numerals complete F.O.B. N.Y.



Engrave souvenirs, jewelry, novelties, pens in a matter of seconds. Easy—everyone can use this machine. Rush your order!

WORLD'S FINEST ENGRAVING MACHINE
New Hermes
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GRAMERCY 7-874

WHILE THEY LAST

“A PERFECT LIGHTER THAT NEVER FAILS



It is known as the “Match-King” and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

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\$3.60 Per Dozen in Lots of 12 Dozen or More.
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PROMPT DELIVERY

IN STEEL OR WOOD



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WRITE TODAY for our new low prices and samples on advertising balloons with your name of business. Fairs Carnivals. Special Events.

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AT REDUCED PRICES

- New Stunning Designs
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- Bigger Values
- Flexible Mesh Bands
- Stainless Steel Bands
- Sensational Premium Items
- Set with Brilliant Rhinestones and Imitation Rubies or Sapphires
- Replicas of \$500.00 Cocktail Watches
- Season's Biggest Hit



NEW LOW PRICE—DOZ. \$9.00

Send for 6 Style Sample Assortment \$5

25% With Order, Balance C.O.D.
Order today by Style No.

GAINES & GAINES 5 N. WABASH AVE. CHICAGO 2, ILLINOIS

BEN HOFF

is back again with a complete line of toys, novelties and slum.

Rialto Toy & Novelty Co.
22 Wooster St., New York, N. Y.

LATEST WINNER!

THE NEW **SHIPPING LABEL PINS**

24 DIFFERENT KINDS

675 Per Gross
Retail Price 10¢
ON FLASHY COUNTER CARDS

Send 25c FOR 2 SAMPLE COUNTER CARDS 24 PINS ON EACH CARD

CHAS. DEMEE
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No Fooling!

Samples result in cash sales—send us anything and everything you have to offer, usually we repeat with gross orders. Samples returned if not satisfactory. Must retail from 5¢ to \$25.00.

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Imported SWISS POCKET WATCHES



NOW ONLY \$2.00!

Former \$8.50 O. P. A. Seller! Handsome, precision made pocket watches. Sturdy. Genuine Chrome Cases (50% Plain, 50% Engraved). Swiss made Overstocked, need room desperately—willing to sacrifice—
\$2.00 EACH

Minimum order, 3 dozen. 20% dep., bal. C. O. D.

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Handsome Chrome Cases. Sweep Second Hands. Leather Bands. No Jewel, \$3.75. Four Jewel, \$5.95. Seven Jewel, Waterproof, \$8.50. Fifteen Jewel, Waterproof, \$10.00. Fifteen Jewel, \$8.50.

MEN'S NEW POCKET WATCHES
Eight Jewel. Glass enclosed movement. Gold Hands. Chrome. Snap Back, \$9.50. Fifteen Jewel chrome. Handsomely engraved case. Snap Cover. Thin model. \$16.50.

LADIES' NEW RHINESTONE WATCH
Fifteen Jewel. Rhinestones for numerals! Small Second Hand. Dainty, \$16.95.

Dealers Only. 20% Deposit, Balance C. O. D.
L. J. THOMAS & CO.
12413 S. Harlem Ave., Dept. A-23
Palos Heights, Ill. (Suburb of Chicago)

(Reference: Dun & Bradstreet and Jewelers' Board of Trade.)

Get in on the "BEST SELLER" of 1947



New "CIRCLINE" Fluorescent OVERHEAD FIXTURE

Comes in:
● ALL WHITE BAKED ENAMEL
● TRIPLE-PLATED CHROME

The newest, fastest selling Overhead Fixture in America today.

The new 6" 32-watt "CIRCLINE" lamp gives the SAME AMOUNT of light as the ordinary 100-watt Incandescent Bulb.

For Kitchens, Basements, Halls, Workshops, etc. Write for Descriptive Circular.

Interstate Radio & Parts Co. Utility Home Products Dept.
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Distributors of Homecraft Electronic Products

DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!

We are distributors for every kind of fireworks; catering to jobbers and retail outlets. **WHOLESALE ONLY.**

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Dept. 2, 781 Marietta St.
ATLANTA, GA.

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 ● bowknot pins ● springings ● jumpings ● swivels ● chains ● plain and twisted hoops ● carwires ● earrings, etc. ● Hoop earrings ● earrings for pierced and unpierced ears. ● Hand-made adjustable bangle bracelets. ● Wire knot rings of rolled gold plate. ● Pearl plates of snail shell. ● Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

EMROW JEWELRY CO.
Box 93, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save

DELICIOUS BOX CANDY

Regular Price 35c
NOW CUT TO 23c EACH

Great big extension edge boxes 10 in. long, 7 in. wide, with glamorous cover girl picture tops. Filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 36 boxes to case. \$8.28 per case, 5 case lots \$38.00 case, 3 sample boxes postpaid \$1.00. Terms: Cash with order or 1/3 dep., bal. C. O. D.

Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

CASTERLINE BROS. 2030 Sunnyside
Dept. O, CHICAGO.

SELL PERSONAL INITIALED INDIVIDUALIZED Belts, Buckles, Cap Badges, Tie Holders, 2,000 emblems to choose. Fast profits. Repeats. Write today special outfit offer. Hookfast Specialties, Box 1425, Providence, R. I. au16

THE FLYING DISC — 18 INCH NOVELTY
Kite that really flies and it really sells. \$2.50 per dozen. Balloon Pitchmen's dream. Engineering Sales, 1606 South Staples St., Corpus Christi, Tex.

YOU MAKE \$25.00 FOR SELLING FIFTY
\$1.00 boxes: 50 beautiful assorted Christmas Cards sell for only \$1.00, your profit 50c. Write today for free samples, 50 and 25 for \$1.00 and other boxes on approval. It costs nothing to try. Cheerful Card Co., 104 White Plains, N. Y. au9

\$250,000.00 STOCK OF JEWELRY, NOTIONS, Novelties, etc. 50% Discount. Free Price List. Denton Products, 2212 West Vernon Ave., Los Angeles 43, Calif. au16

300 MONEY MAKING DEALS—FORMULAS, Plans, Ideas, Schemes, unusual Items. Success secrets. Folio free. Formico-KA, Box 572, Dayton, Ohio. au9

ANIMALS, BIRDS, PETS

ABSOLUTE GUARANTEE—LIVE DELIVERY, quick service. Now on hand, harmless Snakes for Dens of any size. Hot or fixed. Gophers or other poisonous Snakes. South American Boas, Indian and African Python, Cobras, Vipers, Iguanas, Crocodiles. Ross Allen, Silver Springs, Florida. au2

A COMPLETE STOCK OF SNAKES, ANIMALS and Birds. Agoutis, Capibarys, Squirrels, Monkeys, assorted Snakes. Forty years of reliable service. Snake King, Box 126, Brownsville, Texas. set3

AFRICAN ANIMALS, BIRDS, REPTILES —
World's largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc. Our collectors come the globe. Get our free wholesale price lists issued several times yearly. Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y.

ATTENTION, SNAKE SHOWS — AMERICA'S
most complete stock of poisonous and harmless Snakes. Absolute satisfaction, live arrival and immediate shipment guaranteed. Diamondback Rattlesnakes, \$1.50 to \$10.00; large Mexican Boas, all sizes, \$1.50 per foot; large Yellow Bulls, \$5.00 to \$7.50; Giant Blue Bulls, \$10.00; small Boas, 2 1/2 to 7 1/2 each; large Gophers, \$2.50. Baby Crocodiles and Alligators; Giant Iguanas, Turtles, Lizards, Snake Dens, \$20.00, \$30.00, \$40.00 and \$50.00. Poisonous Snakes, fixed or hot. Special introductory offer: large mixed, fixed and harmless den of ten assorted Snakes, \$30.00. We are soliciting permanent and steady customers. We offer first class stock at well below present market prices. Wholesale buyers, we can supply 10 to 1,000 pounds Mexican Boas and/or Diamondback Rattlesnakes weekly, at lowest wholesale prices in United States. All stock guaranteed. Showmen, we offer the largest and best Snake Dens on the market, with absolute all around money back guarantee. We do not require season or shipment deposit. We ship only fresh, clean snakes. Write for free price list. All orders shipped on day order is received. Wire or write and when in San Antonio visit Reptile Garden, San Antonio, Texas.

ALIVE ALLIGATORS—BABIES, \$3.00, TWO
for \$5.00; two feet, \$5.00, two for \$9.00. Assorted Babies to 2 1/2 feet, Pits, \$20.00. Terms cash. Don Compton, Box 93, Mt. Vernon, Ill.

FOR SALE—MALE FOX TERRIER SOMER-
sault Dog. Capt. Ferguson, 1912 Daulton Ave., Huntington, W. Va. Phone 28515.

FOR SALE—MINIATURE MULE COLTS, SICIL-
ian and Sardinian Donkeys, Pony Colts, Mares and Stallions; one educated Palomino Stallion. Lex Watson, Columbia, Tenn.

GIANT BOA SNAKES, ARMADILLOS, WATER
Buffalo, Iguanas, Horned Toads, Jungle Rats, Parakeets, one Cavy Argentinian Hare, guinea Black Wolf Pups, White Doves, Rabbits, Guinea Pigs, Monkeys, Porcupines, Prairie Dogs, Fantail Pigeons. Wire Otto Martin Locke, New Braunfels, Texas. au16

GIANT UPSIDE DOWN SLOTHS — GOOD
feeders, \$40.00; large female and tiny weaned Baby Spider Monkey, both for \$75.00. Ocelot, a dandy, \$75.00. Terms cash. Don Compton, Box 93, Mt. Vernon, Ill.

GIANT FAT ALLIGATORS—OVER 8 FEET
long, \$60.00 each. Immediate delivery. Also plenty Snakes, \$25.00 dens. Trails End Zoo, St. Stephen, S. C. au16

JAVA MONKEYS, DIANA MONKEYS; KING
Vultures, Curassows, Artic Foxes, Eagles, Owls, Parakeets, Black Iguanas, Giant Jungle Rats, Hamsters, Squirrels, Baboons, Pheasants, Swans, White Porcupine, Kinkajous, Chase Wild Animal Farm, Egypt, Mass. au9

LIVE ARMADILLOS AND MEXICAN CHIP-
munks (Whistling Squirrels) special for making pets, \$7.00 pair; Mexican Young Tame Burros, special for children to ride on, \$40.00 each. General Merchandise Co., Laredo, Texas.

PYTHONS—6 TO 12 FEET; COBRAS, MON-
keys, Ringtails, Mandrills, Java, Warangs, etc. Civet Cats, cub Sun Bears, Finches, Canaries, etc. Bird Wonderland, Box 90, Van Nuys, Calif. au9

PLENTY SNAKES—ALL KINDS, ALSO BOAS,
Alligators, Iguanas, Horned Toads, Raging Terrapins, Coyote Pups, Prairie Dogs, Ocelots, Monkeys, one female Guinea Baboon, Porcupines, Rabbits, Guinea Pigs, Rats, Mice, all colors; Agoutis, Pacas, one adult male Puma, also Peafowl, Parakeets, Bantams, Hamsters, Armadillos, Jungle Rats. Wire Otto Martin Locke, New Braunfels, Texas. au2

RED, GRAY FULL GROWN FOXES—GIANT
Rhesus Monkeys, \$75.00. Java Spiders, \$40.00. Civet Cats, \$15.00; Wild Cats, \$35.00; Magpies, Crows, Owls, Hawks; Parakeet, \$40.00; Female Canaries, \$1.50; Excellent Singers, \$10.00. Buy, sell and exchange. Birdman Lamb, 3330 West La Fayette, Detroit, Mich.

SPECIAL COMBINATION—\$20.00 ONE GIANT
Pigeon, three foot wing spread; two Prairie Dog; two Flying Squirrels; dozen Horned Toads. Terms cash. Don Compton, Box 93, Mt. Vernon, Ill.

TWO-LEGGED CHIHUAHUA DOG—8 MONTHS
old, 4 lbs.; walks on hind legs; best offer takes. Parsons, 3817 Flora, Kansas City 6, Mo.

WRESTLING BEAR—LARGE BROWN MALE,
3 years; walks and runs on hind legs. Stakes out and muzzles. Sound, healthy, beautiful. First \$250.00 takes. Leonard, 905 North Jefferson, Junction City, Kansas.

5 LEGGED CALF—SEVEN MONTHS OLD.
Eddie Tolstad, R. No. 2, Pomeroy, Wis.

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FOR
CONCESSIONAIRES • BINGO STORES • PRIZES

DRAW CROWDS WITH THIS TANTALIZING DRESSERWARE



Dresser sets attractively enameled with an elegant floral design and finished in gleaming brocaded metal.

Sets gift-packed in fitted boxes finished in maroon-colored moire fabric.

Sold in units of full cases only. 25% deposit, balance C. O. D.

#408 Hollywood Style — 8-Piece Dresserware Set. 12 sets to a case—\$1.88 per set.

#404 Hollywood Style—4-Piece Gift Set. 24 sets to a case—68c per set.

PRICE THEATRE PREMIUMS CO., INC.
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TELEPHONE: CIRCLE 6-1293
WORLD'S LARGEST THEATRE PREMIUMS CO.

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Fast Turnover for the Slow Months

JOSEPH BROS. Offers Men's and Women's Beautiful CHATHAM WATCHES

with RHINESTONE DIALS that look like real diamonds.

Assorted dials: black, white or white with red stones. **\$9⁹⁵**

LOWEST PRICE IN 10 YEARS
6 OR 7 JEWEL

15 JEWEL, \$10.95 17 JEWEL, \$12.95
Reconditioned like new.

ORDER TODAY (3 WATCHES MINIMUM ORDER) 25% with order—balance C.O.D.
None sold retail—wholesale only. Write for free catalog.

JOSEPH BROS. MEMBER JEWELERS' BOARD OF TRADE
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Get your orders in for the coming Fairs. Get the most for the least. Wide assortment, carefully finished. Will sell on sight. 60¢ doz., \$1.00 doz., \$1.20 doz., \$1.50 doz., \$1.80 doz., \$2.40 doz., \$3.00 doz., \$9.00 doz. No delivery. 5% off on pickups.

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2715 WEST 15 ST. BROOKLYN, N. Y.

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HAS BEEN DESIGNATED BY NATIONAL CONVENTION AS EXCLUSIVE DISTRIBUTORS OF

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for the

NATIONAL AMERICAN LEGION CONVENTION

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SOUVENIRS

Novelties • Badge Boards • Canes • Dolls • Pennants, Etc.

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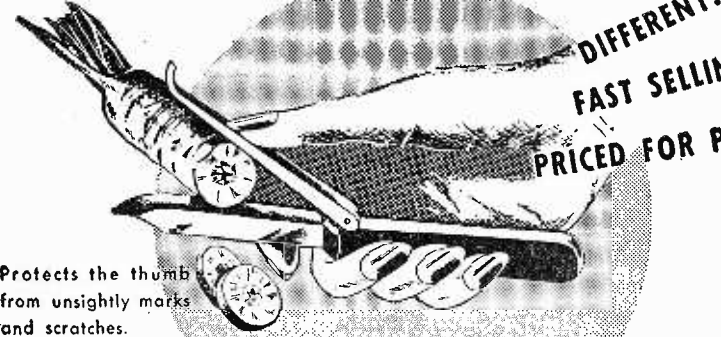
MANUFACTURERS: Contact us immediately for distribution of your merchandise!

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A PARING KNIFE THAT'S . . .



Protects the thumb from unsightly marks and scratches.

DIFFERENT! FAST SELLING! PRICED FOR PROFITS!

THE "THUMB-SAVER"

WATCH THE CROWDS GATHER WHEN YOU DEMONSTRATE THE "THUMB-SAVER"!

Fine grade stainless steel, hollow ground blade . . . plastic handle and thumb-protector . . . the "Thumb-saver" is a quality item that appeals to the ladies on sight.

BUENA SALES CO.

77 SO. CALIFORNIA STREET VENTURA, CALIF.

25% DEPOSIT BALANCE C. O. D.

RETAILS AT \$1.00

1080 2 DOZ. BOX GROSS LOTS 58.32

Parks, Circus, Carnival, Rodeo, Celebrations and Conventions

Table listing various items like DeLuxe Flying Birds, Monkeys, Jumbo White Tails, Leaping Frogs, Whips, Bats, etc. with prices.

Send 25% deposit, balance C. O. D. We ship same day we receive order.

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1102 ARCH STREET

Phone: Market 7-9848

PHILADELPHIA, PA.

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BALLOONS, \$1.38 GROSS; COMPOSITION Dolls, \$13.75 gross; Men's Handkerchiefs, individually boxed, 25c retailer, \$1.35 dozen; Ball Pens, \$2.35 dozen. Consolidated, 160 Fifth Avenue, New York.

FOR SALE—PORTABLE RINK BUILDING and floor 50x134 and all equipment. Will sell Building and Floor separate. Present location, Shelbyville, Ill. Address inquiries to Charles F. Ward, Bethany, Ill.

FOR SALE—250 PAIRS CHICAGO SKATES; 40x90 Maple Portable Floor; 260 ft. Leather Padded Railing; 300 ft. of 7 ft. Side Walls; 20x 40 Tent Middle Section. Priced for quick sale. Irvine Roller Rink, Irvine, Kentucky.

GET 300 MONEY MAKING TIPS, PLANS, Ideas, Formulas, Schemes, Trade Secrets, Methods. Folio free. Formico-Mil, Box 572, Dayton, Ohio. au9

MAKE MONEY BY MAIL—"PROGRESSIVE Mail Trade" tells how; send 10c for copy and get free instruction folio offer. McKittrick, Box 58, Mt. Vernon 11, Ill.

OPERATE PROFITABLE MAIL ORDER BUSINESS. Splendid opportunity. For details write Joseph Vassar, Gen. Del., Atlanta, Ga.

START PROFITABLE MAIL ORDER BUSINESS. Run ads, forward orders; keep big cash commissions; everything furnished. Free details. Write McKittrick, P. O. Box 58, Mt. Vernon, Ill.

UNPAINTED WALL PLAQUES, BOOKENDS, Ashtrays, Shelves, Vases, Figures. 33 different samples, \$1.00. Complete list free. Oman, 642B Broadway, St. Paul Minn. au16

WANT TO MAKE MONEY SPARE OR FULL time? Samples and details, 50c; coin, no stamps. Wells Specialties, 146 E. Durand, Newark, Ohio. au2

WILL SACRIFICE 3 ACROPLANE AMUSEMENT Rides on location Ocean Park Pier, Calif. Open year round. Robert Anthony, 609 San Juan Ave., Venice, Calif. au2

COIN-OPERATED MACHINES, SECOND-HAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 101 of this issue.

COSTUMES, UNIFORMS, WARDROBES

A BUY!—CHORUS COSTUMES AT \$3.00 each. Singles or sets of 3 to 16. Principals Costumes and Evening Gowns from \$5.00 up. C. Conley, 308 W. 47th St., New York 19.

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leds, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestone G-Strings, \$7.50. Bras, \$2.00. Used Chorus Costumes, singles or sets, \$3.00 each. Bally Capes, \$7.00. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

CREATIVE PAPIER MACHE DECORATIONS—Plaster, Displays. Masks made to order. No catalog. John Praetorius, 603 W. 45th St., N. Y. City. CI-rele 6-7672. sc6

RHINESTONE SETTING PUNCHES, \$4.50. 1st grade Stones with Settings, \$1.85 a gross. Elastic Hose, \$4.50. Rubber Busts, \$1.75 pair. Theatrical Eyelashes, \$1.35. Other Accessories and Costumes. Evelyn Rowe, Box 233, Radio City Station, New York 19.

FORMULAS & PLANS

ARTIFICIAL HONEY—VERY DELICIOUS. Easily made; about 10c lb.; also Carmelcorn, Cheesecorn, Crackerjack, Marshmallows, 30c; all \$1.00. New Pocket Pencil Sharpener, guaranteed, 40c. Brooks, B120B, Arkansas, Wis.

FOR SALE SECOND-HAND GOODS

ALL-ELECTRIC POPPING UNITS—GEARED Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. au23

BARGAIN! FOR SALE—ONE BURCH MODEL 75-B large size Popcorn Machine, in working order. Used about eight months. Price \$195.00. Service Vending Co., 310 South St., Hagerstown, Md. au9

COLEMAN HANDBY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianapolis, Iowa. oc4

FARO TABLE—FACTORY MAKE; COST \$325.00. One 4 1/2 x 9 Trap Table with double dealer lay down, both for \$175.00 F.O.B. Minneapolis, 3614 Garfield Ave., So. au30

POPCORN TRAILER—TEN AVAILABLE, NEW Krispy Korn, 1250 S. Halsted, Chicago. au30

ROLLER RINK—FLOOR, SHOES SKATES, Clamp Skates, P.A. System, complete Counters, Soda Cooler, Lights, Seats, etc. Sell all or part. Write P. O. Box 132, St. Louis, Mo.

8" DIA. MAPLE SKATING PLATFORM—GOOD condition; best offer takes. George T. Cooper, P. O. Box 6, Compton, Calif.

250 CHICAGO RINK SKATES, 1000 NEW ROLLERS, 4 Skate Boxes, 5000 new Balls, Miscellaneous Parts. All cleaned and ready. C. H. McCall, 921 Yale Street, Santa Monica, California.

FOR SALE—SECOND-HAND SHOW PROPERTY

DONKEY BALL GAME—THREE DONKEYS. Three Compressors and Platforms; now in action, \$1,500.00. Fred Thorpe, 170 Beach 96th Str., Rockaway Beach, N. Y. au9

ENGRAVERS ATTENTION! WRITE! WIRE! PHONE! FOR OUR NEW 1947 ENGRAVING JEWELRY CATALOG IT'S LOADED WITH BIG VALUE FAST SELLING STYLES. PINS, ANKLETS, EARRINGS, IDENTIFICATION BRACELETS, LOCKETS, CHATELAINES, BRASS & NICKEL SILVER RINGS. ALSO! 375 BIG SELLING RINGS—WRITE FOR OUR RING CATALOG

HARRY PAKULA and CO. 5 North Wabash Chicago 2, Ill. ANDOVER 1320

NEW SENSATION! "Jy-ro" A NATURAL "PITCH" Fascinating! Sells Fast! A great new craze that amazes everyone! Durable plastic handle and colorful balls. \$2.88 a dozen. 1 gross to a carton. Trans. pd. on orders of gross or more. 25% cash and balance C. O. D. Sample 25c. MAIL YOUR ORDER DIRECT TO FACTORY TODAY. HOWARD MFG. CO. COUNCIL BLUFFS, IOWA

ALARM CLOCKS NOW ONLY \$2.00! Regular \$6.95 retailer! Compact, precision - in a de alarm clocks. Silent ticking, sharp ringing. Swiss made! Luminous dial and hands! Overstocked, need room desperately —willing to sacrifice—\$2.00 each. Minimum order, 3 dozen. 20% deposit, balance C. O. D. Dealers only. L. J. THOMAS & CO. 12413 S. Harlem Ave., Dept. A-27 Palos Heights, Ill. (Suburb of Chicago) (Reference—Dun & Bradstreet and Jewelers' Board of Trade)

STAINLESS STEEL EX-P-A-N-S-I-O-N Double-Heart Bracelets \$4 Dozen \$45 Gross. 18KT. YELLOW G. F. . . . \$6.00 DOZ. 25% Dep. With Order, Balance C. O. D. THE SALPRO CO. 3824 W. Arthington St., Chicago 24, Ill.

BARGAINS IN GLASSWARE

All Glassware is first quality, no seconds. Shipped in full and original cartons only.

- 11B Special Glassware Ass't., Bowls, Plates, Tumblers, Etc. 10 Gro. for \$49.50
18 Clip Comb, first quality 1 Gro. \$ 2.50
28 Ass't. Color Pocket Combs 1 Gro. \$ 2.25
3B Combs, medium weight, dressing 1 Gro. 2.50
4B Metal Hair Curlers, our best slum item, specially priced 1.25
6B Cigarette Holders, asstd. 1 Gro. 3.00
7B Large D n g l i n g Spiders, Skeletons and Comical Fur Monks, 4-inch, all new fast-selling novelty numbers, w/stix. 18.00
8B No. 5 Dart Balloons, long necks 1.50
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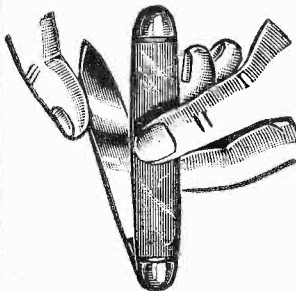
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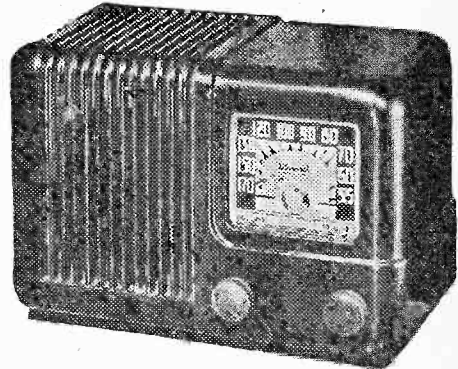
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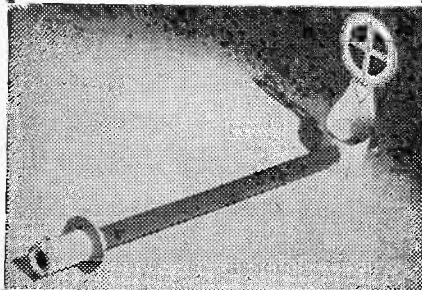
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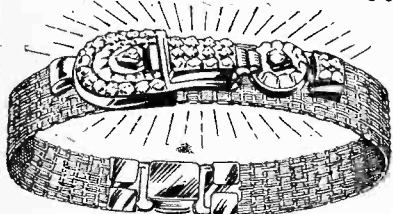
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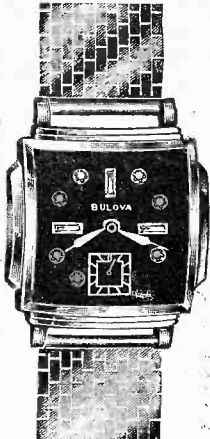
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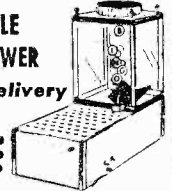


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AUGUST 16

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PRODUCE HIGH-PROFIT RESULTS

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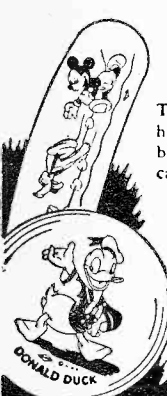
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MICKEY MOUSE TOSS-UPS

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Walt Disney characters in two-color prints on as sorted color balloons. Available in several sizes.

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Pipes for Pitchmen

By Bill Baker

JOE SCHROEDER . . . postals from Milwaukee that Charleyne Baker, well known among the pitch fraternity, is now a featured dancer at Club 26 in the Cream City.

You alone can know your capabilities. No one can test your theories as you can test them. Your decisions may result in success or failure. In either case you will know the supreme satisfaction of following thru on your own convictions.

BILL ZAKOOR . . . balloon purveyor, made *The Detroit Free Press* recently with a novel explanation of the reported flying disks. He says there are 150,000 helium-filled balloons now in the State. Some of them got away and were mistaken for the disks, he added.

WALTER STOFFEL . . . who worked sheet for many years, is operating a permanent zoo on the Lincoln Highway two miles west of Greensburg, Pa. Stoffel also operates a traveling zoo housed in a 30 by 60-foot top. He has 40 cages of reptiles, birds and animals in his traveling unit.

HARRY KINCHELOE . . . letters from Oklahoma City: "Babe Sherwin Players, med show, is in Iola, and Ray Smith has his med show in Hutchinson, Kan., with the report that biz is good. Doc Julien, who quit the med show business several years ago, flew in from his ranch in Old Mex for a visit. There are no pitchmen or store demonstrators here at present. We have only two shows out this year and, like the rest of this part, were rained out all spring. What has become of Milton Bartok, Bob and George Ward, Rusty Rasmusel and Pat Dana? Pipe in!

JERRY ROSE . . . is attending college in Milwaukee to study law.

ESTHER HANDLER . . . is handling a tough job as editor of a newspaper in Milwaukee.

GEORGE TRUDIAN JR. . . . has settled in Milwaukee, where he's working for Uncle Sam in the post office.

BEN (HOBO) BENSON . . . writes from York, Pa.: Couldn't locate a spot in Coney Island, so am taking a hobo vacation as far as Chicago and back to New York. Met the Harrison Greater Shows here and worked my sketch act on the lot hustling Bowerly

News. I am no longer with *Hobo News*.

T. D. (SENATOR) ROCKWELL . . . retired razor blade king, airmails from Los Angeles that he visited the Inventors' Congress at Pan Pacific Auditorium there recently and saw about everything new from a pocket ash tray to a Hoppi Copter—a one-man helicopter. He reports that more than 200 exhibitors had booths at the Congress.

GREEN BROTHERS . . . made the recent Inventors' Congress in Los Angeles with skimmers, we learn from Senator Rockwell. Mike Kirby worked eye-glass cleaner at the same event.

OWEN JENSEN . . . tattoo artist, is no longer tattooing but has turned his attention to making tattooing machines and everything that goes with them. He is shipping considerable material overseas and is filling an order for 50 gallons of black ink for marking animals to go to Norway. It is said to be the largest order ever received for black tattooing ink.

BEN LYNCH . . . pens from Atlantic City, where he is spending his vacation, that the boys seem to be getting it on the Boardwalk there. He's heading for Cape May and Southern New Jersey to work ties.

JOE GALE . . . former pitcher and now a reporter on the staff of *The Newark (N.J.) Evening News*, is doing well at his new profession, according to J. Lane, who postcards the info from Milwaukee.

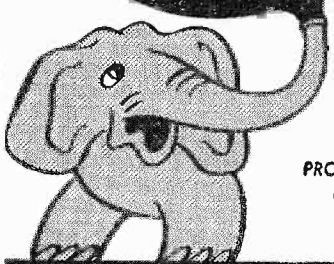
BILLY BEAN . . . reports from Fayetteville, Ark., that his med show has been garnering dough during its 12 weeks trek thru Arkansas. Jack and Thelma Miles have been handling the sales, and Ethel Beam and Thelma have the concessions. Billy says they have been having lots of visitors recently, including Doc (Colorado) Tom Smith, Doc Keith, Bennie Price and Leonard and Gail Davis, of the Brunk Show. Bean pens that his show is heading into Oklahoma and Missouri for five weeks.

A PROBLEM . . . facing the pitchman working New York is discussed by George Durst, of (See PIPES on page 98)

*REG. U.S. PAT. OFF.

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Sorry, no C. O. D.'s. Cash With Order.
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WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried). We are MANUFACTURERS PHARMACISTS established 1934.
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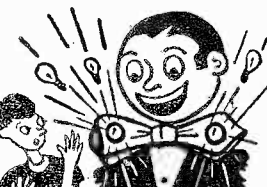
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#2005 Whiskey Glasses, Per Gro.	\$3.60	#1131 90-Oz. Water Tumbler, Per Gro.	\$4.32
#327 60-Oz. Pitcher, Per Doz.	3.60	#3519 Decorated Tumblers, Per Gro.	7.25
#1830 Salt-Pepper Shakers, Per Gro.	4.00	=10 Mixing Bowls (3 Doz.), Per Case	2.55
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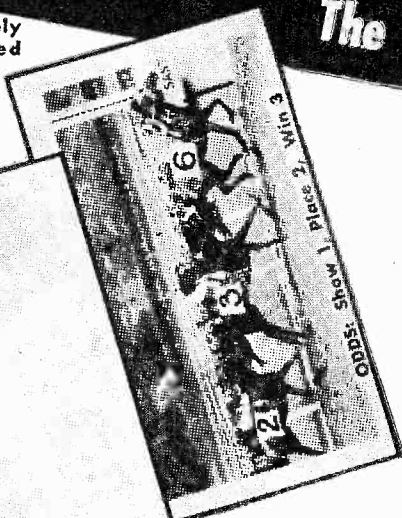
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The Sport of Kings for 5¢ per Race!

FRONT of card, immediately after applying moistened miracle tissue.

FRONT of card, before applying moistened miracle tissue.

BACK of card, showing typical entry lineup.



MIRACLE (Photo-Finish) DERBY

Just for fun. Pick the Winner

1. Dry Martini
2. Pink Lady
3. Mint Julep
4. Hot Toddy
5. Royal Fizz
6. Side Car

Actual photo-finish picture of Winner on other side of this card. Dip miracle paper in plain water and rub until miracle picture appears.

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Choose your horse. Moisten the back of the card with the "Miracle" tissue. The "Foto-Finish" results appear immediately! It's absolutely impossible to tell results in advance! Each card looks exactly like plain white photo-paper until the "Miracle" tissue is moistened and applied. Everybody buys it on sight! A sensational seller in bars, private clubs, restaurants, cigar stores, pool and billiard rooms, gas stations, cafes, night spots, etc. Terrific for parties and entertainments.

white photo-paper until the "Miracle" tissue is moistened and applied. Everybody buys it on sight! A sensational seller in bars, private clubs, restaurants, cigar stores, pool and billiard rooms, gas stations, cafes, night spots, etc. Terrific for parties and entertainments.

#20 PACK DERBY CARDS

(20 cards to the pack)

Packed 12 packs in a Counter Display Box—12 Boxes to the Carton (1 Gross). Shipping Weight: 15 Lbs. Per Gross.

\$6.35

New LOW Wholesale Price

Per dozen packs of 20

Special Discount

To Established Jobbers and Distributors

TERMS: 1/3 Deposit, Balance C. O. D. All prices F. O. B. Los Angeles, Chicago or New York

Surprise Package

SPECIAL SAMPLE OFFER!

A surprise Package containing 1 Full Pkg. of 20 Derby Cards, together with other Assorted Samples of new and STARTLING Items!

TOTAL RETAIL VALUE \$3.00

Sent postpaid anywhere in the U. S. A. for \$1.00. Remit by Currency, Check or Money Order.

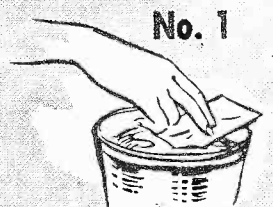
Please Order From Your Jobber or Distributor
If Ordering Direct, Kindly Give Name of Your Jobber.

Also Manufacturers and Originators of many new "MIRACLE-FOTO" Games and Novelties. Complete details upon Request.

All Ranco Products are available with Special Imprint of your own Firm Name or Advertising Copy. We also reproduce or create any ideas of your own. Prices upon Request.

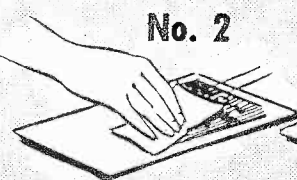
SO SIMPLE AND EASY A BABY CAN DO IT!

No. 1



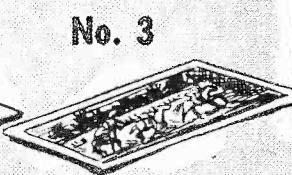
Dip miracle tissue in plain water.

No. 2



Rub moistened miracle tissue gently on plain side of card.

No. 3



Photograph of race finish immediately appears.

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MEN'S WRIST WATCHES

Your PROFITS start with the first order! They sell on sight!

7 JEWEL \$12.95
15 JEWEL 15.95
17 JEWEL 18.95
(Wholesale Only)

Handsome 10K r.g.p. case • Steel Back • Genuine leather band • Beautiful dial • Reconditioned like new. **FULLY GUARANTEED!** 25% with order, balance C. O. D. Sample orders—\$1.00 Extra

Write for Our New Catalog Showing Our Complete Jewelry Line

LOUIS PERLOFF
737 Walnut St., Dept. C
PHILADELPHIA 6, PA.

"AMERICA'S BEST" WHITESTONE RINGS AT NEW LOW PRICES STERLING OR GOLD-FILLED

EVERY STYLE EVERY SIZE



Ladies' Sparkling Sterling Solitaire. A Real Seller—A Real Value. \$4.00 per doz. \$42.00 per gr.

Ladies' Sterling Wedding Band to match (as shown). 6 large sparkling stones. \$5.00 per doz. \$57.00 per gr.

5 Stone Gold-Filled Solitaire \$6.00 Doz.
9 Stone Gold-Filled Wedding Band to Match 6.45 Doz.

SPECIAL VALUE
Massive Men's Ring. Sells on sight. Heavy Sterling Silver, set with large simulated Zircon, as shown. S.S. \$7.50 Doz.; \$84.00 Gr. Gold over S.S., \$7.75 Doz.; \$90.00 Gr.

SEND FOR FREE CATALOG
Sample ring assortments sent for \$5.00 or \$10.00.

STERLING JEWELERS
Worthington, Ohio

Pipes

(Continued from page 96)

Jamaica, N. Y. "Yes, the Times Square pitchmen are really doing all right," pens Durst, "but it seems to me that the police wagons also have been exceedingly busy carting capacity loads of pitchmen, vendors and peddlers to court. I was wondering just how much in fines (total fines) the average New York pitchman pay-out in a year? Why don't pitchmen get dignified and request the city to issue real licenses, even at \$50 or \$100 a year—special New York City licenses.


WALLY MUELLER . . . and Ted Danielski postal from Milwaukee that they're now photographers for the Vernon J. Kraft Studios in that town.

LITTLE SAMSON . . . the mighty mite with muscles, who underwent an operation for a peptic ulcer last April, is still recuperating at the Raleigh Hotel, Chicago, but hopes to be back in action when the fall season rolls around. Well known in Pitchdom, where he operated for many years with his health lectures and psyllium seeds, Samson says he plans to resume this fall with a new layout framed around kelp, with the usual health tie-up. Samson is anxious to know where Johnnie Rich is working these days.

JOHN GREUSEL . . . comes thru with the following news from Kalispell, Mont.: "Had a nice visit with Stan Johnson. He is spending a few days at his ranch in the Swan Lake vicinity. Also ran into Curly Gates. He had just flown in from Salt Lake City. He has his own plane and always travels that way. He now lives in Yakima, Wash., and has over 100 mug machines over the territory and is making plenty of geedus. I have recently been married and am disposing of my property here and will locate at McMinville, Ore. Have bought a 45-acre tract there and the latch string always will be out to old friends of the sheet-writing fraternity after January 12, 1948. Would enjoy a word from Frank Hayden, Slim Gorman and Doc Huff.

THE SENSATIONAL NOVELTY SELLER
DOLLY DIMPLES (in Book). Big sales wherever exhibited. Just the article for FAIRS, CIRCUSES, CONVENTIONS. A fast selling number and a gold mine for street workers. Per Gross, \$7.20 Doz., 85 cts. Sample, 15 cts. None C. O. D.

EUGENE LESTER
3505 Broadway
New York 31, N. Y.



Fair Dates
(Continued from page 75)

PENNSYLVANIA
Bedford—Bedford Fair Assn. Aug. 4-9. A. C. Brice.
Flourtown—Flourtown Fair. Aug. 6-16. William J. Goss.
Tioga—Tioga Valley Fair. Aug. 3-9. Carl H. Forrest.

TENNESSEE
Alexandria—DeKalb Co. Fair. Aug. 6-9. J. B. Evins.

WEST VIRGINIA
Glenville—Gilmer Co. Fair. Aug. 6-9. C. W. Marsh.

WISCONSIN
Antigo—Langlade Co. Agrl. Soc. Aug. 8-10. Ira V. Goodell.
Cedarburg—Ozaukee Co. Free Fair. Aug. 6-10. Ray Gierach, Thiensville.
Chippewa Falls—Northern Wis. District Fair. Aug. 5-10. A. L. Putnam.
Elroy—Elroy Fair Assn. Aug. 8-10. Wilfred J. Pierick.
Green Lake—Green Lake Co. Junior Fair. Aug. 8-10. Walter Losinske.
Jefferson—Jefferson Co. Fair. Aug. 6-10. Horace L. Buri.
La Crosse—La Crosse Interstate Fair Assn. Aug. 6-10. Joseph W. Frisch.
Merrill—Lincoln Co. Free 4-H Fair. Aug. 4-7. Gustav A. Sell.
Saint Croix Falls—Polk Co. Fair. Aug. 8-10. W. R. Vezina.
Stoughton—Dane Co. Junior Fair. Aug. 8-10. H. H. Cummings.
Wilmot—Kenosha Co. Fair. Aug. 8-10. E. V. Ryall.

WYOMING
Newcastle—Western Gateway Fair & Rodeo. Aug. 8-9. J. E. Oliver.

CANADA
Fort William, Ont.—Canadian Lakehead Exh. Aug. 4-9. W. Walker.
Drummondville, Que.—Drummond Agrl. Soc. Aug. 7-9. J. H. Charpentier, L'Avenir.
Saint Hyacinthe, Que.—St. Hyacinthe Agrl. Dist. Soc. Aug. 4-6. Alphonse Deschenes.
Waterloo, Que.—Shefford Co. Agrl. Soc. Aug. 8-10. R. R. Bachand.
Beechy, Sask.—Beechy Agrl. Soc. Aug. 6. Mrs. A. H. Neaden.
Invermay, Sask.—Invermay Agrl. Soc. Aug. 7. C. D. Willis.
Nipawin, Sask.—Nipawin Agrl. Soc. Aug. 4-5. Mrs. G. Carter, Codette.
North Battleford, Sask.—N. Battleford Agrl. Soc. Aug. 4-6. Frank Wright.
Prince Albert, Sask.—Prince Albert Agrl. Soc. Aug. 7-9. Gordon M. Cook.

Huntington—Huntington Co. 4-H Fair. Week of Aug. 15. Fred Loew.
Kendallville—Northeastern Ind. Agrl. Assn. Aug. 11-15. Clinton S. Rimmel.
La Porte—La Porte Co. Fair. Aug. 12-16. Robert Peilan.
New Bethel—Marion Co. Fair Assn. Aug. 11-16. Harry C. Roberts, Wanamaker, Ind.
Rising Sun—Ohio Co. Farmers' Fair Assn. Aug. 13-15. Paul L. Rump.
Rockville—Parke Co. Fair Assn. Aug. 12-16. A. K. Noblitt.
Salem—Washington Co. Farmers-Merchants' Fair. Aug. 13-15. Raymond R. Tash.
Winamac—Pulaski Co. 4-H Fair. Aug. 12-16. Archie Hiatt, Star City, Ind.

IOWA
Adel—Dallas Co. Fair Assn. Aug. 14-16. Harold H. Beane.
Albia—Monroe Co. Fair Assn. Aug. 14-15. Paul D. Peterson.
Atlantic—Cass Co. 4-H Fair. Aug. 13-15. Cliff Hardie.
Bedford—Taylor Co. Fair Assn. Aug. 11-16. Sid P. Webb.
Bloomfield—Davis Co. Fair. Aug. 12-15. C. C. Wagler.
Cedar Rapids—All-Iowa Fair. Aug. 10-16. C. D. Moore.
Clarinda—Page Co. Agrl. Fair. Aug. 12-14. Forest Wynn.
Columbus Junction—Louisa Co. Fair. Aug. 12-15. H. M. Duncan.
Davenport—Mississippi Valley Fair. Aug. 12-17. Frank Harris.
Decorah—Winneschick Co. Agrl. Soc. Aug. 14-17. Leon R. Brown, Cresco, Ia.
Des Moines—Polk Co. 4-H Fair. Aug. 13-15. Edward Adamson, 202 Royal Union Bldg.
De Witt—Clinton Co. Club Show. Aug. 12-15. Lyle Harting.
Eldora—Hardin Co. Fair. Aug. 11-15. C. W. Haase.
Elkader—Elkader Fair. Aug. 12-15. E. P. Seifert.
Fonda—Pocahontas Co. Agrl. Soc. Aug. 9-11. B. F. Barber.
Fort Dodge—Webster Co. 4-H Achievement Show. Aug. 12-14. Floyd Huling.
Hampton—Franklin Co. Fair. Aug. 16-19. Glenn D. Craighton.
Harlan—Shelby Co. Fair Assn. Aug. 12-15. J. H. Fredericksen.
Independence—Buchanan Co. Fair. Aug. 12-15. B. O. Gates.
Malvern—Mills Co. Fair Assn. Aug. 13-16. D. M. Kline.
Maquoketa—Jackson Co. Fair Assn. Aug. 14-17. L. S. Lem.
Mount Ayr—Ringgold Co. Fair Assn. Aug. 12-16. Stuart W. Hoover.
Nevada—Story Co. 4-H Fair Assn. Aug. 11-14. Glenn Z. Randau, RFD 2, Ames, Ia.
Northwood—Worth Co. Fair Soc. Aug. 11-13. Glenn O. Tenold.
Osage—Mitchell Co. Agrl. Soc. Aug. 14-17. Max Katz.

Complete Fair List

The complete Fair List will be published in the issue dated August 16. Copies of the August 16 issue may be had at that time by sending 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

Smeaton, Sask.—Smeaton Agrl. Soc. Aug. 6. D. McPhedran Jr., Snowden.
Sutton, Ont.—Sutton Fair. Aug. 7-9. Kenneth McAuley.

August 10-16

CALIFORNIA
Ferndale—Humboldt Co. Fair Assn. Aug. 12-17. Dr. Joseph N. D. Hindley.
Roseville—Placer Co. Fair Assn. Aug. 15-17. Tom J. Pugh.
Quincy—Plumas Co. Fair Assn. Aug. 15-17. Martin W. Sword.
Stockton—San Joaquin Co. Fair Assn. Aug. 16-24. E. G. Vollman.
Turlock—38th Dist. Agrl. Assn. Aug. 11-17. W. Coburn Cook.

Rock Rapids—Lyon Co. Fair Assn. Aug. 14-17. Ed E. Frank.
Rockwell City—Calhoun Co. Expo. Aug. 10-13. J. H. Nutter.
Tipton—Cedar Co. Fair. Aug. 12-15. J. F. Casterline.
Waterloo—Black Hawk Co. 4-H Fair. Aug. 12-15. C. Bechtelheimer.
Waverly—Bremer Co. Fair Assn. Aug. 14-16. L. V. Ormston.
What Cheer—Keokuk Co. Fair. Aug. 16-19. E. P. Lally.

KANSAS
Colby—Thomas Co. Fair Assn. Aug. 12-15. J. B. Kuska.
Dighton—Lane Co. Free Fair. Aug. 13-15. William T. Smith.
Girard—Crawford Co. Fair Assn. Aug. 11-15. Marvin Green.
Holton—Jackson Co. Fair Assn. Aug. 13-15. Matt J. McAsey.
Macksville—Stafford Co. 4-H Fair. Aug. 14-16. Dean Rothrock.
Norton—Norton Co. Fair Assn. Aug. 11-15. Guy L. Allen.

COLORADO
Akron—Washington Co. Fair & Rodeo. Aug. 14-16. Brandt Wenig.
Brush—Morgan Co. Junior Fair. Aug. 13-14. R. B. Spencer, Fort Morgan, Colo.
Loveland—Larimer Co. Fair. Aug. 14-16. Don H. Moon.


IDAHO
Gooding—Gooding Co. Fair. Aug. 14-16. Robert E. Higgins.
Weiser—Weiser Fair & Round-Up Assn. Aug. 14-16. Bob Smith.

KENTUCKY
Brodhead—Brodhead Fair. Aug. 13-16. W. O. Yadon.
Burlington—Boone Co. 4-H Fair. Aug. 15-16. Mrs. Vernon Pope.
Columbia—Adair Co. Fair Assn. Aug. 13-16. John Burr.
La Center—Ballard Co. Fair. Aug. 13-16. R. F. Pace Jr.
Nicholasville—Jessamine Co. Lions' Club Fair. Aug. 14-16. Harlan H. Veal.
Springfield—Washington Co. Fair Assn. Aug. 14-16. Charles E. Montgomery.

ILLINOIS
Antioch—Lake Co. Fair Assn. Aug. 15-17. E. E. Elsbury, Gurnee, Ill.
Ashley—Washington Co. Fair. Aug. 12-16. O. C. Hagebush.
Cambridge—Henry Co. Fair Assn. Aug. 12-15. M. E. Werbach.
Mount Carmel—Mt. Carmel Fair. Aug. 10-15. E. Guy Pixley.
Springfield—Illinois State Fair. Aug. 8-17. William V. (Jake) Ward.

INDIANA
Angola—Steuben Co. Farm Assn. Aug. 11-15. John Glasgow, Pleasant Lake, Ind.
Argos—Marshall Co. 4-H Fair. Aug. 12-16. C. J. Umbaugh.
Bicknell—Knox Co. Fair Assn. Aug. 12-16. T. Perry Wesley.
Bloomington—Monroe Co. Fair Assn. Aug. 13-16. Guy L. Baker.
Boswell—Benton Co. Fair Assn. Aug. 13-15. Lendall Lowman, Earl Park, Ind.
Brazil—Clay Co. 4-H Fair. Aug. 12-14. R. D. McHargue.
Connersville—Fayette Co. Free Fair Assn. Aug. 12-15. W. Erb Hanson.
Flora—Carroll Co. 4-H Fair. Aug. 11-15. A. P. Nelson.
Fort Wayne—Allen Co. 4-H Club Fair. Aug. 12-13. Ester Solomon.

IMPORTED SWISS WATCHES
New Watches - - - Latest Designs



Ladies' 6-8 S/B, 10K Rolled Gold Raised Rock Crystal

GENT'S
8 3/4 Ligne, 10K Rolled Gold 7 Jewel S/B \$13.00

17 Jewel S/B \$15.50

Simulated Diamond Dials add \$2.00

7 Jewel \$13.50
17 Jewel \$18.00

Wholesale only. Single Samples, add \$4.00 to above Prices. All Watches Guaranteed. 25% with order, balance C. O. D.

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WAR SURPLUS CLOSE-OUT

Amazing RAIN-CAPE COVER-ALL

Folds up to fit pocket

This is just the type of complete light weight protection you need from the rain and weather while FISHING, HUNTING, COLFING OR ATTENDING OUTDOOR SPORTING EVENTS. Government issue for overall protection from MUSTARD GAS. Made of tough plastic with transparent top which enables you to see in all directions. Foil lined package about the size of two packages of cigarettes opens up to a 52"x52" rain cape that covers you from head to toe. Roomy enough for two persons. Take with you in tackle box, pocket, golf bag or purse. BE SNUG AS A BUG WHEN IT RAINS.

Price, 10c in lots of 1,000. Sample, 50c, 3 for \$1.00. 1/2 Deposit, balance C. O. D., F. O. B.

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Bingo & Premium Merchandise
WRITE FOR OUR 1947 PRICE LIST.

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3125 COMMERCE DALLAS 1, TEXAS

MAINE

Skowhegan—Skowhegan State Fair. Aug. 10-17. Raymond S. Finley.

MARYLAND

Rockville—Montgomery Co. Fair. Aug. 16. R. N. Whipp.

MICHIGAN

Bay City—Bay Co. Fair Assn. Aug. 13-17. Harry Hough Munger, Mich.
Greenville—Greenville Agri. Club. Aug. 13-15. Roscoe Plinn, Stanton, Mich.
Ironwood—Gogebic Co. Fair. Aug. 14-16. W. B. Fauh, Bessemer, Mich.
Mason—Ingham Co. Fair. Aug. 11-16. Jay F. Davis.
Midland—Midland Co. Free Fair. Aug. 11-16. H. D. Parish.
Mount Pleasant—Isabella Co. Youth & Farm Fair. Aug. 12-16. Maynard Gilmore.
West Branch—Ogemaw Co. Agri. Soc. Aug. 12-15. Thomas P. Rau.

MINNESOTA

Aitkin—Aitkin Co. Agri. Soc. Aug. 11-13. F. C. Kaplan.
Barnum—Carlton Co. Fair. Aug. 14-16. A. H. Dathe.
Brainerd—Crow Wing Co. Fair Assn. Aug. 13-16. B. C. Wilkins.
Breckenridge—Wilkin Co. Agri. Soc. Aug. 14-17. Cyril Wenner.
Elk River—Sherburne Co. Agri. Soc. Aug. 11-13. E. E. Bjuge.
Farmington—Dakota Co. Agri. Soc. Aug. 14-17. Arnold Kruse.
Grand Rapids—Itasca Co. Agri. Assn. Aug. 14-17. Francis Mullins.
Le Center—Le Sueur Co. Fair Assn. Aug. 15-17. W. J. Baker.
Litchfield—Meeker Co. Agri. Soc. Aug. 14-15. D. E. Murphy.
Littlefork—Northern Minn. Dist. Fair Assn. Aug. 14-16. George Dahl.
New Ulm—Brown Co. Agri. Soc. Aug. 12-17. William A. Lindemann.
Northome—Koochiching Co. Agri. Soc. Aug. 16-18. C. W. Bray.
Owatonna—Steele Co. Free Fair. Aug. 12-17. Otto A. Schroeder.
Pine City—Pine Co. Agri. Soc. Aug. 15-17. Pine City Moshart.
Saint Cloud—Stearns Co. Agri. Soc. Aug. 15-17. Merrill Smith.
Saint Cloud—Benton Co. Agri. Soc. Aug. 14-17. C. H. Varner.
Sauk Center—Stearns Co. Agri. Soc. Aug. 14-17. F. L. Parsons.
Waconia—Carver Co. Fair Assn. Aug. 11-13. Gust H. Seltz.

MISSOURI

Mexico—Audrian Co. Fair. Aug. 12-15. Clarence W. Mackey.

MONTANA

Baker—Fallon Co. Fair. Aug. 16-17. Gene Hoff.
Billings—Midland Empire Fair. Aug. 11-16. Harry L. Pitton.
Hayre—Hill Co. Fair-Rodeo. Aug. 11-13. Earl J. Bronson.
Shelby—Markham Fair & Rodeo. Aug. 14-17. Clifford D. Coover.

NEBRASKA

Bartlett—Wheeler Co. Agri. Assn. Aug. 15-17. Otto F. Reimer.
Beaver City—Furnas Co. Agri. Soc. Aug. 15-17. Boyd Ready.
Burwell—Garfield Co. Frontier Fair Assn. Aug. 13-15. H. B. Moedy.
Deshler—Thayer Co. Agri. Soc. Aug. 12-15. E. J. Grupe, Byron, Nebr.
Premont—Premont 4-H Club Fair. Aug. 13-15. C. W. Motter.
Tabor—Nance Co. Fair Assn. Aug. 11-13. Black.
Tipton—Phelps Co. Agri. Soc. Aug. 11-13. Frankson, Funk, Nebr.
Waverly—Dodge Co. Fair. Aug. 11-13. Coover.

NEW JERSEY

Farmers

TEXAS

Johnson City—Blanco Fair Assn. Aug. 15-17. George Byars.

UTAH

Logan—Cache Co. Fair Assn. Aug. 13-16. Reta Allen.

VERMONT

Barton—Orleans Co. Fair. Aug. 14-16. Dave Gallup, Orleans.
South Wallingford—Union Driving Park Soc. Aug. 16-17. Ralph F. Stafford.

VIRGINIA

Abingdon—Southwest Virginia Fair. Aug. 13-16. G. G. Preston Jr.
Roanoke—Roanoke Fair. Aug. 11-17. Lester T. Hutson.
Weirwood—Central Northampton Fair. Aug. 12-15. Charles N. McCune, Chesapeake.

WASHINGTON

Lynden—Northwest Wash. Dist. Fair Assn. Aug. 13-16. Al Lawyer.

WEST VIRGINIA

Marlinton—Cockeontas Co. Fair Assn. Aug. 11-16. Fred C. Allen.

WISCONSIN

Eagle River—Vilas Co. Agri. Soc. Aug. 15-17. Herman M. Smith.
Eau Claire—Eau Claire Junior Fair. Aug. 11-14. Carl M. Johnson.
Fond du Lac—Fond du Lac Co. Fair. Aug. 13-17. J. B. Kolsta.
Glenwood City—Glenwood Inter-Co. Fair Assn. Aug. 14-17. Raymond Wall.
Janesville—Rock Co. 4-H Fair Assn. Aug. 11-14. R. T. Glasco.
Mauston—Juneau Co. Fair Assn. Aug. 11-14. Manly Sharp.
Medford—Taylor Co. Youth Fair. Aug. 14-17. Carl Zoerb.
Menomonie—Dunn Co. Fair. Aug. 16-20. Lyle C. Pollock.
Neillsville—Clark Co. Agri. Soc. Aug. 15-18. Harold Huckshead.
Rhinelander—Oneida Co. Fair. Aug. 10-13. J. M. Reed.
Rice Lake—Barron Co. Fair. Aug. 14-17. L. R. Gilbertson.
Seymour—Outagamie Co. Fair Assn. Aug. 14-17. Michael Byas.
Superior—Tri-State Fair. Aug. 12-17. M. H. Superior—Valley Fair. Aug. 13-17. Superior.
Wausau—Wausau-Wisconsin State Fair. H. A. Kiefer.
West Allis—Milwaukee—Wisconsin State Fair. West Allis. Ralph E. Ammon. Aug. 16-24.

CANADA

Courtenay. B. C.—Courtenay Agri. Assn. Aug. 15-16.
Charlottetown. P. E. I.—P. E. I. Provincial Exhn. Aug. 12-15. G. H. Buntair.
Richmond. Que.—Richmond Co. Agri. Soc. Aug. 14-16. Antoinette Linahen.
Saint Francois du Lac. Que.—Yamaska Co. Agri. Soc. Aug. 14-16. A. Trudeau.
St. Leonard. Que.—Nicolet Agri. Soc. Aug. 12-13. Lorenzo St. Arnaud, St. Wenceslas.
Trois Rivieres. Que.—St. Lawrence Valley Exhn. Aug. 16-24. H. Paul Martin.
Victoriaville. Que.—Arthabaska Agri. Soc. Aug. 11-13. J. Vincent Larue.
Okla. Sask.—Okla. Agri. Soc. N. Wilson.
St. Walburg. Sask.—St. Walburg. Aug. 13. Mrs. E. F.



WANT

For Mammouth 12-Day Celebration Right Out of Washington, D. C., at Bethesda, Md., and our fall dates of fairs. Next Greenville, N. C., Fall Festival; Farmville, N. C., Fall Festival; Laksville, N. C., Tri-State Fair; Rockingham County Fair, Martinsville, Va.; High Point, N. C., Fair; Ashboro, N. C., Fair; Shelby, N. C., Colored Fair and others.

WANT—Complete Minstrel Show, we have equipment for same. Also any other Illusion, Walk Thru or Grind Show with own equipment. All legitimate Concessions and Grind Stores wanted. Eating Stands closed.

Be with us for all these well-proven fairs.

RUSS OWENS, Mgr.
BETHESDA, MD.

BAKER UNITED SHOWS

"A CLEAN, MODERN MIDWAY"

Can place legitimate Stock Concessions for the following three spots and the balance of the season:
DELPHI, Annual Home Coming, on the Streets—the one they know about from Coast to Coast—August 6-9.

WINIMAC, Pulaski County Fair, August 12-16.
CONVERSE, Miami County Fair, August 19-23. All in Indiana.

Particularly want Pitch-Till-U-Win, Bowling Alley, Bumper, Add-Em-Up Darts, Coke Bottles, Huckley Buck. Can use French Fries, Waffles, Root Beer, Pronto Pups, Foot Longs or any clean, catering Concessions not conflicting. **NOTICE, DEMONSTRATORS:** Can place you at any of the above spots. **PHOTO—**Want high-class flashy Photo for rest of season. Will sell exclusive to right party. **SHOWS—**Can place any Show of merit not conflicting with Side Show, Monkey or Arcade. No Girl Shows. Want Fun House, Glass House or Motor Drome.

BAKER UNITED SHOWS
WABASH, INDIANA, THIS WEEK; THEN AS PER ROUTE.

PARAMOUNT EXPOSITION SHOWS

Fair dates start August 25th, Huntingdon County Fair; Junlata County Fair, Port Royal; Washington County Fair, Washington, Pa.; Hampton Road Fair, Virginia; Norfolk County Fair, Virginia; Elizabeth City Fair, Elizabeth City, N. C.; Lee County Fair, Bishopville, S. C.; Pitt County Fair, Greenville, N. C.; Carteret County Fair, Beaufort, N. C.

Want Motordrome, Snake Show, Fun House, Glass House, organized Minstrel Show. We have Wagon Front, Stage and new Top. Any Grind Show. Want Concessions—Ball Games, Fish Pond, Lead Gallery, American Palmistry or any ten-cent legitimate Concession. (Have good proposition for Penny Arcade.) Want Kiddy Train or any Kid Ride not conflicting. Can use Ride Help on Merry-Go-Round, Ferris Wheel, Rocket, Tilt, Caterpillar, Octopus, Roll-o-Plane. Want Foreman for Chair-o-Plane. Will use Ride Men's wives as ticket sellers. All answers:

RALPH P. FLANNIGAN, General Manager
CONNELLSVILLE, PENN., THIS WEEK; UNIONTOWN NEXT WEEK.

Mrs. Dick Gilsdorf, please note our route. Understand you inquired as to our whereabouts.

A. GENTSCH SHOWS WANT

Choice Fairs of the South

fire, Tilt and Octopus. Paul Rollins, wire me. Grind Shows Stock Store that works for 10¢; will sell Ex. on Guess Bottle that work for stock. Need Agents for Stock Humphrey wants two P. C. Dealers. All wires:

GENTSCH

(County Fair).

OWS

Fun House, more Chair

RIGHT IN SEASON!

Another **BIG HIT!**

BIG HIT!

200 MGL HOLES

TAKES IN \$50.00
AVE. PAYOUT \$22.60
PROFIT \$27.40



SIX TICKETS IN EACH HOLE
ONE FREE TICKET IN EACH HOLE

FORM No. 204 MGL

1200 N. HOMAN AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS

SALESBOARD SIDELIGHTS

New York:

Al Hirsch, of the Bork Manufacturing Company, is now on a road trip covering Upper New York State. Al Borkin, also of Bork, left last week on a similar trip. . . . Radios are reported to be going strong on boards, according to Bert Schreiber, of the firm of the same name.

A new horse race board, called Sport of Kings, is the latest offering of the Profit Manufacturing Company. Max Greenglass, firm prexy, reports the firm already has a bale of orders for it. The board shows 10 horses at the starting gate. . . . Biz is reported to be holding at the U. S. Printing and Novelty Company.

Globe Printing Company has closed its New York plant for a two-week vacation. The Philadelphia office will

remain open. The crew is slated to be back on the job August 11. Otto Goldman, Globe sales manager, leaves for the West Coast August 10.

Nat and Manny Rake, of the Rake Coin Machine Exchange, Philly, report that they are giving more and more space in their headquarters to salesboards. . . . The paper situation, holding back many new boards, is expected to be back almost to normal by early 1948, according to the U. S. Department of Commerce.

Chicago:

Sam Reddy, over at Amusement Industries, with an "I wish it were me" tone, reported that his plant superintendent, Paul Thelen, is off to Wisconsin with his family for a two-week vacation. Paul, an ardent and expert fisherman, will be back August 4. Jim doesn't look for a time-off session for many months for himself.

Midway Confab

(Continued from page 51)
furnished the music with their accordions, with the help of Norman Meredith. Governor Leo J. Riley didn't miss a dance and from now on must set up his own joints.

G. E. (Jerry) Kohn, of the Fulton Bag & Cotton Mills, Atlanta, was in Chicago last week warning the lads that his firm is ready to bid for outdoor show business again. He challenged Robert K. (Bob) Parker to a golf match during the Southeastern States Fair in Atlanta in late September, and was immediately accepted.

W. H. (Bill) Allen, who joined the Blue G. . . . reports that his company is doing a good business.

Miss F. Zinder, assistant sales manager for Gardiner & Company, flew back into Chicago from the West Coast July 21. She was off on a two-week vacation and says she had a top time and a smooth air trip. Gardiner sales manager, Charles B. Leedy, returned Wednesday (23) from his California vacation-business junk. Leedy claims business is on the upswing and looks for a further sharp increase in the fall.

Pioneer Manufacturing Company's v.-p., Harold Boex, is expected to reappear in the Chicago office sometime this week, leaving his Canadian vacation grounds with a bit of reluctance. William T. Wollpert, sales manager, intends taking off on his vacation when Boex is back at his desk. . . . J. Worth, head of Worthmore Sales, left July 25 for a two-week vacation. Worthmore's entire staff was off week of July 6.

Jack Morley, Superior Products president, reports a trio of operators from out of town walked into the office last week. Coming in as a group, they were part of the stream of other callers putting in an appearance. Andy Poulson, operator in Idaho Falls, Idaho, enjoying the weather with his . . . and with operator . . . S. Sales, Sec . . . n, Miss . . . and

SALESBOARDS and BINGO TICKETS

Thick 25¢ Jackpot Charlies \$1.00 Ea. Thick 10¢ Jackpot Charlies \$1.35 Ea.
Semi Thick 25¢ Jackpot Charlies85 Ea. Nickel Charlies85 Ea.
Thick Protected 25¢ Texas Charlies 1.90 Ea. 10¢ Jar of Jack (Thick, Protected) . . 2.45 Ea.

MULTI GIANT

25¢ Kwik Fin, 6 Tickets in Each Hole \$2.60 Ea. 25¢ Fast Go, 6 Tickets in Each Hole \$2.70 Ea.
25¢ Big Boy, 6 Tickets in Each Hole 2.96 Ea. 25¢ King's Sport, 6 Tickets in Ea. Hole 2.98 Ea.
10¢ TRIPLE ACTION, 3 TICKETS IN EACH HOLE 3.45 Ea.

BINGO TICKETS

1000 Refills on Sticks \$.70 Ea. Win a Fins, 1000 Tickets @ 5 for 25¢ \$1.65 Ea.
1260 Refills on Sticks & 74 Seal I.P. Card 1.45 Ea. Poke a Seal, 1000 Tickets @ 5 for 25¢ 1.65 Ea.
1600 Baseball Bingo Seal Card & Tickets 1.55 Ea. 1380 Red, White & Blue 1.10 Ea.
1000 BINGOS, PASTED IN BUNDLES OF FIVES85 Ea. 2170 Red, White & Blue 1.30 Ea.

1/4 Deposit With Order, Balance C. O. D.
Orders Shipped Same Day as Received.

World's Largest Distributors of Bingo Tickets and Salesboards

A-P DISTRIBUTING COMPANY

2220 MARKET STREET CHESTNUT 4693 ST. LOUIS 3, MISSOURI

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	
720	5¢	BABY BELL, SLOT SYMBOLS	
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	
1000	\$1.00	JACK POT CHARLEY, THICK & PROTE	
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO H	
1000	5¢	SPOT OF GOLD, THICK, JUMBO HO	
1000	10¢	BIG DIME DOUGH, THICK, JUMBO	
1200	5¢	TEN BIG FINS, THIN JUMBO H	
1200	5¢	VICTORY BELL, THICK, JUMBO	
1200	50¢	TEXAS CHARLEY, THICK	

WRITE FOR OUR

Large Stock Plain, Tip, Definite, Jackpot stating your requirements.

MICHIGAN CITY NO

LOW ON TICKETS

Fuller—Warren Co. Agr. Soc. Aug. 12-15.
 E. M. Holdrege—Warren Co. Agr. Soc. Aug. 12-15.
 A. F. Jones—Warren Co. Agr. Soc. Aug. 12-15.
 Sidney—Cheyenne Co. Agr. Soc. Aug. 12-15.
 Everette L. ...

NE

Belvidere—Warren Co. Agr. Soc. Aug. 12-15.
 13. C. Fred Lorenzo.

NEW YORK

Afton—Afton Fair, Aug. 12-16. Harry G. Horton.
 Batavia—Genesee Co. Agr. Soc. Aug. 12-16.
 Glen W. Grinnell.
 Elmira—Chemung Co. Agr. Soc. Aug. 10-17.
 Robert S. Turner, Horseheads, N. Y.
 Lowville—Lewis Co. Agr. Soc. Aug. 11-16.
 Cyril L. Seymour, Turin, N. Y.
 Middletown—Orange Co. Fair Assn. Aug. 11-16.
 Alan C. Madden.
 Waterloo—Seneca Co. Agr. Soc. Aug. 12-16.
 George H. Leet, Seneca Falls, N. Y.

OHIO

Berea—Cuyahoga Co. Agr. Soc. Aug. 13-17.
 William H. Kroesen.
 Celina—Mercer Co. Agr. Soc. Aug. 10-15.
 W. F. Archer.
 Hilliards—Franklin Co. Agr. Soc. Aug. 11-14.
 Arch A. Alder.
 Jefferson—Ashtabula Co. Agr. Soc. Aug. 12-16.
 E. W. Tyler, Ashtabula.
 Mount Gilead—Morrow Co. Agr. Soc. Aug. 13-16.
 Glenn Brown.
 Owensville—Clermont Co. Agr. Soc. Aug. 12-15.
 J. W. Evans.
 Troy—Miami Co. Agr. Soc. Aug. 10-14.
 E. O. Ritter.
 Zanesville—Muskingum Co. Agr. Soc. Aug. 13-16.
 Perl D. Elliott, New Concord, Ohio.

OREGON

Tillamook—Tillamook Co. Fair, Aug. 13-16.
 H. G. Smith.

PENNSYLVANIA

Abbottstown—Abbottstown Farmers' Fair, Aug. 12-16.
 Francis C. Inners, York.
 Butler—Butler Fair and Agr. Assn. Aug. 12-15.
 C. M. Miller.
 Flourtown—Flourtown Fair, Aug. 6-16.
 William J. Goss.
 New Bechtelheim—Farmers & Merchants' Agr. Show, Aug. 13-15.
 Louden Stuart.

TENNESSEE

Carthage—Carthage Agr. Assn. Aug. 13-16.
 Stanton Hunter.
 Tracy City—Grundy Co. Fair Assn. Aug. 14-16.
 W. N. Paris.

houette. (i. s.
 Aug. 12. Mrs.
 Walburg Agrl. Soc.
 Priston.

THE MARQUEE
 (Continued from page 77)

Nellie Dutton, the Kirk Adamases, Lana Frank, Leon Bennett, Irwin Romig, the Dohases and Hurhie Fursier, ticket taker on the side show.

Leon Twinker, bill poster formerly with the Sparks Circus, advises that he has joined the Ringling-Barnum brigade. Before being with the Sparks org, Twinkler was with Russell Bros.

Tip to performers: Putting on well-dirted dungarees is one way to look like being a handy man to have around, and it's likely to fool the boss, too.

C. L. Shilperoot, Allegan, Mich., along with Fathers Callahan and McGraw, visited Cole Bros. in South Bend. Schilperoot also caught the show in Lansing, Grand Rapids and Kalamazoo, Mich., and the James M. Cole show at South Haven, Mich.

John Robinson IV and Dorothy Herbert's mother, Mrs. Lancaster, were visitors at the Roy Rogers Circus in Cincinnati. . . . Walter Fleck, who was press agent for Polack Bros.' Western Unit, has joined Mills Bros.

Ira Millette asks: Remember when performers on small shows used to say, "I don't want to go on the Ringling shows. Always have to be dressed up and it costs too much for clothes."

Diamond Jim Speagle reports he and his troupe are back in North Carolina after playing dates in Virginia, Maryland, New Jersey, Pennsylvania and New York. Speagle's Trained, Animal Circus recently bowed in a new flameproofed tent.

P.S.

For the

Want to book Roll-o-Plane, Spit with own outfit. Concessions—Any Age and Weight, High Striker and Milk Stores (Tex Roberts, wire me.) Tommy H.

J. A. GEN

This week, Philadelphia, Mi

WANTED FOR BARKOOT BROS.' SHOW

Two more Rides—Tilt-a-Whirl, Octopus or Roll-o-Plane. Two more Shows—Mechanical Show, Platform Show and Monkey Speedway. Can place Merchandise Concessions. Wanted—Foremen for Merry-Co-Round, Ferris Wheel, Plane, and Ride Help. Top salary.
 Frankfort, Mich., American Legion Carnival, week July 28; Cadillac, Mich., to follow.

WANTED—C. A. STEPHENS SHOWS—WANTED

Concessions that work for stock and follow instructions. Fred Bell, get in touch with Fred Webster. Shows—Will book any Grind Show that will get money, that doesn't conflict with Snake, Wild Animal, Side Show, Girl and Mirror Maze. Doc Womack wants all those formerly employed to contact. Can use a good Freak to feature, also Talker. Rides—Will book Jenny for balance of season due to disappointment. Good offer. Also one more Flat Ride.
 P.S.: Fair Secretaries in Georgia, if not satisfied contact us, as we have a few late dates open.
 Address: HONAKER, VA., THIS WEEK

HERE IT IS ALL NEXT WEEK, AUG. 3RD TO 9TH. OPENS SUNDAY. TIoga VALLEY FAIR, TIoga, PA.

Want Ferris Wheel. Also Shows—Wild Life, Side Show. Concessions open—One of a KIND. No racket. Can place Gallery, Cigarette Gallery, Balloon Darts, Rotaries, Diggers, Novelties, Scales. Candy Apples and any legitimate Concessions. Positively no racket. **WRITE TO CARL H. BARLOW, Hempden Hotel Rehoboth Beach, Delaware JOHN W. BERRY, Mansfield Hotel Mansfield, Pa.**
 P.S.: Al Boxall, CALL ME AT ONCE.

Class State Sh...
 assistant manager...
 business has been...
 photo gallery is doing...

Madame Anne Wilson...
 Greater Shows, was given a surprise
 birthday party on her 69th natal day,
 July 18, at the Monmouth (Ill.) City
 Park during the shows' engagement
 there. Present were Mr. and Mrs.
 Ivan Snapp Sr., Danville, Ill.; Mr.
 and Mrs. Ivan Snapp Jr. and baby,
 Ronnie, of Bradley University, Pe-
 oria, Ill., and the following show
 personnel: Mr. and Mrs. W. R.
 Snapp, Mrs. Charles Rowland, Mrs.
 Marie Jones, Mr. and Mrs. George
 Warren, Mr. and Mrs. Phillips, Mrs.
 Jean Quarters, Mr. and Mrs. Paul
 M. Farrie, Mr. and Mrs. Lloyd Burge
 and son, Lloyd Jr.; Mr. and Mrs.
 Hank Goudy, Bill Hogan, Jack Wil-
 liams, Jack Wilkerson and Bert
 Norton.

Detroit Notes—Mr. and Mrs. Bert
 H. Britt, of the W. G. Wade Shows,
 were guests of honor Friday (17) at
 the Vineyards on their 25th wedding
 anniversary. Host was D. Wade, gen-
 eral representative of the shows. . .
 W. G. Wade Shows, playing Benton
 Harbor, Mich., booked a couple of
 buffalo for an added attraction and
 made the news services when one of
 the buffaloes broke loose and wan-
 dered thru a near-by housing project.
 . . . John Cargan and Herb Pence,
 who run the Huckley Buck at East-
 wood Park, crashed *The Detroit Free
 Press*, which ran their picture in a
 "human interest" series. Cargan and
 Charles Hodges, of the F. E. Gooding
 Shows, have discovered they are
 practically doubles. . . Harry Nai-
 man, refreshment manager at East-
 wood, recently married, postponed
 his honeymoon until after park clos-
 ing in the fall. . . Mrs. Harry Lewis-
 ton, vacationing at Walled Lake with
 her son, Ely, commutes into town
 twice a week to visit Harry.

	Profit	Net Price
7.00	\$.85	
13.00	1.25	
55.00	1.25	
17.37	1.75	
60.00	3.25	
185.30	2.50	
28.40	3.25	
28.14	3.25	
42.75	3.25	
35.20	2.50	
38.57	3.50	
152.75	3.00	

LATEST PRICE LIST
 Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢,
 25% deposit with all orders—balance C. O. D.

NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

PRICES
FIRST QUALITY
BOARDS and SALESBOARDS

KWIK-FINS 1200 Tickets \$2.25
 6 for 25¢ Net Price Ea.

2050 Red, White, Blue Singles Def. Pr. \$30.50 \$1.25 Each	2200 Red, White, Blue 5 in a Bld. Def. Pr. \$38.00 \$1.40 Each
--	--

WIN-A-FIN 10-5's
 1000 Tks. 5 as 1
 \$24.00 Profit Avg.
 \$1.60 Each

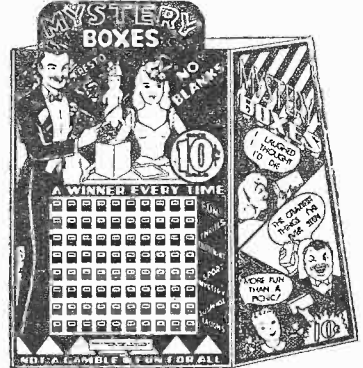
POK-A-SEAL 5-5's
 1000 Tks. 5 as 1
 \$32.50 Profit Avg.
 \$1.60 Each

1000 Bingos on Sticks75¢	
1200 Bingos on Sticks90¢	
1280 Bingos on Sticks95¢	

	Avg.	Net
1000 JP Charlies, Thick, 25¢	\$51.98	\$1.00
1792 McCoy Coin Bds., 10¢		5.50
(Coins filled from back)		2.75
2400 EZ Picken Mystery, 5¢	43.66	2.50
200 Grab-a-Fin, 25¢	24.00	2.00
1998 Jar of Jack, Thick, 10¢	55.80	2.50

SERVICE SALES
 2316 S. Elm St. MUNCIE, IND.

TIMELY! A FAST SELLER



No. D1—Sells out fast in taverns, cigar stores,
 clubs, pool hall, liquor stores, fairs, bazaars, etc.
 This stupendous deal consists of 80 assorted and
 frequently changed surprises or packages. Each
 contains a good 10¢ value. (Shipped by express
 or freight only.) Weight about 22 lbs.
COSTS YOU \$3.95 LOTS OF \$3.85 EACH
 SPORS CO., 8-47 Lamont, Le Center, Minn.

SALESBOARDS

IMMEDIATE DELIVERIES — 25% DEPOSIT

Holes	Name	Profit	Price
400 5¢	Dollar Board, Thick	\$ 7.00	\$ 5.55
1000 5¢	Lulu Jr. Board, Thick	18.00	.98
1800 5¢	Lulu Board, X Thick	18.00	1.49

NEW! 6 TICKETS PER HOLE BOARDS

200 25¢	Kwik Fin	Max. Avr.	\$37.50	\$2.60
200 25¢	6 in 1	Max. Avr.	37.50	2.60

Many more. Write for Catalog sheet.

1000 25¢	J.P. Charley, Thick	Avr.	\$52.08	\$.98
1000 25¢	J.P. Charley, X Thick	Avr.	52.08	1.15
1000 5¢	Win-a-Fin, Jumbo	Avr.	25.20	1.79
1200 5¢	Hit the Barrel	Avr.	23.27	1.93
1200 25¢	Tex. Charley, Seal	Avr.	102.28	1.79
1200 5¢	3 Grand Prize Board	Def.	64.75	2.23
2160 10¢	Rd. Wh. Bl. Sgls.	Tickets	\$72.00	\$1.48
2170 5¢	Rd. Wh. Bl. Sgls.	Tickets	36.50	1.49
120 Tip	Tip Ticket Books	Gr.	\$19.85	Doz. 1.89

NEW LOW PRICES—WRITE FOR CATALOG.

WORLD'S BEST BOARDS TICKETS CARDS
DELUXE MFG. CO.
 DeLuxe Building Blue Earth, Minn.

SALESBOARDS

We Stock a Complete Line.
 SEND FOR OUR FREE LOW PRICE LIST TODAY!

We are direct factory representatives for
 Consolidated Mfg. Co.
 "First With the Latest in Quality Boards."
RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Philadelphia 23, Pa.
 Phone: Lombard 3-2676

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

AAA STAMP MACHINES, SHIPMANS, VICTORYS, Singles, Duplex, Triplex, Roll Types, Multiply Folders. U.S.P., 100 Grand, Waterbury (5), Conn.

A-1 BALL BUBBLE GUM—% " 140 COUNT 40c lb., \$10.00 ctn. Sweet Hart brand, 170 Count, \$14.95 per 25 lb. ctn. Boston Beans, \$9.10, 35 lb. ctn. Used Columbus Gum Machines, \$8.50; Home Run 1c Machine, \$15.00. English Music Co., Box 71, Sta. E., Toledo, Ohio. au9

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. au9

A.B.T. TARGETS—LATEST MODEL F., \$23.50 each; Fvs, \$11.00; 1en, \$20.00. Kicker-Catchers, \$19.50; Pikes Peaks, \$12.50. Edford, 541 S. Dearborn, Chicago 5, Ill.

BALLY HIGH HANDS AND CLUBS BELLS, \$37.50 each. Standard Scale Co., 4333 Duncan, St. Louis, Mo. au16

CANDY VENDORS FOR SALE—TEN COUNT U-Select-It, \$20.00 each; one Vendid, \$50.00. Just off location. Ervin Goodman, 119 Cumberland St., Lebanon, Pa.

BUY FROM DEVICES AT THE LOWEST POSSIBLE PRICES. Bubble Ball Gum, 140 to lb., 45c lb.; 170 to lb., 50c lb. Special! 210 to lb., 50c lb. Packed in 25 lb. cartons. Prompt delivery. DeVries Novelty, 467 N. Milwaukee Ave., Chicago 10, Illinois. au2

CHARMS—DOUBLE, TREBLE PROFITS FOR Bulk Vendors! Write quickly for free details, samples. Start getting more "take" from cashable commotion "Charms" created for your machines. Becker Vending Service, Brillion, Wis. au2

COCA-COLA CUP VENDING MACHINE wanted (Bally preferred). Top price paid for good machines. McGuire, 313 N. Santa-Ana St., Bellflower, Calif. au2

COIN RADIOS—15 CONCERTONE SIX TUBE Consoles; sell all, part. Reasonable. Newman, 170 East 56th Str., Brooklyn, N. Y.

FOR SALE—100 USED SLOT MACHINES. IN working condition, just off location. Wadding and Pace 5c \$30.00, 10c at \$35.00, 25c at \$40.00; Mills and Jennings 5c at \$30.00, 10c at \$60.00, 25c at \$70.00. 5c Mills Junco Parade and 25c Wadding Big Game at \$50.00 each. Lowest prices on Punchboards. Write for prices. Kellogg Sales Company, Kochler Hotel, Grand Island, Nebr. au16

FOR SALE—TRADE COUPONS FOR BALL Gum Winners, 50c 1,000; A. B. T. 10 Shot Guns, \$25.00; Hanson Penny Weighing Scale and Case, \$12.50. Al Hoff, 1920 Rose, Baltimore 13, Md.

FOR SALE—TWENTY 5c SUN VENDING MACHINES for bulk nuts and merchandise. Practically new. Make offer. C. H. Watson, 3325 28th St., Port Arthur, Texas.

HEADQUARTERS FOR STANDS—15" BASE, "33" height, 1" pipe painted unfilled, \$3.00. Filled, \$3.50 each. Immediate delivery in any quantity. DeVries Novelty, 467 N. Milwaukee Ave., Chicago 10, Illinois. au2

MINT VENDER FREE PLAY CONSOLES FOR sale or lease. Standard Scale Co., 4333 Duncan, St. Louis 10, Mo. au16

NICKEL, DIME, QUARTER MILLS CLUB Bells, act, \$600.00. Want Mills Drop Picture Machine Clock Gears. Coleman Novelty Rockford, Ill. au9

NUT MACHINE OPERATORS—SELL FRENCH Fried Corn in your penny machines. People like it. It feeds smoothly in machines. It is priced low. Free samples on request. Packed in 20 lb. cartons at 23c per lb. Sumpure Foods, P. O. Box 2406, Phoenix, Arizona.

ONE BALL PIN GAMES—1 BALLY VICTORY Derby 40", \$235.00; 1 Bally Santa Anita, \$45.00; 2 Bally Sports Special P. P., \$29.00; 2 Bally Blue Grass P. P., \$26.00; 2 Record Time P. P., \$28.00; 1 Stover Zipper, \$11.00; Jockey Club Bally P. O., \$97.00; 1 Bally Race King, \$37.00. Stewart Nov. Co., 1361 So. Main, Salt Lake City, Utah.

ONE HARVARD AUTOMATIC STAMPING MACHINE, rebuilt; fine condition, \$285.00. 1/2 deposit. H. G. Rurkhead, Lake Wales, Fla.

PANORAMS—IN A-1 WORKING ORDER, open Sersen or Solovies, \$200.00 each. Thayer, Box 98, Gassaway, W. Va. au2

RCA COIN OPERATED RADIOS—LATEST Models, 30 days old, 200 now in top locations; good income producing equipment; can be purchased on or off location. Fully insured. Cash proposition, reasonable. Lee Music, 119 Queen, Pottsville, Pa.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

SPECIAL—ONE RECONDITIONED PEANUT Vender and 5 lbs. of Peanuts all for \$8.50, or one reconditioned Ball Gum Machine and 100 Balls of Gum for \$10.00. One-third deposit, balance C.O.D. T. O. Thomas Company, Dept. B, 1572 Jefferson St., Paducah, Ky. au30

VICTORY, GUN CLUB, SPOT POOL, \$40.00; High Hand, \$80.00; Keeney's Super 5c, \$95.00; Mills 5c Bonus, \$125.00. Ryan's Newport, R. I. au9

WANTED—FIVE JACKS PENNY MACHINES. Must be in good condition. Edward J. Lambert, 2220 E. Alabama, Houston, Texas. au16

22 DRINK VENDING MACHINES—FRIGID-drink, cup type. Perfect condition. Reasonable. Ed Friedman, 305 Academy St., Jersey City, N. J.

120 5c CIGAR MACHINES—80 NEW. SLOTS could be changed to 10c. Racks could be changed to vend candy or 5c package gum. Sample \$8.00. Make offer on lot if interested. Also 5 Shipman Select-A-Bar 1c play, 4 column, \$75.00 for lot. A. Slina, 1227 N. 53rd St., Phila. 31, Pa.

PUSH CARD MEN Electric Shaver Deal We have exclusive on a nationally advertised electric shaver. New merchandise guaranteed by the biggest manufacturer in business. Ready in about three weeks. Clean up this fall and winter. Write for details now or come in. American Merchandise Co. 17 State St., Room 512 New York, N. Y.

NEW SURE FIRE Location WAKER-UPPER The SPORT OF KINGS EVERY HORSE A WINNER The finest picture in the world couldn't do justice to this display beauty, with a "rain-to-go" race horse before each gate-opening. NOVEL, DIE-CUT, STARTING-GATE with 10 bronze race horses—ready to go! Player wins choice of horse PLUS \$1.00 to \$10.00 award! Plenty of consolations! Draws attention like a magnet! Pass this up and you are missing the "hottest" location-tested profit-maker in our 15 years of developing profit deals. #1 (Cash Definite) 2000 holes, \$100.00 5¢ play, takes 35.50 Payout (def) PROFIT \$64.50 #2 (Cig. P.O.) 1500 holes, \$75.00 Pays (76 pkgs. @ 20¢ ea.) 15.20 PROFIT Exclu. of Cig. Prof. \$59.80 DISTRIBUTOR'S PRICE \$13.95 Sample, \$14.95 Turn back the pages of history: Get back into fast-action, big-play, BIG PROFITS! Rush your order for SPORT-OF-KINGS and put that great, big, contented smile back on your face. 25% Deposit with order, balance C. O. D. A few territories open for established salesmen. FREE CATALOG: 64 illustrated pages with scores of money-makers, new and tested items! Get a copy! PROFIT Manufacturing Co. 41 WEST 23D ST., N. Y. C. 10

SALESBOARD OPERATORS IT'S A MIRACLE! SEE PAGE 97

Fund Raising Salesmen, Push Card Organizations Hottest deal in years ready with nationally advertised electric shaver. Real money for everyone. Must get details to appreciate this proposition. Fully guaranteed by biggest manufacturer in shaver business. Write at once. American Merchandise Co. 17 State St., Room 512 New York, N. Y.

LADIES'—NEW—SWISS GUARANTEED 6x8 ligne, 10 Kt. Rolled yellow gold plate, cord, box. Limited quantity available. 7 Jewels—\$12.85 17 Jewels—15.85 Minimum order, 6 watches. 25% Dep., Bal. C.O.D. 1947 CATALOG NOW READY. IRVING BERK 145 W. 45th St. New York 19, N. Y.

PUSH CARDS All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes. FREE Catalog. Write. W. H. BRADY CO., MFRS. CHIPPEWA FALLS, WISC.

Make \$250 to \$500 a week BE YOUR OWN OPERATOR OF PUSH CARDS A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band. Watches Styled for Beauty and Built for Accuracy! Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., P.O.B. Chicago. PUSH CARD WITH 2 WATCHES 1 Watch to the seller and 1 Watch to the winning seal. Push Card Takes in \$21. Your Cost \$10. EXTRA PUSH CARDS 10¢ EA. Your Profit \$11.00 Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

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OP ASS'NS HIT HIGH POINT

Trade Groups More Active

National, State and local groups increase activities—specialization trend noted

CHICAGO, July 26.—State and local machine associations are reaching new high points of activity after a lengthy period of limited activity traceable back to the war years. With the accent on methods of successfully handling the return of competition and the increase of local operating problems, particularly those concerning taxation, the already established organizations are gaining in strength while the more alert new associations are growing rapidly in numbers and prestige.

At the end of 1945, the number of active State and local coin machine associations had dwindled down to a figure which could be counted on the fingers of one hand. Prior to the war, the number of such groups had totaled over 100. Gradually, since the beginning of 1946, the number of active trade groups has been steadily building.

Most States Represented

At the present time, 75 per cent of the States have one or more coin machine organizations, with some of the more populous States having upward of a dozen groups. Included in the latter group are the so-called "sleeper" organizations, which meet formally only when emergency problems, particularly of the licensing or taxing kind, arise.

Trade leaders have noted a trend in recent years toward the specialized organization, such as the music and the vending groups. This is a reversal of pre-war practice when four out of five coin machine groups made no attempt to separate members into classifications. Today, however, operators whose routes include more than one type machine are active members of as many local and State associations as represent that business.

Discuss National Juke Group

As 1947 passed the half-way mark there was considerable discussion about the formation of a national association of juke box operators, but (See *Op Ass'ns Hit High* on page 133)

Ed Richards Dies In N. Y. Auto Crash

NEW YORK, July 26.—Ed (Scotty) Richards, 58, a veteran in the coin machine trade, died here as a result of an automobile accident Friday (18).

Richards was the owner of Richards' Postage Stamp Vending Machine Company at the time of his death, but was known to many coinmen in the Midwest as a salesman for several of the early amusement game machine firms.

A daughter, Margaret Lou, and a son, Edward, survive.

Funeral services were held Monday (21).

No Coin Changer?

MEMPHIS, July 26.—Local police authorities are going about their customary duties but with their ears tuned to detecting the jingle of numerous coins that might expose a thief who specializes in small change robberies. Sheriff's office here reported that three filling stations had been broken into in the past week with the following results: Missing are 1,000 pennies; 40 nickels and 200 pennies, and an assortment of pennies, nickels, dimes and quarters totaling \$15.

Name Olsen NAMA Membership Director

CHICAGO, July 26.—Howard I. Olsen has been appointed membership director of National Automatic Merchandising Association (NAMA), according to an announcement by C. S. Darling, executive director.

Olsen, who joined NAMA in March this year, has been in charge of convention details of the association's 1947 show to be held at the Palmer House here December 14-17, and will continue this activity in addition to his new job of building membership and developing meetings for organization's 13 regions.

Olsen succeeds Paul Steichen, former head of field activities for NAMA, who joined Paul F. Beich Candy Company, Bloomington, Ind., July 14.

A native of Chicago, Olsen is a former lieutenant colonel who served six years in the army. Prior to the war he was with the advertising department of the William Wrigley Jr. Company.

Summer Vacations No Problem For Majority of Operators

CHICAGO, July 26.—A special problem confronting the coin machine operator during summer months is the twofold one of meeting his employee vacation schedule and at the same time maintaining top operating efficiency in terms of location service and machine repairs.

Handling of the vacation problem differs in large and small companies. Both types, except in an isolated instance or two, report no decrease in operations or lowering of their standards of location service during the periods when employees are vacationing. Most firms do not hire extra or temporary help to tide them over these weeks, contending that such a move would not be profitable or furnish a satisfactory service to their locations. Inexperience of temporary employees plus their impersonal interest in the firm's operations were the reasons given.

Large Ops Have Edge

Larger operators find the employee vacation schedule less of a problem than the smaller firms. As they have a larger number of employees, time off can be arranged systematically and with less disruption to other

Seventeen Manufacturers Urge Distribs To Push Runyon Cancer Fund Drive

CMI Drive Draws Enthusiastic Support of Coinmen

CHICAGO, July 26.—The 17 manufacturers who are already listed on the National Committee for the Coin Machine Industries (CMI) drive to support the Damon Runyon Memorial Fund for Cancer Research, will make a mailing shortly to all of their distributors, urging them to contribute to the drive and requesting that they serve as regional chairmen to bring the program to operators' attention.

The drive, which got underway last week (see *The Billboard*, July 26), has already attracted favorable attention in the daily press, and has drawn the enthusiastic support of coinmen everywhere.

Drive Commended

CMI's public relations office this week had a sheaf of telegrams and letters from trade leaders, commending the association on the drive and pledging support of the campaign. The wires and letters were from manufacturers, distributors and operators.

The letter which the 17 manufacturer committee members will mail to their distributors reads:

"The Coin Machine Industry has just joined hands with the officers of the Damon Runyon Cancer Fund in the fight against cancer. You probably heard Walter Winchell's radio announcement a week ago, and you have already received a formal notice of our participation in this campaign.

"As a member of the industry's National Committee, I hereby appoint you chairman in your territory for the Coin Machine Industry's campaign for the Damon Runyon Cancer Fund. As chairman, your function will be to help organize all jobbers and operators in your territory, sell them on the fine purposes of the campaign and the obvious public relations advantages to our industry, secure donations, distribute literature, handle promotions, and see that all the objectives of the national committee are attained in your bailiwick.

"As a starter, I would be thrilled if you yourself would be one of the first to donate to this campaign. We have already received—in just a few days of this drive—individual donations in amounts of \$5,000, \$2,500, \$1,000 and \$500. The generosity of our fraternity is a legend in American industry. Our people have never failed to back up any worthy cause to the limit. Now—with 25,000,000 people listening to Walter Winchell's broadcast—the eyes of the nation are definitely on us. You'll agree that we have to make good in the biggest possible way—our aim is to have the coin machine industry's total donation top that from any other source.

"The amounts contributed by each firm and individual will be publicly (See 17 MFRS. URGE on page 132)

Meeting Called For Tenn. Coin Machine Group

KNOXVILLE, July 26.—Coin Machine Merchants' Association of East Tennessee, Inc., announced this week that it will have its next regular monthly meeting in August. Occasion marks the first meeting of the group since meetings were temporarily suspended two months ago to permit members a summer respite.

Fundamental policy of the organization, which typifies the alert smaller type of association, is the bettering of business relations and co-operation in accordance with good business ethics. This is entirely the reverse of conditions that prevailed in this area, association spokesmen said, prior to the formation of the group four years ago.

Mrs. Bess D. Dollard, association secretary-treasurer, and a member of the Standard Products Company, in summarizing the association's progress said that the policy of the organization has already paid dividends to participating members. Other officers of the unit are Ed Cook, of the Triangle Music Company, president; E. D. Thurman, Gay Record & Novelty Company, vice-president.

Amusematic Has A New Game; Samples Ready

CHICAGO, July 26.—New upright pin game, Tumbler, announced by Amusematic Corporation this week, is currently being shipped in sample lots to distributors, firm's Vince Connors states. Game has undergone a one-month test in a Loop arcade, he said.

Features of the new game include two pop-out pockets and zigzag tunnels beneath the playing surface. Ball, upon entering one of the tunnels, reappears at an unknown point upon the board, making for livelier play action.

Connors said that the game will be available for quantity delivery about the middle of August.

Tax Probe To Check Wyandotte County, Kansas, Pins, Jukes

KANSAS CITY, Kan., July 26.—Nathan D. Rash, tax examiner for the Kansas Commission of Revenue and Taxation, announced that a check on the number of pinball games and juke boxes in operation in Wyandotte County, which includes Kansas City, Kan., will be started the week of July 28.

Apparent aim of the survey is to check operators on payment of the 2 per cent State sales tax on collections. The Kansas tax regulations place jukes and pins in the general classification of "vending machines" and require payment of the sales levy on gross collections.

According to Rash, it will be the first "complete check" on the machines in both city and rural sections here. He said that, despite a decrease in the gross business on machines, there has been a marked increase in the number of operators. His announcement received prominent play in both the local Kansas City *Kansas* and *The Star*, published in Kansas City, Mo. It was the second major story on the industry in *The Star* this month.

The *Star* story included the following account of the ups and downs of the trade:

"Until last year, Rash said, operation of pinball machines and juke boxes was controlled by a few large operators. In January, 1946, only eight owners were listed on federal and State records.

"Attracted by the financial potentialities, war veterans entered the field and now 18 operators are managing machines in Wyandotte County locations. Proprietors call them 'rent payers.'

"Interest of the State, from a tax standpoint, stems from the regulation which places a 2 per cent sales tax on the gross revenue of each machine.

"According to Rash, that revenue formerly was \$50,000 monthly, with the sales tax at 2 per cent netting the State \$1,000 monthly from the click of marbles and the blare of records.

"As in other cities, the revenue has decreased sharply, Rash said yes—(See *TAX PROBE ON* on page 129)

New Service Kit for Pins Put on Market

CHICAGO, July 26.—Coin Machine Service Company here introduced a new idea in service kits recently for pinball operators and distributors.

Kit, consisting of 14 items, is termed an all-purpose rubber service kit and contains various size rubber rings, thumb guards for coin chutes, plunger tips, rebound rubbers, bumper rings and side rubber railing.

Coin Games, Jukes Make 28 Per Cent Gain in Kan. City

KANSAS CITY, Mo., July 26.—Permits for operation of 904 pinball games, 875 juke boxes and 127 miscellaneous coin amusement machines within the city limits of Kansas City, Mo., have been issued this year, C. V. Bissell, assistant commissioner of licenses, reported.

This total of 1,906 compares with 1,485 in effect as of September 1, 1946, an increase of 421 or approximately 28 per cent in the number of machines licensed within the city.

No breakdown of previous figures on machines were available, but Bissell, who has been handling the licensing of coin machines here for a number of years, said he was forcibly struck by the increase in juke boxes this year.

"The number of music machines seems to have increased faster than any other," he declared. "It used to be that pinball games outnumbered the music boxes two or three to one, but now the music boxes have almost caught up with them."

Shay Announces Revival of QT 35-Pound Bell

CHICAGO, July 26.—Bell-o-Matic Corporation's 35-pound "Q. T." bell machine began rolling off the line this week for the first time since production on it ceased with wartime shortages, Grant Shay, firm vice-president announced this week.

Company officials report that the revived machine still has many of the features of the pre-war model including its lightness, but a face-lifting has been performed on its case and several improvements included.

Initial shipments of the new model have already been made, Shay revealed.

Coin Machine Industries' Contest Has Four Prizes

CHICAGO, July 26.—Four prizes, instead of one, will be awarded in this year's Coin Machine Industries' (CMI) public relations contest, officers and directors of the association announced this week.

When the yearly contest got underway during the 1947 CMI convention and show, a \$3,000 Cadillac automobile was awarded the winner. This year the prizes will be first prize, \$1,000; second prize, \$750; third prize, \$500; and fourth prize, \$250. Total amount of the cash awards remains the same, CMI officers pointed out, but the increased number of prizes will allow the association to acknowledge the efforts of more than one individual.

CMI officials said that, while they expect a variety of public relations activities on the part of members, they expect many operators will tie their local programs in with the industry campaign for the Damon Runyon Memorial Fund for Cancer Research (see *The Billboard*, July 26.)

Second annual awards will be made at the annual coin machine convention which will be held in Chicago January 19-22, 1948. Awards will be given the four men in the industry who, in the opinion of the association's officers and directors, have done the best job of public relations

Survey Shows Red River Valley Ready and Waiting For Vending Machine Ops

Diversification Key to Success in Underdeveloped Field

BRECKENRIDGE, Minn., July 26.—There is a ready and waiting coin machine field in the Red River Valley and diversification is the keynote to success, a survey made this week among Western Minnesota and Eastern North Dakota operators and location owners revealed.

Particularly needed are vending machines which are practically unheard of in the valley area, which is one of the richest agricultural sections in the world. Survey revealed location owners are eagerly awaiting the day when someone comes in and really develops the field.

Single active coin machine operator located in Breckenridge, Ernie Johnson, handles juke boxes, pin games and penny scales. This part of the coin machine field has been well developed and Johnson reports that play is better than ever before including the war years when a nearby naval training station helped to keep things above the pre-war average.

Vending Neglected

Vending machines, however, are an entirely different case. At present several location owners operate their own cigarette venders, mainly to cut down on the number of free smokes by employees. Most of these establishments would welcome an operator who would service the machines and

New Radio Accepts Dimes or Quarters

NEW YORK, July 26.—A new coin radio that accepts dimes and quarters is being made by the Coin Radio Company. Set gives 40 minutes for a dime and two hours for a quarter. Firm's headquarters are at 242 West 49th Street.

in their own communities during 1947. Last year's award was won by Samuel (Curley) Robinson, whose local California association work was voted outstanding.

List Rules

This week CMI announced the following rules governing entries in the contest:

1. Each entrant must be a CMI member, i. e., a CMI manufacturing member or association manufacturing member, or employee of same, or a distributor, jobber or operator, or any of their employees who are CMI associate members participating in CMI's public relations program.

2. A letter or document describing public relations services of the entrant, written either by himself or anyone proposing him for consideration, must be sent to CMI Public Relations Bureau, Room 2206, 134 North LaSalle Street, Chicago, before January 1, 1948. This letter should be concise, factual and informative. Clippings, photos, scrapbooks, etc., may or may not accompany the letter.

3. The jury will be the officers of Coin Machine Industries, Inc., donor of the four cash awards.

4. No winner of any previous award is eligible for this year's award.

take over the entire problem for them.

One of the greatest openings is for coin-operated candy venders. In pre-war days a local firm did a ripe business in this field, but during the war the former operator sold out and his successor has taken to wholesaling most of his candy supply for over-the-counter sales.

The few candy venders found on location were obsolete models, only half filled, and with off-brand candy bars which, with standard brands now available at candy counters, are very slow moving. Majority of locations, however, are completely undeveloped. Owners say they haven't even been approached on the subject. They definitely are interested tho.

New Popcorn Venders

Recently coin-operated popcorn venders have been placed on locations by firms operating from as far away as 150 miles. The locations that have installed the machines report an up-and-coming business at 10 cents per bag.

Jack Weling, operator of Weling's Confectionery in Breckenridge, points out a big difficulty: "There are lots of kids with only a nickel to spend and they can't buy a bag of popcorn here with that," he says. "The size of the bag dispensed doesn't make too much difference, the important thing is to get a machine that operates on a nickel." He reported that unless he finds such a machine he will go back to a manually operated machine as soon as possible.

Popcorn venders in bar and tavern locations, however, are meeting success with a dime chute.

Locations Interested

With the exception of a small number of penny peanut machines, there are few other venders on the scene. Location owners approached on the subject were warmly interested in the possibility of installing vending machines altho many indicated little knowledge of the high point to which the vending machine industry has developed.

As a whole, the valley area is coin-rich. Farmers, who make up the majority of customers in the towns and cities thruout the area, are looking forward to excellent crops this fall, and this means a lot of spending during the next year.

One of the biggest advantages of the Red River area is that it is possible to operate with 70 to 75 per cent of a machine's gross going to the operator. (See *SURVEY SHOWS* on page 129)

Jack Kelner Named Chicago Distributor For Coin-O-Matic

CHICAGO, July 26.—Jack Kelner, Kelner Vendors, has been appointed exclusive distributor of Coin-O-Matic Cashier coin changers for the metropolitan Chicago area, according to an announcement by Corely Phelps, president of Coin-O-Matic Company, Seattle. Kelner's franchise covers three counties in the area.

Central Stamping & Manufacturing Company, Chicago, in addition to manufacturing the changer for Coin-O-Matic, will continue to act as distributor for the changer in all Midwest territory outside of metropolitan Chicago.

Deny Unhealthy Laundry Charges

O'Toole Makes House Speech

Distributors, public health officials give proof of auto washers' sanitation

CHICAGO, July 26.—Coin-operated laundry distributors and public health officials were quick to answer charges made in Congress this week by Rep. O'Toole to the effect that coin-operated washing machines may produce a "terrible epidemic."

In a speech prepared for delivery before the House, O'Toole charged that the failure of local communities to supervise the sterilization of communal laundries in apartment houses and "so-called laundrettes" was exposing their users to diphtheria, tuberculosis, syphilis and "many other virulent diseases."

Reported Test

O'Toole said that he had employed a New York laboratory to conduct tests on communal washing machines and that these investigators had found that "the bacteriological content went from 610 bacteria per cubic centimeter on the laundry to 500,000 per cubic centimeter in the interior of the machine itself."

O'Toole went on to say: "The average heat of the water in these machines is somewhere from 145 to 165 degrees Fahrenheit. Any physician, bacteriologist or public health official would inform this Congress that such a degree of heat would not kill bacteria."

"In only 5 per cent of the operations that I observed was a chemical agent of some kind used between washings."

Bacteria Count

"A test made of a piece of laundry that had been washed in a machine showed a bacteria count of 610 per cubic centimeter. The type of the organism was staphylococcus."

O'Toole added that many of the epidemics of dysentery that have occurred in apartment house sections and in baby hospitals could be "traced directly to this legalized careless use of the machines."

Health Officers Deny Charge

Public health officials were the first to deny O'Toole's charges. In New York, Acting Health Commissioner Samuel Frant said that O'Toole is "unnecessarily concerned" about the spread of disease thru the use of communal washing machines. Members of his staff investigated the machines last May, he explained, and "found that there is little or no evidence to indicate there is any danger in the use of the machines."

Dr. J. B. Hall, of the Cook County Health Department in Chicago, challenged the statement immediately. He asserted that the hot water, soap and bleaching agents used are enough to kill or inhibit growth of the germs.

Dr. Herman N. Bundesen, Chicago Health Commissioner, said there has been no reported case of infection thru this medium. He added, however, that bacteria counts will be taken beginning Monday (28).

Colonel F. E. (Ed) Ross, general manager of Ald, Inc., distributors of Westinghouse Laundromats, called O'Toole's statements "ridiculous."

"Unfair" Charges

"Such a blow isn't fair to the hundreds of operators thruout the country," Ross said. "If there was any basis to the statements made by (Deny Unhealthy Laundry, page 106)

Movie Trailer Increases Play In Pa. Theater Coin Venders

PHILADELPHIA, July 26.—A new idea, to help stimulate sales thru vending machines in theaters, is being tried out locally at the suggestion of operator Sam Bushman.

Bushman, who believes that motion picture houses are second only to industrial locations for vending equipment, is calling on theater managers in this area with merchandising ideas designed to call attention of movie patrons to the machines in the lobby.

Too often, Bushman declares, movie managers will almost hide venders and patrons are left to discover them by accident. After making the rounds of up-State Reading territory, the hub of his operations, Bushman also reported that some theater managers are making the mistake of placing venders directly in the theater, instead of in the lobby. In the theater's dark interior, the venders are as good as lost, he points out.

In line with his idea of stimulating sales, Bushman is promoting a trailer among theater owners in this area. The trailer, which runs only a few seconds, has, Bushman says, already produced excellent results in the Park Theater in Reading, where it is currently being used.

Trailer has large, readable words, which start off by saying: "A tasty snack adds fun to show-going! Get a taste-treat at our candy and popcorn machines." Remainder of the trailer plays up the fact that the vending machines contain a large assortment of nationally advertised

candies, and that all of the venders' merchandise is of fresh, top quality. Trailer concludes, inviting patrons to "Step up to our candy and popcorn machines right now for a snack that hits the spot!"

Single Dial Control In New Westinghouse Laundromat Washers

CHICAGO, July 26.—Shipments of Westinghouse's Laundromat automatic washer now being made have a new feature—a single-dial control for water temperature and washing time, according to Col. F. E. (Ed) Ross, newly appointed general manager of Ald, Inc., national distributors of the automatic Westinghouse washing machine.

New single dial replaces two separate dials on the older model machines which individually controlled the temperature and time.

Special studies conducted by the Westinghouse Home Economics Institute, under the direction of Mrs. Julia Kiene, showed that there were only three temperatures of water necessary to cover all types of washing and that three lengths of washing time were used in washing, Westinghouse officials said.

Survey of consumer use and Mrs. Kiene's work revealed a direct relationship between temperature and time. With this factor in mind, the new single dial control was developed to simplify washing.

Coinman Frank Schaffer Dies; Widow Takes Biz

BOSTON, July 26.—Frank Schaffer, 63, owner of Schaffer Vending Service, died Sunday (13) at his home here. Mrs. Mary Schaffer, his widow, has taken over the business.

Schaffer owned a carnival before entering the coin machine field in 1939.

Mass. City Tax Increases

BOSTON, July 26.—State Tax Commissioner Henry F. Long reports receipts from the Massachusetts State tax on cigarettes in the fiscal year ended June 30 totaled \$20,530,417. Previous year the figure amounted to \$16,913,430.

For June this year, the cigarette tax yielded \$1,442,659, compared with a \$1,561,221 return for same month in 1946.

Sweets Co. Ups Flannery

New York, July 26.—Eugene L. Flannery this week was named assistant sales manager for Sweets Company of America, makers of bulk and bar candy. Flannery has been with the firm several years, serving in various parts of the country.

Auto Washer Firm in S. C.

FAYETTEVILLE, S. C., July 26.—Latest firm to enter the commercial automatic laundry field in this area is the Washerette. Company has installed Bendix machines.

Start NAMA 1947 Service Award Poll

Members Select Choice

CHICAGO, July 26.—National Automatic Merchandising Association (NAMA) commenced polling its members this week to determine nominations of those who will be contenders for the association's 1947 distinguished service award, given for outstanding contributions to the automatic merchandising industry.

The award, an annual presentation, will be made to the 1947 winner by president R. Z. Greene at the NAMA convention and exhibit December 14-17 at the Palmer House here.

Names Submitted

Members are asked to submit names of candidates, together with a statement explaining their choices, to aid the board of directors in selecting the company which has done most to promote the welfare of the automatic merchandising industry during 1947. Nominations will be presented to the board when it meets in September at Old Point Comfort, Va.

Last year the award, which is gold engraved and surmounted by an American eagle, was presented to P. Lorillard Company as the first cigarette manufacturer specifically to recognize and mention the automatic merchandising industry in its radio advertising, pointing up the availability of its product thru venders.

Presentation of the award this year will be made at the conclusion of the NAMA convention, December 17, at a banquet.

W. L. Newcomer Is Candy Co. Controller

LITITZ, Pa., July 26.—Walter H. Mann, Wilbur-Suchard Chocolate Company, Inc., president, has announced the appointment of W. L. Newcomer as company controller. Newcomer was chief accountant for the firm for a number of years previous to his appointment.

Board of directors of Wilbur-Suchard, at a recent meeting, re-elected all officers of the company. Board meeting followed shortly after the annual meeting of the stockholders, during which all directors were re-elected.

Dot-Dash Windows For Old Gold Ads

NEW YORK, July 26.—P. Lorillard Company, during August and September, will place Old Gold displays in local Western Union office windows.

Display ads were contracted for by Lorillard thru Window Advertising, Inc., which has in turn contracted for the use of space in all of the telegraph company's office windows over the country for national advertisers on a monthly basis.

Coin Laundry in S. C. City

LAMAR, S. C., July 26.—The Self Service Laundry has been established here by Mrs. Luther Watford. Firm uses Bendix washers.

More Bottles, More Taxes Board Tells K. C. Coke Co.

KANSAS CITY, Mo., July 26.—The competitive spirit between makers of cola drinks and the 2-cent deposit customarily charged on bottles may cost the Coca-Cola Bottling Company of Kansas City a pretty penny in taxes.

Appealing from an increase in the company's personal property assessment from \$17,300 to \$100,000, the company's attorney was asked by a member of the Jackson County Board of Equalization how many bottles his firm had. When he said he didn't know, another board member asked: "Would you say that you had four times as many as the Vess Cola people?" The lawyer promptly answered "Yes." And the board member countered just as promptly: "Well, the Vess Cola people turned in a figure of \$2,000, so that would make yours \$100,000."

The board, however, gave the attorney permission to go back to his firm and get the correct figure on bottles and cases before deciding the case.

Hershey Pays Extra Dollar

HERSHEY, Pa., July 26.—Hershey Chocolate Corporation will pay an extra dividend of \$1 a share on its common stock August 15, officials report. This is the first extra dividend in several years. A quarterly payment of 75 cents, payable on August 15, was declared by Hershey June 24.

Chicago Survey Discloses Only Few Neglected Penny Venders Still on Location

Abandoned Machines Create Ill Will, Operators Agree

CHICAGO, July 26.—A check of vending machine operators in the local area shows that no one seems to know who owns the apparently few abandoned inoperative vending machines so far discovered in Chicago and its suburbs. (*The Billboard*, July 26.)

Facts gathered both thru a survey of local operators and a canvass of penny gum locations in the Loop and at transportation terminals showed this week that to all intents and purposes such venders here are in good working order.

Check Station Locations

On the Illinois Central Suburban Railroad, with stations running from Randolph Street, in the Loop area, to stops running thru the South Side to some of the city's Southern suburbs, 30 penny gum venders were tested and all were stocked with gum and all vended a stick of gum readily upon the insertion of a penny. While there was some indication that several of the machines had been in use for a long time, there was little question from the tests conducted that the venders operated by this firm are in good mechanical condition.

Another large local operating firm that has a great number of penny stick gum venders on location at terminals, industrial locations and in hotels for the use of employees also gave evidence that its venders are serviced regularly, when a scattered check of 14 of its locations revealed that a stick of gum was dispensed immediately after a coin was inserted. In the only instance that no gum was delivered right away the coin was returned and the same coin inserted in another chute of the same vender returned a stick of gum.

Of the abandoned machines discovered still on location, a careful check of a vender in Oak Park, Ill., revealed that no identifying operator's name was on the machine. The vender in this case was located on the outside of a small but up-to-date restaurant. When queried, the location owner declared that he did not know who owned the vender, that it had not been serviced for a few years.

Sold Venders Years Ago

This vender happened to be manufactured for the Pulver Gum Company, a firm that had been successfully operating penny gum venders for many years. A phone call to Manager Paul Burne of this firm, at its headquarters in Rochester, N. Y., revealed that Pulver had sold all its venders to individual operating firms in 1941. Burne explained that at the time the firm's venders were looked up to as one of the best, tho he realized that in the past seven years many of them could have become worn. He also said that he remembered that during the war years that some of the operators who had purchased venders from his firm had contacted the company when they were going into the armed services.

He stated that apparently some of the routes were abandoned when these operators went into uniform. He also indicated that when many of these same war veterans tried to re-enter the operating field at the end of the war many of them had decided against the move when they ran into the extreme supply shortage at that time. Another factor that caused them not to return to operating was that their machines had become worn and deteriorated due to lack of normal care while they were in the armed forces.

One point on which all local operators agreed was that altho there were

only a few abandoned machines discovered in this area, they would feel much better about the whole situation if there were some practical way of having these venders removed from location. This was, of course, the natural reaction of operators who know that the only way to successful business is to let the public know that any time a coin is inserted in venders, full value merchandise will be vended with monotonous regularity.

Sicking Donates to Runyon Cancer Fund

CHICAGO, July 26.—Sicking, Inc., of Cincinnati, has donated \$1,000 to the Damon Runyon Cancer Fund, Vince Shay, member of GMI's fund drive committee, announced this week. The contribution was received from Bill Marmer and Ben Goldberg of the Cincinnati firm.

Meanwhile, Shay announced that Bell-o-Matic, of which he is president, and Mills Industries have launched an all-out campaign to raise funds for the GMI drive.

Special informative folders and other printed pieces will soon be mailed to all bell and music distributors and operators, Coca-Cola bottling companies and other customers of the two firms.

Shay is urging donation of a half day's play of bell machines in various clubs thruout the country to the drive. Company officials at Mills and Bell-o-Matic will address employees over the plant's public speaking system urging support of the campaign.

Hartford Cigarette Route Established by War Vets

HARTFORD, Conn., July 26. — Three World War II veterans have established a new cigarette vending service here.

Organization, Cigarette Vending Service Company is run by Nathan Weil, Gershon Weil and Leon Fishberg.

Launderette for Roanoke

ROANOKE, Va., July 26. — First Launderette in Virginia west of Richmond opened this week at Roanoke, with 21 coin-operated automatic washers.

Operators of the new establishment are two Roanoke veterans, Billy Kellner and Franklin Hough. Kellner was a flying officer with the 13th Air Force in the Pacific, serving 21 months overseas. Hough was a corporal in the 15th Air Force, serving 18 months in Italy.

Conn. Cig. Tax Income High

HARTFORD, Conn., July 26. — Connecticut cigarette smokers paid \$6,571,002 in package taxes during the fiscal year ended June 30, 1947, an increase of more than \$1,000,000 over the 1946 collection which ran but eight months.

This year's tax amounts to over \$3.84 per capita. June revenue amounted to \$577,939, an increase of about 3.5 per cent over the monthly average.

Local authorities have estimated that, in addition to the 3 cents per pack cigarette tax, the new 1 per cent sales tax will bring the State more than \$5,000,000 during the present fiscal year.

Service Calls Made Via Airplane, Too!

KANSAS CITY, Mo., July 26. — Many firms subscribe to all-out service for clients, but Carl C. Bernitz, head of Bernitz Manufacturing and Machine Works here, really puts it to work.

Recently W. Baldwin, of Royal Crown Bottling Company, Lawton, Okla., phoned Bernitz to report that his firm was having trouble installing one of the Bernitz Roulette bottle dispensing units. With his mechanic, Bernitz left immediately in his own twin engine plane, flew the 385 miles in 2 hours and 40 minutes, installed the mechanism properly and returned

2 New York Chains End Cig Sale Price

NEW YORK, July 26.—Two cigar and drug chains in the city, United-Whelan and Liggetts, have started selling cigarettes at 19 cents per pack straight—dropping the two packs for 35-cent price—effective last weekend. Carton price remains unchanged at \$1.65.

Wholesalers report no increase in price, but several independent cigar stores have jumped back to the 19-cent per pack price and hotel cigar stands are charging 20 cents a pack for the most part. Cigarettes in venders remain at 20 cents.

to Kansas City the same day in time for supper.

Introducing our New Models

VIKINOR 5c
HOT NUT
← **VENDOR**



VIKINOR 5c
BULK
CANDY
VENDOR →



MODERN DESIGN — ADJUSTABLE DISPENSER
SLUG-PROOF — and many other new Features
We also make WALL BRACKETS, FLOOR STANDS — smart, durable, inexpensive.
Write for literature, prices, discounts, stating whether distributor or operator

ALKUNO & CO., INC.
Mechanical Manufacturing Laboratories
408 CONCORD AVE. NEW YORK 54, N. Y.

UNIVENDOR IS BACK

Exclusive **STONER DISTRIBUTORS** in Me., N. H., Vt., Mass. and R. I.

The New **UNIVENDOR**, re-designed for greater operating efficiency, improved for added beauty. Vends merchandise ranging in price from 5c to 20c—adjusts easily for the items most popular in each location. Precision workmanship, sturdy steel construction guarantee trouble-free operation, long life and easy servicing. Handsome styled, gleaming chrome give attractive sanitary appearance. Univendor available in 3-column and Theatre Models.



TRIMOUNT

Kentucky Forecasts Large Cig Tax Take

FRANKFORT, Ky., July 26.—State Revenue Department forecast recently that Kentucky's 2-cent-a-pack tax on cigarettes would provide \$4,250,000 in the 1947-'48 fiscal year.

Total State revenue, department estimated, will drop to \$43,257,475 in the forthcoming fiscal year. During the fiscal year ended June 30 Kentucky collected \$46,960,141 from regular tax sources. Slump in tax returns for the current year is blamed on a shrinkage in distilled-spirits revenue. For the past seven months, officials said, the consumer tax returns on liquor declined approximately 35 per cent.

Deny Unhealthy Laundry Talk; O'Toole Makes House Speech

(Continued from page 104)
O'Toole, and all facts prove that there isn't, a public announcement on the floor of the House of Representatives is not the proper method to correct what is wrong," he added.

Tests made by Michigan State College and the Food Research Laboratory of Long Island, New York, in 1940, conclusively prove that present-day models of all major automatic washers now in production meet the highest standards of sanitation.

Tests at Michigan State were conducted by Dr. W. L. Mallman, professor of sanitation bacteriology in the

Department of Bacteriology and Hygiene, and Dr. E. D. Devereux used three types of bacteria: streptococcus, staphylococcus, and most important, escherichia coli.

These tests showed that water alone, without soap, bleach or detergents, killed 100 per cent of the streptococcus bacteria in 10 minutes with the water at 140 degrees Fahrenheit or in 60 seconds at 150 degrees F., 100 per cent of the staphylococcus, the type of bacteria observed by O'Toole's investigators, were killed in plain water at 140 degrees F. within three minutes, while it took only 30 seconds to kill them all at 150 degrees F.

Escherichia coli bacteria, which is probably the most dangerous bacteria which must be destroyed, suffered 100 per cent casualties in 140 degrees F. water within three minutes. Only 15 seconds were required to kill all of this type at 150 degrees F.

Kills Bacteria

Tests conducted by Dr. B. L. Oser, of Food Research Laboratory, were with soap, bleach and detergents, which are normally used in automatic laundry operations. Oser's tests indicated that the addition of these elements accelerated bacteria killing and proved that all harmful bacteria are killed during a normal washing period.

Floyd A. Swink, manager of Telecoin's Chicago office, which operates 40 Laundrettes here, reported that there never have been any cases reported either by customers or servicemen where water temperature was too low.

Bendix Laundrettes operate with water heated to 180 degrees F. and even with heat loss in the process of washing, water never gets lower than 165 degrees F., company officials said.

Servicemen at Ald, Inc., report that minimum temperature of water used in Laundromats is never lower than 150 degrees F.

Machines Self-Cleansing

"We have had conferences with department of health officials in various cities," William Barnes, vice-president of Ald, Inc., said, "and they all agree that the automatic washing machine is self-cleansing because of the combined action of hot water plus soap plus the agitation of the machine. We know, from 15 years of experience, that there has never been an epidemic, let alone a case of disease that would substantiate O'Toole's statement."

Telecoin officials pointed out that two rinses leave the machine "absolutely clean." "In fact," said R. R. Bailey, sales manager of the Telecoin Corporation in Chicago, "the last rinse water is clean enough to drink."

VenderCookieMaker Reports Half Million Gain in Net Profits

KANSAS CITY, Mo., July 26.—Sunshine Biscuits, Inc., reported a net profit of \$3,216,814 for the first six months of 1947. This was equal to \$3.15 per share on the company's common stock, compared with \$2.68 per share earned in the first half of last year. Total net earnings in the first six months of 1946 were \$2,736,816.

Earnings of the company, which has been pushing the sale of its cookies thru vending machines since early 1946, amounted to \$1,613,496 in the second quarter of this year. This represented an increase of about \$290,000 over the same period of 1946, but it was only \$10,000 higher than the first three months of 1947.

Westinghouse Produces New Aid Booklet

Give Laundromat Help

CHICAGO, July 26.—Data for architects and builders who wish to incorporate planned laundry centers in new and existing apartment houses and other types of multiple dwellings is offered in a new booklet issued by the Westinghouse Electric Appliance Division.

New booklet stresses advantages to location owners of installing units managed by established operators instead of independently equipping their locations with coin-operated automatic washers.

Gives Both Sides

In pointing out disadvantages of an owner purchasing equipment himself and arranging to have it installed and maintained the booklet says:

"He (owner) has an additional investment to make; in original equipment and its replacement.

"He must, and this is of utmost importance, have a dependable source of maintenance. The equipment will be in continuous use and must be kept in first-class condition at all times. Service, when required, must be provided promptly and satisfactorily.

"He must assume responsibilities. The automatic equipment is as safe as it is possible to make it, it still cannot control user carelessness.

"He must make decisions in case of tenant arguments. It is his equipment. He must decide who wins, who loses."

List Factual Data

Much interesting factual data is provided in the brochure. Intended mainly for the planning of automatic laundry locations is a chart giving minimum area and minimum width of rooms for from one to 300 apartments. This list is divided into two classes—"standard" apartments and "de luxe" apartments of 10 rooms and over.

Second list carries a breakdown of hot-water requirements, electricity and gas demands. This list is also split with regard to type of apartments.

Booklet also contains other detailed instructions for planning of installations.

Nuf Machine Operators

Sell French Fried Corn in your Penny Machines. People like it. It vends smoothly in machines. It is priced low. Free samples on request. Packed in 20# cartons at 23¢ per lb.

SUNPURE FOODS

P. O. Box 2406 Phoenix, Arizona

VEND-A-SHINE

The new, proven shoe-shiner that brushes shoes for either 5¢ or 10¢ is now in production. Exclusive distributorships available. For complete information and prices write

VEND-A-SHINE COMPANY

5007 DUVAL ST. AUSTIN, TEXAS

THE BALL BUBBLE GUM

Listed at 45¢ per pound incorrectly showed the count as 70 per lb.

THE COUNT IS 170 PER LB.

SUNFLOWER DISTRIBUTING CO., INC.

2125 Amsterdam Ave. New York 32, N. Y.

5/8" Ball Bubble Gum

In boxes of 100 count, 40¢ per box; 36 boxes to case, \$14.40. 5 cases, \$70. 10 cases, \$135.

All prices F. O. B. Orlando, Fla.

1/3 with order—balance C. O. D.

HARDING SALES COMPANY

432 W. Church St. ORLANDO, FLA.



AUGUST
ISSUE

OUT THIS WEEK

Containing fact-packed, interesting, authoritative articles that belong at the top of your reading list.

YOU WILL WANT TO READ

MEMO FROM THE MART

Walter A. Stahl, operating manager of Chicago's Merchandise Mart, tells the story of vending machines in the world's largest office building. He presents some interesting facts that will aid other operators in their office building operations.

KANSAS PLAY FOR GOOD WILL

John Stevens, Wichita candy operator, is building good will for his business and the entire automatic merchandising industry with a unique kind of local public relations.

PROFITS ON PART TIME

Thousands of men earn part of their living operating part time, and from their ranks many a large firm has emerged. This is the story of one part-timer.

VEND FORUM

Which would you prefer—to own your own equipment, or lease it? Here are the advantages and disadvantages of owning and leasing presented by men in the industry who know.

ICE VENDING GETS HOT

The ice industry is recovering lost markets with automatic selling. A survey of ice vending to date points up new ideas in automatic merchandising.

SAN FRANCISCO

With a high prosperity level, San Francisco is a fertile field for vending. The city has more venders, and more of a variety of venders, than the average.

PLUS . . . "There Ought To Be a Law" a thought-provoking editorial by Vend's editor on that nuisance, abandoned vending machines. Also Trends, Vend's forecast of things to come in automatic merchandising and many other interesting, informative articles.

SEE FOR YOURSELF How Vend Can Help You in Your Operation

FILL OUT THIS COUPON AND MAIL TO

VEND

2160 Patterson St.
Cincinnati 22, Ohio

PLEASE ENTER MY SUBSCRIPTION TO VEND AND BILL ME LATER.

1 YEAR, \$3—2 YEARS, \$5

Name

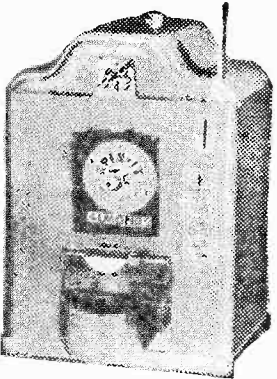
Company Position

Address

City Zone No. State

**BRAND NEW!
THE SPIN IT**

The horses run with every play!
A Winner every time!



A Proven Money Maker.

Full portion of nuts with every play
• Available in 5¢ or 1¢ slot • Adjustable portion • Immediate delivery.

\$25 EACH

One-third deposit, balance C. O. D.

**FORTUNES SPINNER
AVAILABLE IF DESIRED**

We are also distributors for Shipman Triplex Postage Stamp Machines. Operators' price, \$39.50 each.

GLOBE DISTRIBUTORS

17 West 60 St.
New York 23, N. Y.

**Vender Plant
In Italy, Says
Mario Caruso**

NEWARK, N. J., July 26.—Plans for converting a plant in Italy to manufacture Electro cigarette vending machines were revealed at a dinner held here last week-end in honor of Mario Caruso, president of C-Eight Laboratories.

Plant, located at Naples, is making hardware presently. A loan of \$350,000 has been requested from the Export-Import Bank for reconstruction of war-damaged sections of the buildings.

Part Owner of Plant

Caruso, who leaves Thursday (31) for Naples on his 32d crossing of the Atlantic, owns about 80 per cent of the manufacturing plant, which before the war made hardware items for use in Italy and the export market.

Plant now employs 160 persons whose wage averages 500* lira (80 cents) a day. When the venture gets in full swing, Caruso plans to employ 2,400.

Raw materials for manufacture of the vending machines will be brought from the United States. By use of the free port of Naples, material and products will be imported or exported on the Italian end duty-free. Plans are to aim production at European and South American markets where, according to Caruso, the demand is limitless.

Cig Output Gaining

Cigarette output in Italy is reaching new heights. Based on figures for the first three months of 1947, this year's Italian cigarette production should reach nearly 47,000,000 pounds as compared with a 37,000,000 pounds yearly average during the 1934-'38 period.

Besides officials of the C-Eight Laboratories, Franco Cancellario, Italian vice-consul in Newark; Dr. Gularimo Vitteli, assistant Italian consul-general, and friends were on hand to celebrate the new venture with Caruso.

**Anderson Proclaims
Peanut Market Quota**

WASHINGTON, July 26.—Secretary Clinton Anderson, of the U. S. Department of Agriculture, announced last week the proclamation of a marketing quota of 760,000 tons of 1948-crop peanuts.

Action was taken as required by the Agricultural Adjustment Act of 1938, which states that marketing quotas must be proclaimed unless the supply of peanuts for edible products and vegetable oils is below domestic requirements and probable exports.

Amount designated by Anderson as a marketing quota is based upon actual disappearance of cleaned and shelled peanuts during the past five years and the prospective disappearance from the 1947 and 1948 crops.

Since the military no longer exists and exports are likely to be small, the disappearance from the 1948 crop may only be about 579,000 tons, or about the same as from the 1946 crop. In addition there is expected to be an approximate 141,000-ton requirement for seed, feed and home use on farms which produce peanuts. These two figures plus a reasonable allowance of about 40,000 tons damaged peanuts add up to make the 760,000 tons marketing quota, the Department of Agriculture explained.

**WHY PAY MORE? asks ROY TORR
BALL BUBBLE GUM (DIAMOND BRIGHT)**

UNIFORM IN SIZE—PERFECT ROUND—BEST QUALITY

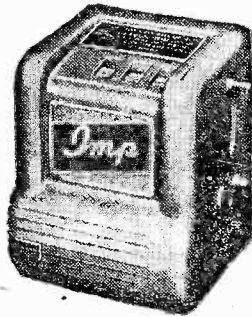
40c Per Pound

- 500 Pounds 5/8 (70,000 Balls)\$200.00
- 500 Pounds 1/2 Inch—170 Count—(85,000 Balls) ..\$235.00
- 500 Pounds 3/8 Inch—210 Count (105,000 Balls) ...\$235.00

On orders less 500 pounds, 2¢ per pound additional.
100 Pound Minimum Order Shipped.

Full cash with order—prompt shipment

FREIGHT PAID TO YOUR DOOR



CIGARETTE OR FRUIT—1948 IMPS—1c OR 5c

Here's the tiniest Bell in the world. A Brand New Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

\$12.50

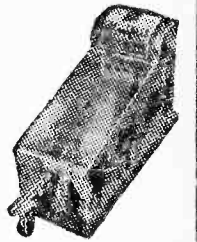
Lots of 12

\$13.95 LOTS OF 6 • SAMPLE \$14.50

A. B. T. NEW

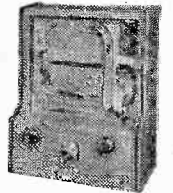
CHALLENGER

\$45.00



**KICKER AND
CATCHER**

COUNTER MODEL
1c PLAY, \$37.50
5c Play, \$41.25



SPECIAL DEAL!

VICTOR

MODEL V

FAMOUS
PRE-WAR
VENDORS

10 GLOBE
TYPE PLUS
100 POUNDS
OF BUBBLE
BALL GUM,
ALL FOR

\$157.50



EXTRA Special—190 Pounds—Assorted Colored
LICORICE LOZENGES—600 Count.....\$57.00

ROY TORR Lansdowne, Penna.

CIGARETTE MACHINES

FOR SALE

- | | |
|--|--------------------------------------|
| 15 10 Col. Rowe Royal. Ea.\$60.00 | 3 15 Col. Uneeda 500. Ea. ...\$75.00 |
| 10 8 Col. Rowe Royal. Ea. 50.00 | 10 15 Col. Uneeda E. Ea. 55.00 |
| 15 8 Col. Rowe Imperial. Ea. .. 40.00 | 5 12 Col. Uneeda E. Ea. 45.00 |

Above Prices Are for Thoroughly Reconditioned Machines.
Refinished \$5.00 Extra; Silver Quarter Operation, \$5.00 Extra.
One-Half Deposit With Order, Balance C. O. D., F. O. B. Miami.

ACE-SAXON, INC.

3898 N. E. 2d Avenue

MIAMI, FLORIDA

BUBBLE GUM DEAL
10 MODEL V CABINET VENDERS and 100# BUBBLE Gum, \$157.50
1/3 deposit, F. O. B. Brillion
L. M. Becker Vending Service
105-5 DEWEY ST. BRILLION, WIS.

HERE YOU ARE!

40 Lb. Case Peanuts, processed for vending machines, \$9.60. 50 Lb. Mixed Nuts, \$17.00. 32 Lb. Case Boston Baked Beans, \$8.50. 32 Lb. Case of Rainbow Peanuts, \$8.50. Five or more cases Baked Beans and/or Rainbow Peanuts, \$8.00. One-third deposit, bal. C. O. D.

T. O. THOMAS CO.

DEPT. B, 1572 Jefferson St. Paducah, Ky.

COLUMBUS VENDERS
IMMEDIATE DELIVERY 4 MODELS
1. Peanut
2. All Purpose
3. Ball Gum
4. 5¢ All Purpose
COMPLETE PARTS STOCK
Markepp Sales Co.
4310 CARNEGIE AVE. CLEVELAND, OHIO

CASH-TRAYS
The Biggest Little Money Maker Yet Manufactured.
\$9.85 EA.
WRITE FOR INFORMATION AND CIRCULARS
Teeny Almonds 93c Lb. In 5# Cartons

NORTHWESTERN VENDORS
DeLuxe Merchandisers ...\$25.00
Model "33" 11.60
Model "40" 11.60
Model "33" Ball Gum 10.40
1/3 Deposit, Balance C. O. D.
Subject to change without notice.
Liberal credit terms.
CARL TRIPPE
IDEAL NOVELTY CO.
"Authorized Northwestern Distributor"
2823 LOCUST ST. ST. LOUIS 3, MO.

WE'RE LOOKING FOR A REPUTABLE BALL GUM MANUFACTURER
We are a large and well known vending machine distributor with well established outlets and many years experience. We're looking for an exclusive ball gum franchise in our territory. With the right party it will be a good deal for the both of us.
BOX 223, BILLBOARD
1564 Broadway, New York

Census Director Reports New Gain in Candy Income

WASHINGTON, July 26.—Candy dollar volume for the first five months of 1947 was estimated by J. C. Capt, director of the census, Department of Commerce, at \$305,821,000, or a 38 per cent gain over the corresponding period a year ago when the candy industry was then breaking all-time records. Total for the 12 months ended December 31, 1946, was over \$670,000,000.

One of the leading contributions to the continuing rise of candy dollar volume has been that the average price on all confections taken on an average per-pound basis continues to rise to new levels.

During May alone dollar sales totaled \$55,851,000, which was also 38 per cent above the figures announced for the same month a year ago. However, the amount also represented a 7 per cent drop from April, 1947, a

factor explained in trade circles to the seasonal decline in consumption.

282 Makers Report

Based on the reports of 282 candy manufacturers located in all parts of the country, the figures again demonstrated the decided difference between dollar volume and poundage sales. Most obvious point of the report is that the industry is moving toward hitherto unreached peaks of dollar volume while sales in pounds remain at a virtual standstill.

Best indication of this was contained in the May report which showed that while the poundage sales were 17 per cent above the same month in 1946, dollar volume jumped 52 per cent. However, over the five-month period beginning with January 1, 1947, sales in pounds increased a mere 1 per cent compared with a similar period in 1946, while dollar volume went ahead by 38 per cent.

Chocolate Dollar Volume Up

Other points mentioned in the report by the director of the census showed that dollar sales of chocolate manufacturers alone had soared 83 per cent in May of this year above the figures for the same month in the same classification in 1946. Dollar volume was also 8 per cent above the figures quoted for April of this year.

One explanation of the chocolate dollar volume rise is that the price of cocoa beans has risen drastically since this ingredient was removed from the price control list last year. Another point of comparison showed that manufacturer-wholesalers and manufacturer-retailers of confectionery products made sales gains of 32 per cent and 16 per cent, respectively, during a year-to-year comparison for May. In the May and April comparisons for this year, however, the manufacturer-retailers were off 13 per cent, while the manufacturer-wholesalers slipped 10 per cent. Nevertheless, each of the types of manufacturer made a decided gain for the first five months of 1947 over the figures registered for the identical period a year ago.

Wrigley Income Up For First Half Year

CHICAGO, July 26.—Net income of the William Wrigley Jr. Company for the half year ended June 30 was announced this week as \$3,891,357, equal to \$1.98 a share. During the same period in 1946, the firm's net income was \$3,555,409, or \$1.81 a share.

Sales this year thru June amounted to \$22,442,603, with the second quarter accounting for \$12,221,871. For the quarter ending June 30, income totaled \$2,099,127, equal to \$1.07 a share, compared with \$2,006,987 or \$1.02 a share for the comparative period in 1946.

Increase of net income this year for the six months would have been more pronounced had not the company gained a special credit of \$320,625 in 1946 from tax refunds and profit on the sale of real estate.

J. Stitt Joins Dixie Cup

EASTON, Pa., July 26.—Dixie Cup Company here has added James W. Stitt to its market and public relations department, J. D. Catlin, department's director, announced last week. New member was previously associated with Hopkins Equipment Company, Hatfield, Pa., as sales man-

New Detroit Vending Company Established By Op's Son-in-Law

DETROIT, July 26. — Newly formed H & S Vending Company here, headed by Harry Goldon, represents a second generation entry for the family in the vending field.

Goldon, who named the firm after the first initials of his wife and himself, is the son-in-law of Abe Kadushin, who has operated the GI Vending Machine Company and its predecessor firm for a number of years in both Ohio and Pennsylvania. Kadushin specializes in sanitary vendors. He covers a wide territory in those States and maintains headquarters in Detroit, altho he does not operate in Michigan. At one time Kadushin was in the music machine business.

Concentrating on restaurant locations, including hot dog, hamburger and barbecue stands, Goldon specializes in square-type stick gum vendors. He says that the most popular gum flavors are still the hardest to obtain from suppliers.

Commenting on the operating business, Goldon states that the most critical period for any location is the first two weeks a location has a vender on the spot for the first time. He says this is what he calls "a pilot operation period," and there are a lot of special bits of service that must be rendered to keep the location owner happy. However, after this period of indoctrination, Goldon reports that the service calls for the new location drop off sharply.

In recent weeks, Goldon says that he has noticed that a few of his locations have begun to stock gum at their counters, in contrast to a short time ago when the location owner was unable to obtain anything resembling an adequate supply.

Dixie Cup Arranges Credit Of \$5,500,000 in Chicago

EASTON, Pa., July 26.—Dixie Cup Company here has arranged for bank credit of \$5,500,000 thru the Bankers Trust Company, New York, and the First National Bank of Chicago, it was announced last week.

Huge Moore, chairman of the board for Dixie, stated that all post-war expansion projects carried on by his firm had been handled by cash reserves. New credit arrangement, he pointed out, will be used gradually and only as future conditions of the company dictate.

According to terms of the credit, Dixie has 30 months or until December 31, 1949, to draw on the amount, and six years thereafter to amortize the amount borrowed.

SPECIAL DEAL!
VICTOR MODEL V
FAMOUS PRE-WAR VENDORS
10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM, ALL FOR **\$155.00**
Mention Deal A When Ordering

RAINBOW PEANUTS
Virginia Peanuts, 30-Lb. Ctns., 27¢ lb.
50-lb. Ctns. \$13.75
Spanish Peanuts, 30-lb. Ctns., 25¢ lb.
Model V Globe Type With Plastic Globe

BUBBLE BALL GUM
5/8" - 140 COUNT
40c LB. In 25 Lb. Ctn. Lots.
1/2 Deposit, Certified Check or Money Order, Balance C. O. D.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sackman St. Brooklyn 42, N. Y.
Phone: Dickens 2-7992

We Accept Trade-ins. We Buy & Sell Used Machines.

BRAND NEW 1947 SILVER KING VENDOR

One cent peanut or ball gum, or 5¢ bulk merchandiser. Sample \$13.95; 2 thru 11, \$11.55 ea.; 12 thru 49, \$11.05 ea.; 50 up, \$10.55. Immediate shipment. 1/3 deposit, balance C. O. D.

T. O. THOMAS COMPANY
DEPT. B, 1572 Jefferson St., Paducah, Ky.

CHOICE CHARMS CHEAP

Gorgeous Big Charms. Per M. \$3.25
Beautiful Stone Rings. Per Gross... 1.50
Blade Knife. Per Gross..... 2.50

Skulls, Marbles, Guns, etc.
All items will fit any Vending Machine.
Send for Samples and Prices.
1/3 Deposit Required With Order.

RING BROTHERS
We Specialize in Small Novelties
6050 Market St. Philadelphia 39, Pa.

WANTED TO BUY TWO COLUMN PHILLY BAYUK 5c CIGAR VENDING MACHINES

Advise how many and price
BOX D-59
Billboard Pub. Co. Cincinnati 22, O.

CORRECTION

10 Bally Beverage Machines advertised in last week's Billboard at \$200.00 each was an error. The price should have read \$300.00 each.

FOOD DISPENSING CO.
2101 Chester Cleveland 14, O.

HANSON SCALE
COUNTS PENNIES AND NICKELS
The Modern Way to Count Collections



No. 317 weighs only pennies to \$15.
No. 318 weighs pennies to \$7.50, or weighs nickels to \$23.65.
Either Style, Complete with Tray and Handy Carrying Case **\$18.50 Each**

DISTRIBUTORS, WRITE FOR QUANTITY PRICES
National Sales Agency
BLOCK MARBLE CO.
1425 N. Broad St., Phila. 22, Pa.
Phone: Stevenson 4-8975
Get It From Block They Have It In Stock

Northwestern
World's Finest Bulk Vendors

DELUXE \$25.00
MODEL 39 13.40
MODEL 33 11.60
33 BALL GUM 10.40
MODEL 40 9.85

Sensational! New! Beautiful!
NORTHWESTERN STAMP VENDOR

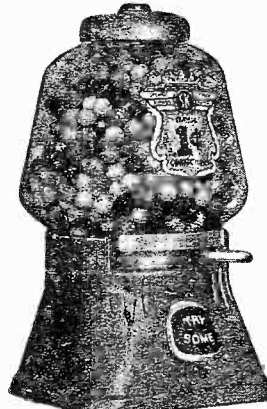
High Grade Bubble Gum
Zenobia Pistachios—Candies
Write for Prices
Terms to Reliable Parties
American Distributors
1349 Fifth Ave. 12046 Linwood Ave.
PITTSBURGH, PA. DETROIT, MICH.

10 SILVER KINGS

and 10,500 Balls 5/8" Bubble Gum, \$150.00

5 Silver Kings and 7000 Balls 5/8" Bubble Gum, \$80.00

Delivery day order received
One-third Deposit, Balance C. O. D.



RUSS THOMAS
3285 Overland Pl. Memphis 11, Tenn.

HAVE FOR IMMEDIATE DELIVERY 4000 Brand New Postage Stamp Machines
(all or part)
LIVE DISTRIBUTORS
Can clean up on this deal.
Also Have Dies for Sale BOX D-71
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

ager, and also worked as an industrial engineer. Stitt will do sales promotion and advertising for Dixie Cup.



MASTER VENDOR
Vends either peanut or ball gum, 1¢ worth for the penny, 5¢ worth for the nickel. Sample machine, \$17.50; 2 thru 11, \$16.25 ea.; 12 thru 49, \$15.50; 50 up, \$15.00. Immediate shipment, 1/3 deposit, bal. C. O. D.

T. O. THOMAS CO.
Dept. B, 1572 Jefferson St., Paducah, Ky.

Telecoin Shows Coin-Operated Laundry Pieces

CHICAGO, July 26.—A complete set of four coin-operated laundry pieces—to turn out 10 pounds of dirty wash, clean and ironed within 90 minutes—was one of the displays featured here by the Telecoin Corporation in a two-day exhibit last week at the Stevens Hotel. Also on display were a soap vender, the firm's juice vender, coin-operated radio and quiz machine.

Firm showed its soap dispenser—converted from a used cigarette vender—for the first time at the Chicago exhibit. Officials said these conversions will be offered to Launderettes at nominal cost. Seven-column conversion demonstrated at the Stevens held 210 packages of soap in a container which approximated the size of a pack of cigarettes. The dispensers are intended to sell, in powdered, packaged form, soap, bleach, bluing and a silk and wool detergent for a nickel each. Some of these dispensers are now on location in New York, officials of Telecoin said.

Other Products Shown

In addition to the soap dispenser and the commercial version of the Bendix automatic washer, Telecoin showed its heat dryer and its extractor, both coin controlled. Extractor, a round, table-high device, spins out excess water from lighter fabrics, while the heat dryer is used to dry heavier materials.

Extractor has a safety feature so that the whirling action of the device starts only when the loading chute lid is closed and clamped shut. The whirling continues automatically for approximately six minutes, then the power is shut off and the lid can be reopened. Extractor is powered by a 3/4 h.p. motor, 110 volts, 60 cycles a.c.

One of the centers of attraction at the exhibit, part of a nationwide series of showings the firm is sponsoring, was the Tele-Juice vender. A 300 capacity, six-column, gravity-feed merchandise unit, the refrigerated canned juice vender is set for dime operation. Company officials said the vender would go into production in October.

Juice Vender Features

Once the can of juice is selected and dropped to the delivery table, the patron can raise a plexi-glass door which fronts a compartment containing an automatic can opener heated by a thermo couple unit to 180 degrees F. in order to kill any bacteria on the knife or the portion of the can to be punched. On the right of the delivery stage is another compartment for straws.

Actual merchandise is displayed behind windows above the appropriate push buttons. Just below the delivery tray is a cylindrical chute for empty can disposal. A galvanized iron bin at the end of this chute holds 300 cans, the equivalent of the vender's capacity.

Refrigerated compartment is sealed off from the remainder of the machine. The vender is serviced from the front, with a second insulated door opening onto the refrigerated columns. Coin mechanism occupies the space between the two doors.

Cans used in the vender are of standard production type. Telecoin officials say both Continental Can and American Can are currently producing this type which has previously been used as a juice container.

Contracting for Supplies

Currently, Telecoin is contracting with fruit and vitamin juice packers for supplies, and expects to offer op-

CIGARETTE MACHINES

NEW UNEEDA MON-ARCH, 8 COLS., 510 PACK CAP. . . . \$159.50
NEW PX, 10 COLS., 425 PACK CAP. . . . 175.00
NEW DU GRENIER CHALLENGER, 7 COLS. . . . 135.00
ROWE ROYALS, 10 COLS. . . . \$105.00
ROWE ROYALS, 8 COLS., DUALS . . . 95.00
ROWE IMPERIAL, 8 COLS. . . . 75.00
DU GRENIER CHAMPION, 9 COLS. . . . 95.00

DU GRENIER MODEL W, 9 COLS. . . . \$ 69.50
DU GRENIER "S", 7 COLS., 210 PACK CAP. . . . 47.50
DU GRENIER, 6 COLS., 150 PACK CAP. . . . 32.50
STEWART-McGUIRE, 8 COLS. . . . 35.00
UNEEDA, 12 COLS. . . . 65.00
UNEEDA, 8 COLS. . . . 57.50
UNEEDA, 5 COLS. . . . 40.00
NATIONAL 930 . . . 75.00
NATIONAL 630, 150 PACK CAP. . . . 32.50

CANDY MACHINES

ROWE DE LUXE, 8 COLS., WITH LIGHTS . . . \$115.00
ROWE STANDARD, 8 COLS., 120 BAR CAP. . . . 95.00
UNEEDA, 5 COLS., 102 BAR CAP. . . . 75.00
DU GRENIER CANDYMAN, 72 BAR CAP. . . . 62.50

10c CIGAR MACHINES, Cap. 175, 7 Col. . . . \$35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.

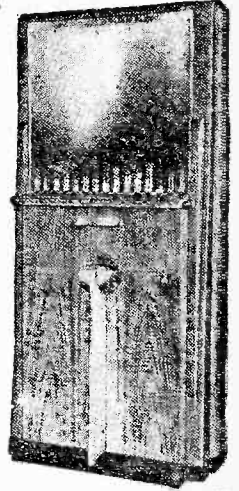
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET

BROOKLYN 11, NEW YORK



U-NEED-A-PAK MODEL 500 15 COLS. \$120.00



"Golden State" Vendors
1c OR 5c SAMPLE
\$12.95
Write for Quantity Price.
We carry a full line of supplies.

DANCO COIN MACHINE CO.
3209 Sequoia Ave. Baltimore 15, Md.

Tiny California Almonds (800 Count). Per Lb. . . . 85¢
#1 Spanish Peanuts. Per Lb. . . . 20¢
Virginia Blanched Peanuts. Per Lb. . . . 26 1/2¢
Virginia Red Skin Peanuts. Per Lb. . . . 23 1/2¢
Small Filberts. Per Lb. . . . 65¢
Small Cashews. Per Lb. . . . 60¢
Salted White Pistachios. Per Lb. . . . 65¢
Salted Red Pistachios. Per Lb. . . . 73¢
Royal Mix Nuts (Fancy). Per Lb. . . . 70¢
DeLuxe Mix (Fancy With Blanched Peanuts). Per Lb. . . . 40¢
Special Vending Mix (Fancy and Peanuts). Per Lb. . . . 28¢
Bubble Gum (140 Count, 5/8 Size). Per Lb. . . . 40¢
1/3 Deposit, F. O. B. St. Louis, Mo.

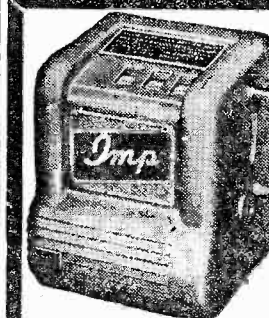
Ace High Products Co.
1811 S. 14th St. St. Louis 4, Mo.

FAMOUS EPPY
CHARMS
Series #1 \$3.50 per M
Series #2 \$4.50 per M
Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.
113-08 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.

THEY'RE BETTER • THEY'RE CHEAPER
Replacement
GLASS GLOBES
For VICTOR, SILVER KING, ACCANCE and COLUMBUS VENDORS
\$1.00 Each
Northwestern Globes (Large Open Top) \$1.25 each. All prices in lots of 12. Packed 32 to a case. 1/3 With Order Balance C. O. D.

VEEDCO
2113 Market St. Phila. Pa.



1948 IMPS
1c or 5c Cigarette or Fruit
\$12.95
Lots of 12 \$13.95, Lots of 24 \$14.50. Here's the tiniest, best in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE
Brand new! Vends 1c, 3¢ and 5¢ Air-mail Postage Stamps.
Sluggproof, compact, foolproof. Immediate Delivery.
Operator's Price **\$39.50**

STAMP FOLDERS
For Shipman, Schermack, Victory.
10,000 . . . \$ 5.75
25,000 . . . 13.95

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

WATCH FOR
DAVAL'S "Postmaster"

● YEARS AHEAD OF ANYTHING ON THE MARKET
A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Soon in mass production. Distributorships being allotted now. Write for full details.

DAVAL PRODUCTS CORPORATION
1512 North Fremont Ave., Chicago 22, Ill.

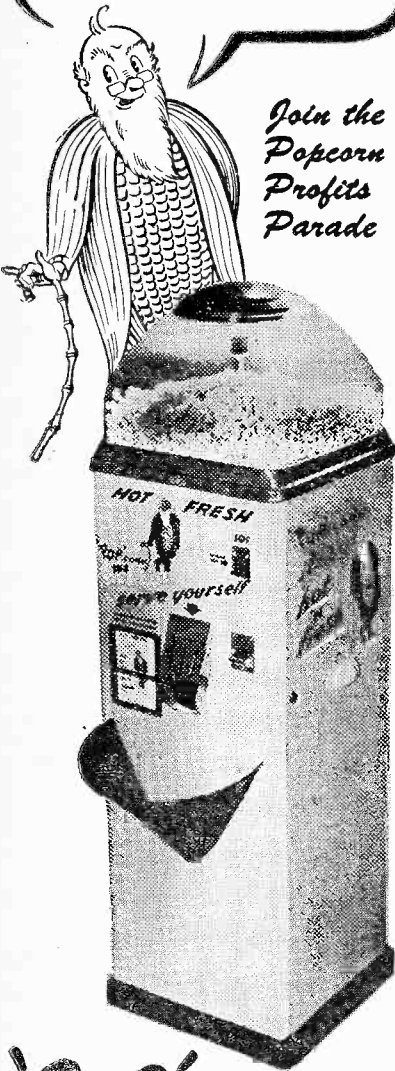
25# case, 5/8 inch, TGT bubble gum, any quantity, \$12.50
We ship immediately.
One-third deposit, balance C. O. D.
T. O. THOMAS CO.
Dept. B, 1572 Jefferson St., Paducah, Ky.

erators a line of 10 different items. While operators may do their own buying, the firm is citing the advantage of mass buying by which it will sell to operators, taking a purchasing commission. Canned juice, Telecoin officials said, is expected to sell at 45 to 50 cents per dozen cans.

100% LEGAL Everywhere!
There is no closed territory when you operate the LATEST factory model Shipman Triplex Stamp Vendors. Vends 1c, 3¢ and New 5¢ Air Mail. Compact! Foolproof! Price, \$39.50 each. IMMEDIATE DELIVERY!
1/3 Dep., Bal. C. O. D. ★ Send for free leaflet ★
R. H. Adair Company
6924-26 Roosevelt Rd. Oak Park, Ill.
FOLDERS—Only \$16.75 for 25,000, which return gross profit of \$250.00.

POP CORN SEZ:

IT'S A
**PROFIT
VENDOR**



Join the
Popcorn
Profits
Parade

**POP CORN'S
AUTOMATIC
VENDING MACHINES**

Yes, 'Pop' Corn Sez it's a real profit vendor and that's just what operators call this modern good looking machine. In fact, it's so attractive it actually stimulates the urge to buy popcorn. With its plexi-glass dome showing delicious, fresh and crispy popcorn (you know, they see it, they buy it!) it's truly a customer catcher. 'Pop' Corn's Vendor is installed free and serviced at the location.

CORN-ER THOSE COINS

If you're interested in building up your route and making more money, write for the name of your nearest distributor and the full details on 'Pop' Corn's Automatic Vending Machine.



Wave of State Sales Tax Acts Headache for Candy

CHICAGO, July 26.—As a result of a wave of sales tax legislation which swept State law-making bodies this year, seven bills were proposed which were definitely considered discriminatory toward the sale of confectionery, and the National Confectioners' Association (NCA) issued a progress report this week on the fate of these unfair tax proposals. The report pointed out that legislation which exempted food "other than candy and confectionery products" presented a problem for the industry with which NCA was called upon to deal. As part of its campaign against such discriminatory legislation, the association issued a four-page pamphlet entitled "Justice for Candy," outlining the reasons why candy should not be taxed if other foods were exempt. This pamphlet, with other educational material, was presented to NCA members so that they, in turn, might call it to the attention of legislators.

Three Bills Pass

Of the seven discriminatory measures so far introduced, three were passed despite the candy trade's opposition; three were killed by the Legislatures, and action on one has been postponed. Connecticut, New York and Maryland this year passed what the candy industry regards as discriminatory acts.

The New York measure, while it did not approve a State-wide retail sales tax act, came in the form of an enabling measure which gave counties and cities of more than 100,000 population the right to pass local retail sales tax ordinances. Thus far, Erie County, New York, has been the only section of the State to take advantage of the measure.

West Virginia and Florida lawmakers voted to kill sales tax proposals which discriminated against candy, and Georgia also killed a tax bill which was unfair to candy by exempting it from the food classification. It is highly probable, however, that this bill will be reintroduced before a special session of the Legislature.

Two D. C. Bills Pending

In the District of Columbia, two sales tax bills are still pending—one of which has a discriminatory reference to candy which a special NCA committee pointed out in its opposition to the bill before the fiscal subcommittee of both the House and Senate District of Columbia committee.

Phillip P. Gott, NCA president, has pointed out that the candy in-

dustry does not expect nor ask special favors, nor does it attempt to avoid its fair share of the tax load. "The fact that candy is a wholesome, low-cost food," Gott stated, "has been proven both by decisions handed down by the Supreme Court and by the fact that candy was accepted by the armed forces as an integral part of combat rations. Why should candy, produced by our industry—manufactured entirely from other foods that are tax free, be exempted from the classification of food and be forced to unjustly carry a discriminatory tax burden?"

The candy industry may be faced with an excise tax, according to reports from Washington where the House Ways and Means Committee is considering candy as one of five items suggested as a source of extra revenue for the government. A 15 per cent tax has been suggested, and NCA this week pointed out that such action would mean a charge of \$100,000,000 for the industry.

Candy Vender Decal To Help Plug Sales

NEW YORK, July 26.—A preliminary goal of 100,000 candy hearts on vending machines and retail store windows has been set for October 23, the traditional sweetest day of the nation, according to the four sponsoring associations, the National Automatic Merchandise Association (NAMA), National Candy Wholesalers' Association (NCWA), National Confectioners' Association (NCA) and the Associated Retail Confectioners (ARC), it was revealed this week.

A new decal with a red heart forming the background and the words "candy is delicious food—enjoy some every day!" across it, has been approved by all four associations as the decal to use on vending machines, store windows and in national advertising of the Council on Candy in *Life*, *Saturday Evening Post*, medical journals and educational publications. Decals are four inches square, priced at 10 cents each, or \$8 per hundred to the trade.

The small size of the heart, plus the fact that as a transparency it is much easier to put up than the regular type of decal, is cited as one of the reasons why association officials feel that ready acceptance of this new type decal to promote the sale of candy will sweep the country.

Vending machine operators and distributors are asked to order their decals from NAMA, 120 South La Salle Street, Chicago 2, Ill., so that the vending machine association will get credit for the operators' part in the drive.

N. Y. Tobacco Group In Permanent Home

NEW YORK, July 26.—Permanent headquarters of the newly organized New York State Association of Tobacco Distributors (NYSATD) will be maintained in the Onondaga Hotel, Syracuse, according to Harry J. Lagonegro, NYSATD president. The board of directors will meet the fourth Wednesday of each month.

Plans are now being made for a fall meeting of the new association in Syracuse, Lagonegro adds. First meeting of the group was held June 22 in Syracuse at which time the officers were elected. Lagonegro is also a director of the National Association of Tobacco Distributors.

David Gross, Buffalo, is president of the board of directors. Milhem Attea, Buffalo; Charles Desormeau, Cohoes; Isadore Gordon, Syracuse;

NEW SILVER KING VENDORS

5c Hot Nut
Handles Almonds, Pistachios, Cashews, all Mixed Nuts.
\$29.50 Ea.

1c-5c MODEL SAMPLE \$13.95

10 or More \$12.50 Ea.

25 or More \$10.30 Ea.

NEW VENDING MACHINES

New Regal 1c Bulk Vendor \$ 8.95
Advance #11, 1c or 5c 13.75
Col. Mod. 46, Ball Gum, 1c 12.50
Col. Mod. 46Z, 1c, All Purpose 11.95
Col. Mod. 46ZB, 5c, All Purpose 12.95
Mod. V, 1c, Any Quantity 11.75
Mod. V, Cab. Type, 1c, Any Quantity 13.75
Mod. V, Cab. Type, 5c, Any Quantity 14.75

Send for Literature and Quantity Prices.

1/3 DEPOSIT REQUIRED WITH ORDERS

FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

Northwestern

1ST CHOICE OF ALL EXPERIENCED OPERATORS

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION
EAST ARMSTRONG STREET, MORRIS, ILLINOIS

SPECIAL

One reconditioned factory-perfect Columbus, Northwestern, Silver King or Victor Ball Gum Machine and 3,500 balls of 3/8 inch Bubble Gum for only \$25.00. Make \$10.00 profit and pay for machine with proceeds of first order. Mention first and second choice machines. Money refunded if not pleased with deal. One-third deposit with order, balance C. O. D.

T. O. THOMAS CO.
DEPT. B, 1572 Jefferson St., Paducah, Ky.

THE CHALLENGER
Newest Three Unit Hot Nut Machine Now Available

Multiple Vender **MEANS** Multiple Profits

TROPICAL TRADING CO.
831 S. Wabash Ave. Chicago 5, Illinois

C. G. Marousis, Rochester; Haskel Naigles, Kingston, and Fred E. Owens, Rome, were elected regional vice-presidents at the first meeting of the group.

WE LEAD AGAIN WITH NEW LOW PRICES

5/8 BALL BUBBLE GUM
40c per lb.
BALL BUBBLE GUM 45c Per Lb.
170 Count. Per Lb. 25 Lbs. to Carton
The Best in the Nation

LICORICE LOZENGES
30c per lb.
App. 590 Count per lb.
38 lbs. to carton

PISTACHIO NUTS AFGHAN RED
45c per lb.
App. 800 Count per lb.
RED 71c per lb.
App. 575 Count per lb.

BOSTON BAKED BEANS
35 Lbs. to Carton 25c per lb.

WRITE FOR QUANTITY PRICES
We Buy and Sell New and Used Vending Machines
All Orders F. O. B. New York
1/3 Deposit, Balance C. O. D.

SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave., New York 32, N. Y.

American Vendors Produce Selective Beverage Vender

LOS ANGELES, July 26.—American Vendors, Inc., is now in production on a new selective bottled beverage vending machine, E. E. Brown, company vice-president announced recently. Vender is now known as the American Model 120 Vender (CQ), since American recently acquired exclusive manufacturing and sales rights for Vendorlator Manufacturing Company's Model 120, its former name. (Editor's note: pre-war Vendorlators were made by the Vendorlator firm, Fresno, Calif., and not by American or California Aircraft Engineering Company, as an article in *The Billboard*, June 28, erroneously stated.)

Initial shipments of the American Model 120 Vender (CQ) are now reaching purchasers. Brown stated that all sales are made directly to bottlers in line with established policy of all manufacturers of bottlers' equipment. Firm has no distributors or jobbers. Parent soft drink companies sponsoring the vender effect sales of American products to their franchised bottlers thru established field organizations.

Co-Operate With Bottlers
Brown explained that a number of parent bottling firms are currently sponsoring the new machine, pointing out the Nesbitts Fruit Products Company as an example. An integral part of American Vendors plan of co-operation with parent bottling companies who back the vender is to finish the equipment in the concern's already established cooler color.

American's vender handles any combination of standard size beverage bottles, from six to 12 ounces, in a variety of flavors, Brown said. "This feature should be valuable to bottlers who handle more than one franchised brand of beverage, since it permits them to include their full line when the venders are put on location, and operated by the bottlers," he added.

Nickel coin chutes are standard on the American bottled beverage vending machine. However, the firm will make provisions for 6-cent or 10-cent operation at a slight additional cost. Brown said that instant interchangeability of all three coin

mechanisms is provided in order to meet prevailing local conditions.

Capacity, Size
Capacity of the new vender is 62 bottles, with a pre-cooling capacity of an additional 62 bottles. Its physical proportions are 41 inches high, has a round body 32 inches in diameter and weighs 400 pounds. To operate customer deposits coin in chute, pulls lever and bottle drops to delivery receptacle.

Vending mechanism of American's machine employs no motor, gears switches nor relays. Refrigeration

is accomplished with a one-fifth horsepower unit, providing dry type cooling. Cabinet has welded seams, is insulated with hydrolene.

SPECIAL
50 5c Reliable Cash Tray Vendors. Each \$ 4.95
50 1¢ 2-Column Nut Vendors. Ea. 10.00

BUBBLE BALL GUM
5/8" Ball Gum 40c lb.
170 Ball Gum 45c lb.

Virginia Peanuts 28c lb.
Pistachio Nuts 60c lb.
Cashews 50c lb.
Boston Beans 28c lb.

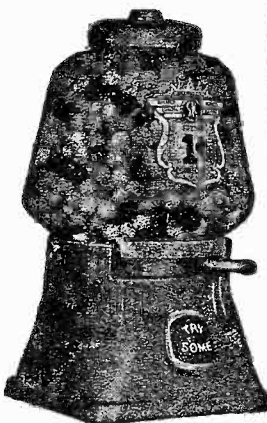
Also new, used Columbus, Silver King, Advance, Northwestern, Victor and Master Vendors.

CAMEO VENDING SERVICE
432 W. 42nd St. New York 18, N. Y.

10 SILVER KINGS
and 10,500 Balls 5/8" Bubble Gum, \$150.00

5 Silver Kings and 7000 Balls 5/8" Bubble Gum, \$80.00

Delivery day order received One-third deposit, Balance C. O. D.



T. O. THOMAS CO.
1572 JEFFERSON PADUCAH, KY.

A VERY GOOD BUY! BOSTON BAKED BEANS
25c per lb.
35 lbs. to the carton.
We Have Any Machine To Suit Your Needs.
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
Distributor of Advance Vending Machines
1645 Bedford Ave. Brooklyn 25, N. Y.

GENUINE BUBBLE GUM
5/8", 25 Lb., 145 Count \$12.50
5/8" Regular Gum 11.25
1/3 Deposit, Balance C. O. D.

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Kentucky

For Sale—Candy Machines
54 Uneda 5 cols., 102 & 110 bars @ \$55.00
6 Rowe 8 cols., 120 bars @ 65.00
79 Mills 1 col., 49 bars @ 25.00

ACE-SAXON CANDY SERVICE, INC.
3898 N.E. 2nd Ave., Miami, Fla.

Drink Vender Changes Name

LAWRENCE, Mass., July 26. — Change of the name of Automatic Dispenser, Inc., manufacturers of an automatic soft drink cup vending machine, to Drink-O-Mat Manufacturing Company was announced yesterday (25) by Richard Cole, firm executive. Cole explained that the firm was incorporated in Minnesota and that there is some confusion about the name in this State.

Production is underway and shipments have been leaving the plant here for two and a half weeks. The machines take up a minimum of 20 inches by 30 inches of floor space.

Seven Vending Firms Set for ABCB Exhibit

ATLANTIC CITY, July 26. — At least seven manufacturers of soft drink vending machines are slated to exhibit their machines at the American Bottlers of Carbonated Beverages 29th annual meeting and exposition here from November 17 to 21.

Several local bottling organizations have skedded their annual meets at the same time as the national event.

CLEARANCE SALE ON COUNTER GAMES!

BRAND NEW KICKER and CATCHER \$37.50 Ea.	BRAND NEW POP-UP \$37.50 ea.	BRAND NEW CHAMPION BASKETBALL \$37.50 Ea.
BRAND NEW BAT-A-BALL \$39.50 ea.	BRAND NEW ABT CHALLENGER (Latest Model) \$65.00 Less in Quantities	BRAND NEW Star Card Vender \$19.50 ea. Large Selection of Cards, \$4.25 Per M.

BRAND NEW MILLS VEST POCKET BELL
\$65.00

BRAND NEW IMPS
EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels
\$14.50 Ea.
5 or More, \$13.75 Ea.
12 or More, \$12.95 Ea.

ADAMS 1c Gum Vender
The most beautiful machine ever built. It's compact. The latest type mechanism is slug-proof. 6 a p a c i t y: 342 pieces. Size: 17 1/2" high, 10 1/2" wide, 5" deep. Six columns. Color: Red and Blue.
ADAMS GUM: We guarantee a permanent quota of 400 to 500 (and possibly more) pieces per month with each machine.
\$24.50
Adams Gum. Per Box of 100, 54c

Northwestern DE LUXE
The World's Finest Bulk Vender
Makes More Money SLUG-PROOF
Available in 1¢ or 5¢ Combination or Straight 5¢
\$25.00 Ea.




ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.
SEND FOR COMPLETE LIST OF COIN OPERATED AMUSEMENT AND VENDING MACHINES, SUPPLIES AND ACCESSORIES. WE ACCEPT TRADE-INS.
ADDRESS ALL MAIL TO DEPT. BB


RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 20, PA.

Again Available! KUNKEL HOT POPCORN VENDOR
(Machine Listed by Underwriters' Laboratories)
PRACTICAL — DEPENDABLE

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99 1/2% Slug Proof
- Low Electric Consumption
- Can be refilled without Operator calling
- Easy to Service and Clean
- 16x16" Wide, 62" High
- 67 lbs. approx. Net Weight

"Kunkel" for 30 Years Makers of Coin Operated Machines
Territories Available IMMEDIATE DELIVERY NOROAMERICA

356 SO. BROADWAY MADISON 6-3746 LOS ANGELES 13, CALIF.



SELL JUKE BOXES TO HOMES

Sale of Used Jukes for Rec Room Use Increases Along Eastern Seaboard

Stores to Add Used Phonos to Music Departments

NEW YORK, July 26.—Sale of juke boxes to private homes has increased swiftly of late on the entire seaboard, from Maine to Florida, as music operators discover a new outlet for machines that have long since out-lived their coin box profit appeal. These older model jukes, and a few newer models, are being cleaned up and offered to families thru local newspaper display and classified ads at prices usually ranging from \$25 to \$195. Rumors are that several New York and Philadelphia department stores are planning to add these older music machines to their music sections, pushing their sale to homes for rec room use.

Rumpus and recreation room use of the juke boxes is ideal, Morris Engel, up-State New York operator states, since the mechanisms are superior to those of home phonographs available at equivalent prices, and the appeal of a "real juke box" to the younger set is high.

In Philadelphia, Jim Clement, of the Clement Manufacturing Company, reports the movement to sell older model music machines to homes has started with a bang.

"Teeth Pulled"

All the music machines reported sold to homes thus far have "had their teeth pulled" (coin slots removed), and instead have a button to turn the power on and off. With the export market not buying up the 12 and 16-record machines as readily as predicted a year ago, many distributors feel the new market will make it possible for smaller operators to stay in business profitably.

Of late, many a small music operator has had to carry more paper than he should because of the necessity of replacing obsolete equipment with new machines in order to hold spots. The sale of older jukes to homes will allow these operators to get as high as 100 per cent more for their machines than the present market permits.

Other operators are faced with their local trade association rulings, many of them ruling that no 12 or 16-record juke boxes should be allowed in the areas which the association represents. Rulings of this sort, made to keep the business on its toes

Calvert Novelty Co. Appointed Packard Distributor for Md.

BALTIMORE, July 26.—Calvert Novelty Company here, headed by Art Nyberg and Ken Vogle, has been appointed distributor for the Packard Manufacturing Corporation in the State of Maryland, it was announced this week by Wm. Krieg, president of Packard.

Friday and Saturday (25-26) Calvert held a showing of the complete music line for operators in its territory. On hand to greet visitors Friday afternoon, in addition to Calvert's heads, was Homer E. Capehart, chairman of the board of the manufacturing corporation.

and better the music merchandising job operators are able to do, have caused numbers of older model jukes to pile up in workshops where some of them are eventually dismantled for spare parts.

One manufacturer reportedly has been toying with the idea of allowing his distributors to give liberal trade-in allowances on these machines just to boost sales to new ones. The old machines then would be junked by the distributors.

Appearance Vital

One of the most important factors in the sale of used music machines to homes is the appearance of the cabinets. Firms which make a specialty of reconditioning used music machine equipment, refinishing cabinets to improve their appearance, have been looking into the advantages of home juke sales.

In parts of New England, stores (See Sales of Used Jukes, page 120)

Date Set for Minneapolis Filben Show

MINNEAPOLIS, July 26.—First showing of the Filben Mirro-Cle music line in the Northwest will be held August 3 at the Northwest Filben, Inc.'s showrooms at 1412 Hennepin Avenue here. Distributing firm is headed by Hank Sabes and Sydney Goffstein.

Invitations to attend this day-long showing are being extended to operators in Minnesota, the Dakotas, Nebraska and Iowa. The showing will be informal, with a buffet bar, and operators are being urged to bring their families.

Davidson on Hand

The National Filben Corporation will be represented by Bert B. Davidson, general manager, and William Zogg and Chuck Hammet, service engineers.

Firm's new Mirro-Cle music cabinet is designed for use with any model hideaway, and can be used with any type of wall box with the exception of wireless remote control boxes. Mechanism will handle 20, 24 and 30-wire installations and, with an adapter, can be used with two or three-wire installation.

Officials of National Filben say the cabinet will be available with a 20 and 24-selector panel in addition to the 30-record selection of the Filben stowaway. Cabinet itself contains the selector panel, coin mechanism, accumulator and a junction box. A 12-inch PM speaker is mounted at a tilt in the speaker.

The colored mirror panels of the cabinet can be interchanged to adapt the equipment to the decor of a particular location. Color drums, motor driven to rotate, provide illumination for the color effect.

At the Northwest Filben showing, the distributing company will likewise show a new line of auxiliary speaker equipment.

Editorial

The Operator and Television

For months now juke box operators in metropolitan centers such as New York, Philadelphia, Chicago and Los Angeles, have watched their collections fall off in locations which of their own volition have added television sets. The operators have watched their weekly take decrease as the location owner, after spending anywhere from \$1,200 to \$3,000 for his television set, turns off the juke box in order to pick up important sporting events.

This situation seems to be growing daily in cities where tele is now operating. For the location owners have little if any choice in the matter. While they have been doing business with juke box operators for years, they still observe the law of self-preservation. Once any spot in a neighborhood installs a television set and it draws customers, other locations in the competing area must buy too, regardless of the cost, if they want to stay in business. That is the situation, and no matter how much hysteria is injected, the answer is still just a simple matter of self-preservation.

The Billboard, for some time now, has been studying the situation carefully, and after extensively surveying the field, the answers add up as follows:

(1) Television sets installed in juke box locations will cut the operators' take, on the average, by 33 per cent.

(2) Location owners are anxious to cut down the amount of time the television set is turned on because they have found the sales per customer drop off during the telecasts; juke box profits (that is, money coming in to them without any investment whatsoever) are way off, and just as many customers are displeased as are satisfied by television programs other than sporting events.

(3) Coin-operated television sets, at this time, are out of the question from every practical viewpoint. The cost of the sets coupled with the limited amount of time the television set is actually in use (not to mention depreciation) is a problem that may well take years to solve—the decreasing income for the juke box operators is an immediate problem that must be solved now.

(4) No television set manufacturer is presently approaching bars and grills in an aggressive manner. This is a highly specialized field, as juke box operators learned the hard way during the long years it took to build up their routes.

With these general facts in mind, *The Billboard* approached one of the currently successful manufacturers of television sets for bars and grills. We explained the effect television has had on the juke box operators, and we told them why operators are better equipped to sell or lease television sets to location owners than anyone else in the country. This manufacturer agreed, and we believe they will shortly announce their intention to depend on operators to distribute their tavern sets as an added operation. We know they fully recognize that operators will continue to handle their juke boxes. Undoubtedly other firms will soon follow suit.

The situation now opens up new horizons—but it is up to the operators to determine just what they will do. Here are the two approaches to be considered—both of them of interest as far as the television set manufacturer is concerned:

(1) Operators may sell sets to locations and collect a substantial commission—large enough to offset the decrease in the juke box take for from one to two years. Operators should do this only in cases where it seems inevitable that the location will soon install a set anyway.

(2) Operators may buy the sets and lease them to locations for about \$30 a week—a figure based on the average amount location owners told *The Billboard* they would be willing to pay on a lease basis in order to eliminate their laying out the cash to purchase a set.

At the present time *The Billboard* feels the outright sale method is the best for operators unless the leasing arrangement assures the operator an early return on his investment. Too, in the leasing arrangement a substantial servicing cost, which may fall on the operator, is involved, as it requires a trained television mechanic to service the sets. Most important, the operator's hold on a location is still going to be his juke box. He must not put capital in television equipment and then find he hasn't enough money to keep his music equipment modern. He would be far better off to make a quick \$500 thru the sale of a television set, then re-invest that money in new juke boxes, wall speakers, remote set-ups, etc.

We all know juke boxes are here to stay. Nobody can, at this time, forecast the longevity of television as a juke box competitor. But we do recognize a serious immediate problem that must be solved right now.

Atlas Music Co. Moves Into New Detroit Qtrs.

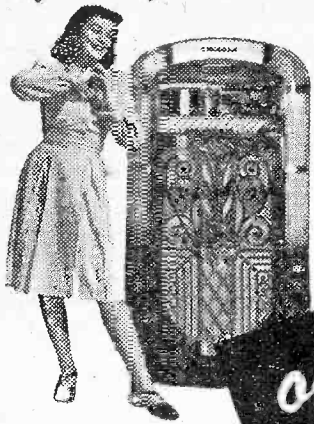
DETROIT, July 26.—The Atlas Music Company (originally founded here as the Atlas Automatic Music Company), has moved into its new quarters at 5743 Grand River Avenue, where Barney Greenberg and Ben Newmark, firm heads, are now playing hosts to their friends in the

coin machine industry.

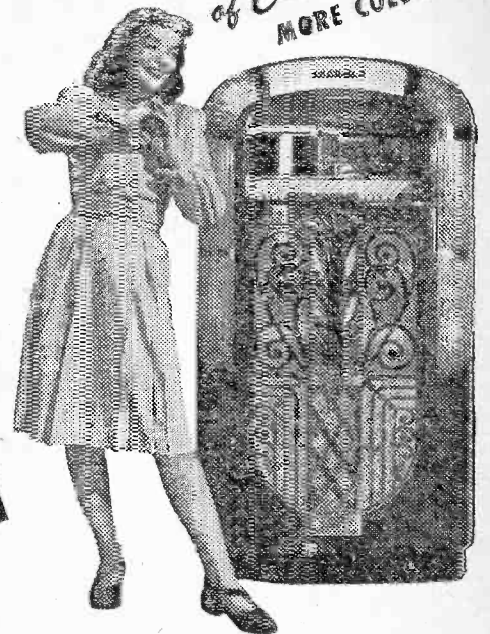
New salesroom is about two miles west of their former location on Cass Avenue and conveniently situated on a main business thoroughfare on which several of the city's leading coin machine distributors are located. They have 6,000 square feet of floor space in the new site, compared to 2,500 in the old. All types of testing equipment for servicing all makes of phonographs are being installed.

The Atlas organization has been distributor for Seeburg in Michigan for a number of years. In addition, Newmark reported, they have just taken over the State-wide distribution for Strikes 'n' Spares.

of Course
MORE ANIMATION

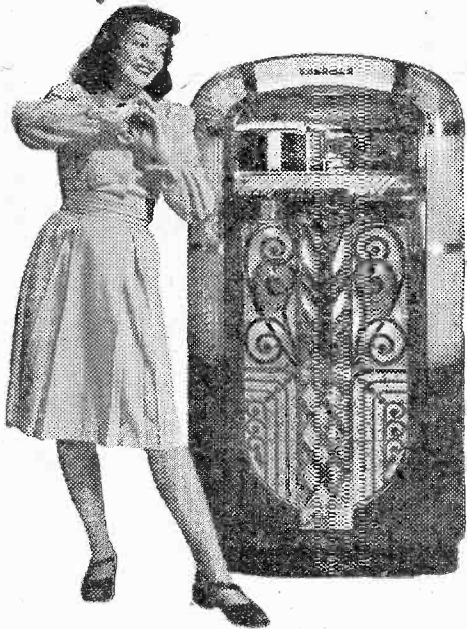


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MORE COLOR



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THE PHONOGRAPH
THAT SELLS MUSIC

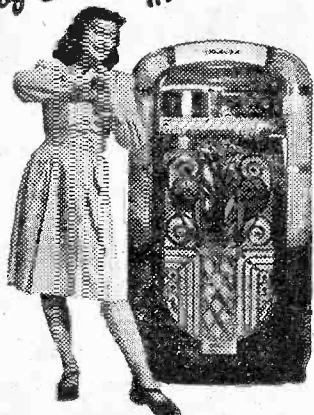
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BETTER TONE



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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Strongly Rated

The importance of folk music was evidenced again last week, when a Hooper rating of musical shows, heard via the networks, revealed that the *Grand Ole Opry* ranked seventh in popularity among all shows, which featured any kind of music, thruout the nation. . . . The Sons of the Pioneers are touring with Roy Rogers' Thrill Circus.

Chester Stoddard, of Gadsden, Ala., reports that his first hoe-down was broadcast July 12 over WGAD, the Mutual outlet, for a half hour, while WGNM, the ABC station, piped out another 30-minute seg later in the evening. Chet used Rebe and Rabe, Sonny Sims, Toby Reese and Curly Fagan for the opener.

Bill, Bob and Lyle, the Pleasant Valley Boys, composed of Bill Gregory, mandolin; Bob Gregory, guitar, and Lyle Ellinger, fiddle, are working the county fair circuit, together with Pete Collin and the Blue Ridge Mountain Boys. . . . Lee Penny, folk artists recording chief for Mercury, will take a cutting trip into the South starting early in August and may also cut some Standard transcriptions.

Whitey Ford, the Duke of Paducah, starts a four-day stay at the Casino Theater, Pittsburgh, July 30, marking the first hillbilly troupe to play a theater in the Smoky City in four years. . . . The Tennessee Mountain Boys brought their pet duck into New York with them for their last record session and the duck is heard on their latest record of *Joe's Hon*. The duck will be included on all future releases by them on Apollo.

Smilin' Eddie Solo

Smilin' Eddie Hill, of WMPS, Memphis, long heard on the *Grand Ole Opry*, will be released soon on his first solo Apollo release. . . . Hal Horton, whose original *Hillbilly Hit Parade* blankets the Dallas area, reports that while theater business is down, the folk artist attractions are doing well. Bob Manning and His Texans opened at the Singapore Club in downtown Dallas, marking the first time a string Western band has played in a major club there.

Ernest Tubb highlighted a Hollywood premiere show at the Rialto Theater, Dallas, July 23. The show featured eight acts, two bands and all that makes for a flash opening. Ernest appeared a week in Dallas and then will do six more weeks for the Interstate Circuit. . . . Eddy Arnold will hit the Texas area early in August, with the Oklahoma Wranglers. Rod Bradford and Lillie Bell in the troupe.

Hillbilly talent will get a break in Dallas over KRLD, with a series of 150 quarter-hour sponsored shows going on the air soon for Wolf Nursery. . . . *Cornbread Matinee*, featuring Georgia Slim and His Texas Round-Up and Hal Horton as emcee, has been sold out for the winter season.

Bill Boyd will cut a series of tunes for Victor in August and his brother, Jim, may supply several of the tunes. . . . Gus Foster is now promoting the *OT Top Rail* nitery, Dallas, for Slim McDonald and has a 30-minute record show over KSKY, Dallas. . . . Hal Horton journeyed to Nashville recently where he cut 30 quarter-hour sessions of the *Checkerboard Jamboree*, heard daily over Mutual.

Play One-Nighters

Bob and Joe Shelton, heard daily over WFAA, Dallas, are playing one-nighters in that area. . . . "Tex" Owens and His Rancho Troupe, who offer musical novelties and vocaliz-

ing, are working at Riverview Park, Chicago. . . . Eddie Sosby, leader of the Rangers, heard regularly over KFAB, Lincoln, sent in a long report on hillbilly activity before going on his vacation.

Louie Innis, bassman, has left Red Foley at WSM, Nashville, to go to Los Angeles to join Hank Penny. Louie made several Sterling platters, including Claude Cassey's *Look in the Looking Glass*. . . . Victor has just released Claude Cassey's *Days Are Long, Nights Are Lonely*, backed by *I Wish I Had Kissed You Goodbye*. Claude is heard over WBX, Charlotte, N. C., on several shows, which include such talent as Whitey and Hogan, Fred Kirby, Bill Davis, Hank Briarhopper, the Johnson Family and Arthur Smith and His Crackerjacks.

Kelland Clark, accordionist well known in folk artist ranks, spent several days in Los Angeles recently with old friends. . . . Hank Penny has purchased a new home and convertible. . . . Merle Travis has been dabbling in real estate. . . . Ozzie Water is reported selling his West Coast home to take up at KOA, Denver. . . . Tex Ritter is making a personal appearance tour with Hal Burns, Carolina Cotton and Bob Wills.

Jimmie Johnson and his band are now at WNAX, Yankton, S. D., with Billy Dean, cousin of Eddie Dean, the movie actor. . . . Tommy Sutton, Jack Dunnigan and Gertrude Miller have moved from WLW, Cincinnati, to KWK, St. Louis. They were known as the Trail Blazers on the Ohio station. . . . Red Herron, one-time fiddler for Ernest Tubb, is organizing his own band in Cincinnati.

Coming Tune

Hank Fort, Nashville, has a coming hit in *Pic-a-Nic in the Park*, with records set by Lawrence Welk on Decca, Ray Pearl on Bullet and the Modernaires on Columbia. . . . Jim Bulleit, prexy of Bullet platters, Nashville, was in Chicago last week, cutting first sides by Ray Pearl's band. . . . Curt Massey has cut his first sides for Coast Records. . . . Jamun and Honey, WSM comics, have started their own hillbilly disk jockey show over the Nashville station and are making records for the Bullet label. . . . Eddy Arnold is readying to do a series of electrical transcriptions.

Pat King is now a permanent member of the Coo-Coo Ranch Gang, featured each week on the Coo-Coo Ranch program each week over WPTZ, Philadelphia television station. . . . Monty Rosci and the Sleepy Hollow Gang recorded Rosci's *Dilly Dally Polka* for Associated Transcriptions. The tune has also been waxed on Cowboy and Palda waxings. . . . The Kenmore Karavan Orchestra signed a two-year contract to record for Palda, the Philadelphia diskery. Their first session included *Love Is the Song of the Stars*, *Jukebox Jenny*, *Jumping to the Kenmore Drive* and *Phapsody in Blue*. . . . Russ Brown has just waxed Jimmy DeKnight's *Side Saddle Joe* for Cole transcriptions. It was also waxed by Pee Wee Miller, of WFIL, Philadelphia, for Cowboy label.

J. D. Malone New Sales Mgr. For Gem Phono Mfg. Co.

NEW YORK, July 26.—J. Dan Malone was announced this week as sales manager of Gem Phono Manufacturing Company, manufacturers of sapphire and ruby needles for juke boxes and phonographs.

Best Wishes from . . .

BLICK MFG. CO.

Another Aireon Supplier

It is a pleasure to add our voice to the praise that the BLONDE BOMBSHELL is getting from suppliers, distributors, and everyone who has seen it.

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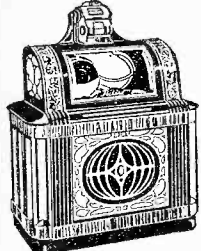
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ONLY 9¢ EACH—F. O. B. MEMPHIS.
Minimum Order 100 Records—Send Check With Order.

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COIN MACHINE OPERATORS!

BIG MONEY FOR YOU IN UNITED STATES TELEVISION



In New Jersey one small UST dealer grossed profits of more than \$20,000 in only two months, selling one UST tavern model within a limited area.



In Detroit while one UST dealer earned gross profits of more than \$35,000 in only 7 weeks, another grossed \$12,000 in one month; another \$10,000 in only three weeks.



In Chicago it took one UST dealer a month to gross over \$12,500. Others in St. Louis, Los Angeles, Troy and other television cities are amassing huge profits right now!

Add Television for Greater Profits Now!

You may not realize it, but right in your own backyard there's a goldmine for you. Follow the lead of one coin machine operator in Philadelphia who added television. He took on the UST line and by utilizing his contacts and his knowledge of the restaurant-tavern-club trade, he grossed more than \$4,000 in two weeks . . . without even calling on a fraction of his tavern and restaurant locations!

Television sales are set-ups for men who know the tavern market. Television dealers without your contacts are piling up huge profits. Don't miss out! It's tailor-made for you. Use your contacts to get onto the ground floor of America's fastest-growing industry. From coast to coast in television cities like New York, Philadelphia, Washington, Detroit, St. Louis and Los Angeles, whenever a tavern installs television, bar profits jump.

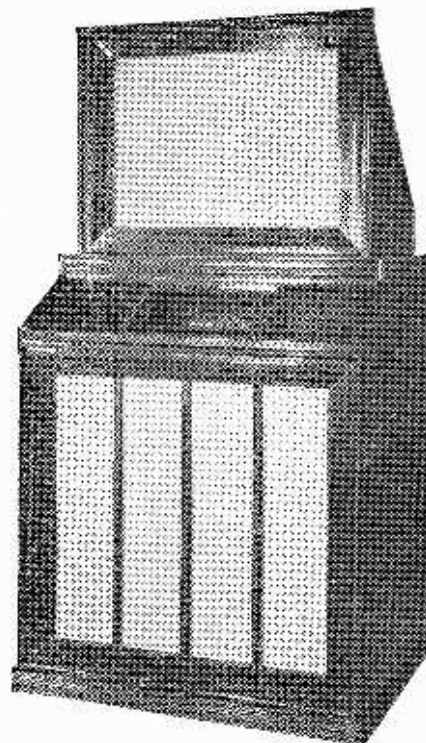
But the television set that really brings in the biggest profits is the UST Tavern Tele-Symphonic.

It's packed with countless advantages, including the world's largest television screen.

Shows Pictures 3 1/3 Square Feet

Taverns with the giant UST screen boost profits 100%, 200%, even 500% immediately after installing the "Big Picture" projection screen. It's the ONLY SIZE for bars, grills, taverns and clubs. The world's largest screen attracts the largest crowds and brings in the largest profits. That's why three-fourths of all "Big Picture" sets in the country are UST!

Television programming is on the increase! It's more important than ever for taverns to install television NOW. New television cities are springing up from coast to coast. Boston, San Francisco, Seattle, Baltimore and almost every large city plan to operate at least one television station soon. If you are located, or will be located, in any television city, start making your plans NOW. Represent UST, pre-war pioneer in television, "One Full Year Ahead."



★ UST TAVERN TELE-SYMPHONIC

The beautiful new 1948 UST tavern model's a natural for clubs, restaurants and taverns. Right now, some of your coin machine customers want this set. The new 1948 PIC (picture frame) model's a beauty! Shows the world's largest television pictures. New UST Visual Static Suppressor protects against flickering pictures. New Super-size Baffle assures finest tone reproduction. Controls lock and disappear under sliding panel. Automatic Station Selector makes operation so easy. Retail price \$1995, plus \$100 installation with 3-month service guarantee. Unconditional guarantee on parts. You make \$500 on every tavern model you sell. You do not need to stock a set to sell it . . . you can offer your customers immediate delivery . . . you can arrange easy payment terms for them with the bank. (Ask us about the special rental plan.)

Act NOW . . . start making these big television profits TODAY!



"One Full Year Ahead"

SEND FOR FREE BOOKLET

Send for the UST free booklet, "How To Sell Television Sets Profitably." It's crammed with valuable facts and information from cover to cover. This booklet opens your eyes to the vast television profits waiting for you. Send for booklet TODAY . . . only a limited quantity available, address Dept. B.

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U. S. Television Considers Juke Ops as Distributors

(Continued from page 3)

will be adding the video sets in the near future.

First manufacturer to actively explore the possibilities of tying in with juke operators and distributors to handle tele sales to taverns, bars and grills is the United States Television Manufacturing Corporation. The initial test was started several weeks ago in Philadelphia, where a juke operator added to his line the U. S. Television bar model set which retails for \$1,995, including tax. According to the manufacturer, the operator, in his first week as a representative of the firm, sold five sets, for a total of \$9,975, exclusive of installation charges, and drew commissions of \$2,500. He acted solely as a selling agent for U. S. Tele.

No Throat Cutting

Stressing that the firm does not intend to cause any cutthroat competition between juke operators and regular retail radio outlets, officials of U. S. Television said they were going to determine, in the immediate future, whether or not operators in cities where television is now in operation will consider acting as distributors to taverns, bars and grills. The firm will also go into markets where television is expected to start in the near future and attempt to line up the operators.

While U. S. Television is the first manufacturer to investigate the possibilities of tying in with the juke box operators, several other manufacturers who specialize in sets for bars and grills, are also mulling the plan, but have not yet made up their minds whether they will actively participate in co-operation with the juke operators. Several large juke distributors in the New York area have been approached by manufacturers, but have refused to commit themselves until facts and figures can be set down on a concrete basis.

Leasing a Possibility

Possibilities of operators taking over television sets and then leasing them to locations is also seen in the new plan. While ops generally agree that coin-operated television is not commercially feasible at this time, talks with location owners have brought out the fact that many would prefer to lease sets, some indicating they would go as high as \$50 a week, altho the average was closer to \$30 a week. On that basis, sets purchased by ops at a 40 per cent discount would be paid for in approximately seven months, and with the sets figuring to last at least 18 months before any serious repairs, or expensive tube changes have to be made, the operators might conceivably make up their losses on the juke box curtailed

take via, the tele sets.

To date the smaller manufacturers, lacking the distribution network of the larger concerns such as the Radio Corporation of America, have relied on their regular distributors, who are scattered thruout the country and have done some advertising in beverage trade papers, which go to a number of taverns, bars and grills, but only supplements the type of salesmanship the firms are seeking.

Indications at this time point toward a steady expansion in the television field. U. S. Television has a new large image (475-inch screen) projection type receiver, complete with AM-FM radio receiving facilities, now ready for distribution at \$1,995, designed for public places.

Member Drive Launched by Michigan Ops

DETROIT, July 26.—A State-wide organizing drive for membership is being launched by the Michigan Automatic Phonograph Owners' Association (MAPOA), with initial action concentrated in Saginaw, Muskegan and Bay City, where local chapters of the State group are now being planned, MAPOA officials disclosed this week.

The organization has operated as a State rather than Detroit group for some time, with the Detroit local functioning as just one chapter covering the metropolitan area during the past year.

George Skinas, MAPOA president, has been up-State contacting operators and encouraging local organization for the past week and will be joined shortly by Roy Clason, field representative, who will stage an all-out organization drive.

Formal meeting of the board of directors was held Monday at the State offices here, but no important action was taken because of the general absence of problems during the summer months.

Important new activity for the MAPOA, however, was decided upon in adopting a local program along the lines of the successful "hit tune of the month" in Cleveland. Several MAPOA leaders recently visited Cleveland to study their idea at first hand and came back with enthusiastic reports and detailed plans. Detroit's operation will differ in some respects from Cleveland's, but full plans have not yet been worked out.

CLEARANCE SALE

FINE USED EQUIPMENT

- 3 750 Wurlitzers, Each\$350.00
- 1 Seeburg Envoy 199.50
- 1 Seeburg 8200 275.00
- 1 1941 Rock-Ola Master 199.50
- 3 1941 Rock-Ola Supers, Each..... 225.00
- 1 Dial "A" Tune Rock-Ola Deluxe 249.50
- 1 Rock-Ola Deluxe 199.50
- 1 Seeburg Classic 199.50
- 1 Super Deluxe Aireon 399.00

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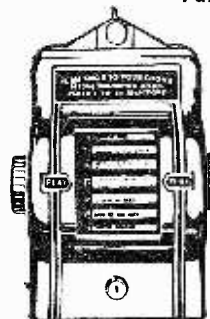
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780M, Colonial	300.00
500K, Walnut	165.00
600K, Walnut	165.00
24RC, Steel Cab.	145.00
950	300.00

ROCK-OLAS	
'39 DeLuxe, Walnut ..	\$185.00
'39 Standard	165.00

SEEBURGS	
1 46S, Like New	\$600.00
8800 RC	200.00
Classic	180.00

Vogue	175.00	Mills Empress	\$140.00
Cabinets Refinished Like New by Expert Craftsmen...		...\$25.00 additional	

25% Deposit — Balance C. O. D.

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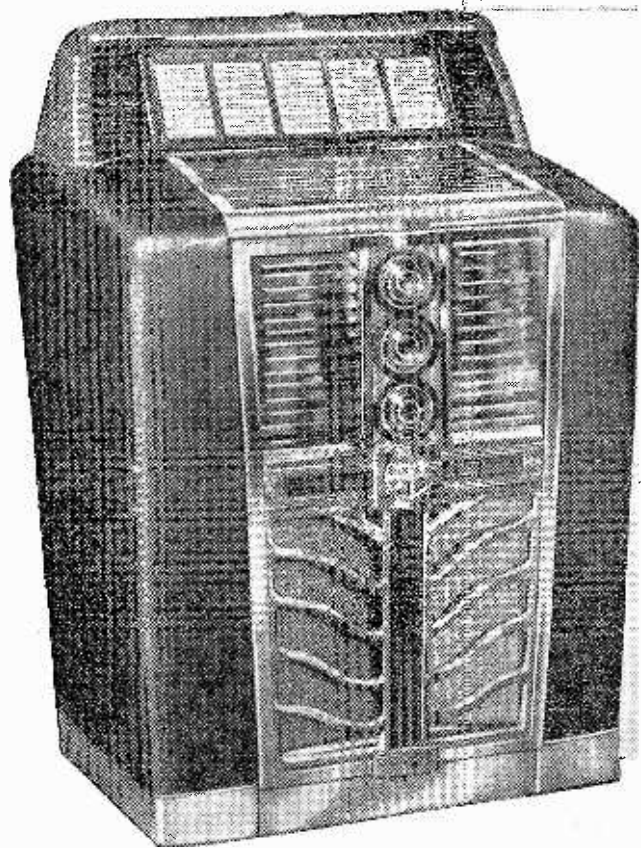
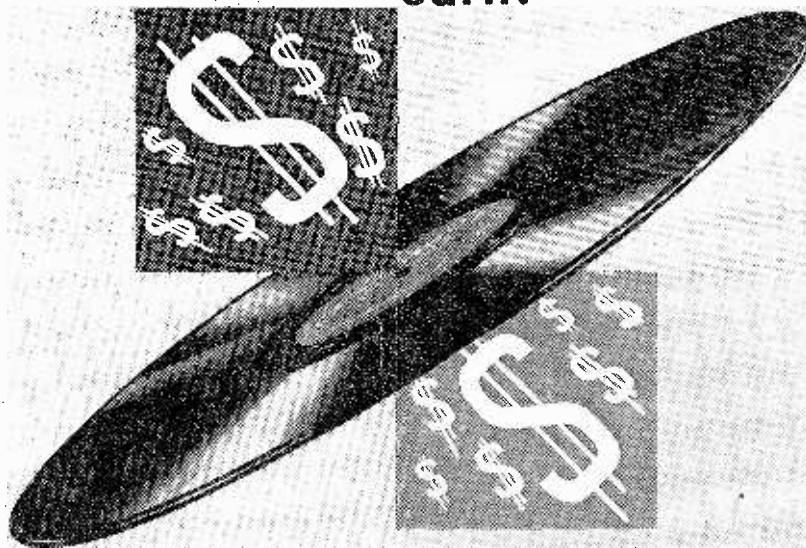
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A record has two sides. Both will pull nickels. But the conventional phonograph lets you profit only from one. The Mills Tuside mechanism, *playing both sides of the record*, gives 40 selections, puts each record in the profit picture twice, increases your take at every location.

FREE! Are you receiving the free magazine with these features:

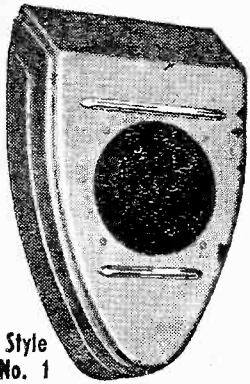
1. Phonograph articles
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3. Record reviews
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Write for your copy of *Horizon*. We'll be glad to send it every month without charge.

THE MILLS CONSTELLATION

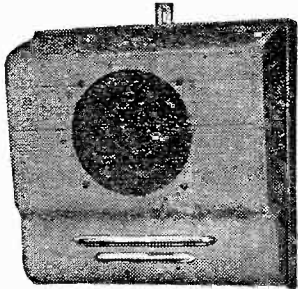
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Handsome Cabinet With 6 1/2" Speaker Alnico V Permanent Magnet



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Above Models . . . ONLY **\$9.95** ea. F. O. B. Cleveland, O. Plus Tax

Here's the biggest money-saving news for operators in years! The low unit cost of these top-quality speakers enables use of more speakers on a location, giving better sound distribution. These smartly styled, chromium trimmed remote wall speakers give top acoustical performance at rock-bottom prices. Buy now!

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(Terms: One-Third Cash With Order, Balance C. O. D.)

DISTRIBUTOR AND DEALER INQUIRIES INVITED

C. Cade Heads New Phono Co. in Philly

PHILADELPHIA, July 26.—The first Eastern showing of Packard's new Manhattan Phonograph Friday evening (18) also marked the opening for the Cade Distributing Company, new Packard distributing firm on North Broad Street here, headed by Charles L. Cade. About 275 operators and guests from the entire territory turned out for the affair which marked the formal showing of the machine and the formal opening of the elaborate Cade showroom. Entertainment and the serving of a buffet dinner made the occasion a social event for the industry as well as marking its trade significance.

Guest of honor was Homer E. Capehart, chairman of the Packard board of directors, and a personal friend of Cade, who has been associated with the music industry since its early days and for several years, was business manager of the Phonograph Operators' Association of Philadelphia and Eastern Pennsylvania. Before returning to Philadelphia, Cade was a Wurlitzer distributor in Baltimore.

Out-of-Town Guests

Among the out-of-town guests were Packard officials Herbert Weidven, district sales manager; Kenneth Logan, district service manager, and Earl Hess, company official. Among the neighboring Packard distributors attending were Hirsh D. La Vez, of Washington, and Eddie Ross, of Baltimore.

Capehart renewed many acquaintances and made pointed references to an optimistic outlook and continued faith in the music machine industry. Cade, in introducing the members of his new organization, minimized the competitive factors that have created some alarm among music operators. "As long as the manufacturers can produce eye-appealing machines for us," said Cade, "there is no reason to fear for the future of the music machine industry." He reminded that when radio sets were first introduced the short-sighted business people heralded it as the end of the record industry.

Radio Helped

"We know better today," said Cade. "Instead of killing the record business, the radio has made it grow to such proportions as never dreamed of by the record manufacturers and dealers in the old days. It was merely a matter of making a record that the people wanted and merchandising the product. And we all know the important part that the music machine has played in making the record business the biggest single enterprise in the entire amusement field."

Cade said that television, FM radio, facsimile or any other medium is no more competition to the music machine than was the radio to records. "The public wants radio as much as ever before," said Cade, "but they also want their phonograph records. They want television and other things, too. But as long as we can continue to merchandise the records in machines that make for best eye appeal and best tonal production, the public will want to play our music machines."

Emerson To Make Coin Set

NEW YORK, July 26. — Emerson Radio & Phonograph Corporation here, will have a coin-operated radio ready for announcement within the next 30 days. Firm long has made non-coin radios and radio-phonographs.

Muzak System in College Lounges

NEW YORK, July 26.—Starting Monday (21), students patronizing the five lounges in the City College's Commerce Center, 17 Lexington Avenue, relaxed with music provided by Muzak, Inc., from 8 a.m. to midnight daily. Funds were voted for the venture last November by the student council. Classical, semi-classical and popular selections are played.

A "therapeutic effect" is expected on the students, according to Howard Johnson, of the college's department of student life. This is believed to be the first educational institution in the country to install this type of music.

Wire Recorder Shown in East

PHILADELPHIA, July 26.—Mike Spector, veteran operator and distributor of music and automatic coin machines, staged the first Philadelphia demonstration of the new Lear Wire Recorder at the showroom of his Spector Distributing Company 812 North Broad Street. Demonstrations were staged daily and Spector was host to the visiting dealers and operators, newspaper and radio men.

The demonstrations, well attended each day, showed how the recorder takes sound impressions on a thin wire to be relayed over and over again, and then, with one electrical impulse, the wire is wiped clean for future recordings.

It's **MAGIC MUSIC**
Telephone Music Box for BOOTH or COUNTER
Write Now for Complete Story
MODERN MUSIC, INC.
PLAZA STATION BOX 8114 KANSAS CITY 2, MO.

IMPORTANT

The best nationally known commercial phonograph manufacturer has available a few lucrative territories for responsible distributors and jobbers under a radically new distributing plan. Those interested who can qualify write Box D-62, Billboard, Cincinnati 22, Ohio. All replies kept strictly confidential.

WE BUY USED PHONO RECORDS
MERVIS TRUCKING COMPANY
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

"The Body" OF THE **Aireon**
Blonde Bombshell
Features **HARVILL** Chrome-plated
• HIGH QUALITY
• ENGINEERED
DIE CASTINGS

HARVILL CORPORATION LOS ANGELES 45, CALIF.
HARVILL NEW ENGLAND CORP., FALL RIVER, MASS.

ADVANCE RECORD RELEASES

(Continued from page 35)

RACE

- BE-BOP BOUNCE Helen Humes All Stars (I DON'T)..... Black & White 114
- BLUE AND SENTIMENTAL Helen Humes (Buck Clayton Ork) (JET PROPELLED) Mercury 8047
- CLING TO ME, BABY Joe Alexander (Dave Cavanaugh Ork) (EVERYTHING YOU) Capitol Americana 40023
- DARLIN' IT'S JUST LIKE A DREAM. Jack McVea Door Openers (GROOVE JUICE) Black & White 850
- EVERYTHING YOU SAID CAME TRUE Joe Alexander (Dave Cavanaugh Ork) (CLING TO) Capitol Americana 40023
- FISH MAN BLUES Memphis Minnie (LEAN MEAT)..... Columbia 37579
- GREEN LIGHT Chicago All Stars (Johnny Morton) (I LOVE) Columbia 37595
- GROOVE JUICE Jack McVea Door Openers (DARLIN' IT'S) Black & White 850
- I DON'T KNOW HIS NAME Helen Humes All Stars (BE-BOP BOUNCE) Black & White 114
- I FOUND LOVE WHEN I FOUND YOU The Four Tunes (WRAPPED UP) Manor 1083
- I LOVE YOU, MAMA Chicago All Stars ("Sugarman" Penigar) (GREEN LIGHT) Columbia 37595
- IDAHO Gene Ammons Sextet (RED TOP) Mercury 8048
- I'M GONNA PULL MY HAIR (And Let My Wig Fall Down) The Cats and the Fiddle (WHERE ARE) Manor 1078
- I'M TOO SHY Savannah Churchill-The Five Kings (SINCERELY YOURS) Manor 1066
- JET PROPELLED PAPA Helen Humes (Buck Clayton Ork) (BLUE AND) Mercury 8047
- LEAN MEAT WON'T FRY Memphis Minnie (FISH MAN) Columbia 37579
- LET'S PITCH A BOOGIE WOOGIE. Hal Mitchell's New Dictators (Naki Saki Jackie) (MITCH'S IDEA) Manor 1081
- MITCH'S IDEA Hal Mitchell's New Dictators (LET'S PITCH) Manor 1081
- RED TOP Gene Ammons Sextet (IDAHO) Mercury 8048
- SINCERELY YOURS Savannah Churchill-The Five Kings (I'M TOO) Manor 1066
- WHERE ARE YOU? The Cats and the Fiddle (I'M GONNA) Manor 1078
- WRAPPED UP IN A DREAM The Four Tunes (I FOUND) Manor 1083

FOLK

- BLONDES, BRUNETTES AND RED HEADS Karl and Harty (CHEATIN' WOMEN) Capitol Americana 40025
- BLUE SKIES IN YOUR EYES Hawkshaw Hawkins (MOONLIGHT ON) King 625
- BRING BACK THE SUNSHINE Wiley and Gene (LOSING SLEEP) Columbia 37572
- CHEATIN' WOMEN Karl and Harty (BLONDES, BRUNETTES) Capitol Americana 40025
- COTTON PICKIN' BOOGIE Slumber Nichols and His Western Aces (OKIE DOKIE) S & G 3003
- FEUDIN' AND FIGHTIN' Rex Allen (Arizona Wranglers) (TAKE IT) Mercury 6049
- FLYING SAUCERS Buddy & Claude (Kentuckians) (I WANT) President HB-10
- I WANT TO BE LOVED (But Only by You) Buddy & Claude (Kentuckians) (FLYING SAUCERS) President HB-10
- I WON'T CARE (A Hundred Years From Now) Oklahoma Sweethearts (REMEMBER ME) Capitol Americana 40024
- IF YOU EVER NEED A FRIEND Wesley Tuttle and His Texas Stars (WHY DO?) Capitol Americana 40021
- I'M IN THE MOOD FOR TEARS. Slumber Nichols and His Western Aces (OUT ON) S & G 3004
- IT WON'T DO YOU NO GOOD Zeke Clements and His Western Swing Gang (LOOKIN' FOR) Black & White 10021
- IT'S NO USE The Shelton Brothers (JOHNSON'S OLD) King 646
- JOHNSON'S OLD GREY MULE The Shelton Brothers (IT'S NO) King 646
- LOOKIN' FOR AN ANGEL LIKE YOU Zeke Clements and His Western Swing Gang (IT WON'T) Black & White 10021
- LOSING SLEEP OVER YOU Wiley and Gene (BRING BACK) Columbia 37572
- MOONLIGHT ON THE CABIN Hawkshaw Hawkins (BLUE SKIES) King 625
- NEW BROOM BOOGIE Al Dexter and His Troopers (Al Dexter) (REMEMBER YOU'RE) Columbia 37594
- OH, I WENT AND GOT A BUCKET FOR MY TEARS Deuce Spriggins Band (Deuce Spriggins) (SMOKE, SMOKE) Coast 263
- OKIE DOKI OKIE Slumber Nichols and His Western Aces (COTTON PICKIN') S & G 3003
- OUT ON STRIKE Slumber Nichols and His Western Aces (I'M IN) S & G 3004
- REMEMBER ME Oklahoma Sweethearts (I WON'T) Capitol Americana 40024
- REMEMBER YOU'RE MINE Al Dexter and His Troopers (Al Dexter) (NEW BROOM) Columbia 37594
- SMOKE, SMOKE, SMOKE (That Cigarette) Deuce Spriggins Band (Deuce Spriggins) (OH I) Coast 263
- TAKE IT BACK AND CHANGE IT FOR A BOY Rex Allen (Arizona Wranglers) (FEUDIN' AND) Mercury 6049
- TEACH ME TO FORGET Tex Ritter (TOODLE-LOO MY) Capitol Americana 40020
- TOODLE-LOO MY DARLIN' Tex Ritter (TEACH ME) Capitol Americana 40020
- WHY DO I LOVE YOU, OH WHY?.. Wesley Tuttle and His Texas Stars (IF YOU) Capitol Americana 40021

CLASSICAL & SEMI-CLASSICAL

- ALT WIEN. Alfred Newman Ork (TAMBOURIN CHINOIS) Majestic 1158
- BARZILIAN PIANO MUSIC ALBUM (3-10") Guimar Novaes Columbia M-MM-692
- Guarnieri: Toccata Columbia 17487-D
- Pinto: Memories of Childhood (Scenas Infantis), Parts 1 and 2 Columbia 17486-D
- Villa-Lobos: Brazilian Folk Songs, Parts 1 and 2 Columbia 17485-D
- Villa-Lobos: The Three Marias (As Tres Marias) Columbia 17487-D
- BRIGHT PHOEBUS. Marian Anderson (Franz Rupp) (OH! MEN) Victor 10-1300
- CHANSONS ALBUM (3-12") Lily Pons-Maurice Abravanel Ork-Andre Kostelanetz Ork Columbia M-MM-689
- DEBUSSY: SONATA NO. 3 FOR VIOLIN AND PIANO ALBUM Zino Francescatti-Robert Casadesus Columbia X-MX-280
- DVORAK: SYMPHONY NO. 1 IN D MAJOR, Op. 60 ALBUM (5-12") The Cleveland Ork-Erich Leinsdorf, Dir. Columbia M-MM-687
- NELSON EDDY SINGS SONGS OF RUDOLF FRIML FROM THE RE-PUBLIC PICTURE "NORTHWEST OUTPOST" ALBUM Nelson Eddy (Robert Armbruster Chorus & Ork) Columbia M-MM-690
- ELI, ELI Richard Tucker-Sholom Secunda Ork & Chorus (KOL NIDRE) Columbia 72198-D

Eagle

PHONOGRAPH REPLACEMENT PLASTICS

PLASTIC WINDOWS
New, clear, transparent... for your model 850 program holder. **\$5.00** Per Set.

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLuxe or Super:	
800 Lower Sides	15.00	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	9.50		
800 Back Sides (Green)	9.50		
800 Top Centers (Onyx)	5.50		
600, 500 Top Corners	5.50		
700 Top Corners	8.50		
700 Lower Sides	9.50		
700 Back Sides	8.50		
750 Top Corners	9.75		
750 Lower Sides	9.75		
750 Top Center	5.50		
750 Middle Sides	2.00		
850 Top Corners	12.50		
850 Lower Sides	8.75		
850 Top Center	12.50		
850 Peacock Glasses	4.75		
950 Lower Sides	12.50		
24 Top Corners	1.25		
24 Lower Sides	5.50		
41, 61, 71 Top Corners	5.50		

SEEBURG
"Hi-Tone" Model 9800, 8800, 8200:
Lower Sides (Solid Red, Yellow or Green) \$14.50

"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) 2.25

"Classic"-"Colonel":
Top Corners (Solid Red, Yellow or Green) 6.00
Lower Sides 9.50

SHEET PLASTICS
20"x50", Pliable, Per Sheet 50 gauge, red, yellow, green or clear **\$12.50**

GOLD GRILLE CLOTH
40" wide. (Same as used by phono. mfrs.) Per Yard, less than 10 yards, \$4.00; 10 yards, \$3.75; 25 yards, \$3.50; 50 yards or more, per yard \$3.00

IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!

EAGLE COIN MACHINE CO.
1514 FREMONT AVE. CHICAGO 22, ILL.
PHONE MICHIGAN 1247

Aireon presents **The Blonde Bombshell**

A Real Gold Digger
Magnetic earning power!

Boyzeel! Hold everything! Here she comes!

Orders filled in rotation.

NOW BEING SHOWN AT:

HASTINGS DISTRIBUTING COMPANY

2014 W. Vliet St.

Milwaukee 5, Wisconsin

SPECIAL!!!

30 Unit A. M. I. Telephone Hostess, fully reconditioned with new felt turntables. 5 New turntable motors, all racks, records, amplifiers, like new cabinets, refinished. Can be financed to reliable operator. Price \$6,500.00.

For reference, call or write Redd Distributing Company, 130 Lincoln St., Allston, Mass., or Superior Music Company, 498 Albany Ave., Hartford, Conn.

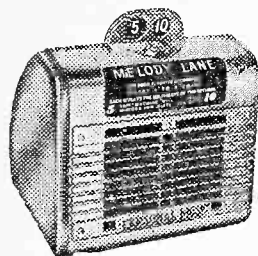
J. D. AUTOMATIC HOSTESS

104 Asylum St.

Phone 2-4952

Hartford, Conn.

FOR BIGGER PROFITS



it's
**PERSONAL
MUSIC**

PERSONAL MUSIC CORPORATION
U. S. Highway No. 1, Newark, New Jersey
Telephone: Bigelow 8-2204

Plastic Selector Buttons

For 1939 ROCK-OLAS
Full Set 21 Buttons \$3.95
Lots of 10 Sets or More 7.95

UNITED AMUSEMENT CO.
310 S. Alamo C. 1431 San Antonio, Texas

Sale of Used Jukes to Homes Increases Along East Coast

(Continued from page 112)
are reportedly buying jukes from operators and distributors for resale purposes in much the same manner as the store buys used radios. In New York, Harry Berger, head of West Side Distributing Corporation, reports he is working with a large New York department store for resale of jukes. And in Philadelphia, Jim Clement says he has heard that "several" Philadelphia department outlets and specialty stores are playing with the idea of installing used music machines for sale.

The trade in Philadelphia likewise reports that some higher priced jukes have been sold by operators who found private parties that wanted

newer models. Wilbur Years, of Mountclair Automatic Phonograph Company, reports that he has sold jukes to homes in up-State New York at prices up to \$495, but the average price is nearer \$150. Years marks all machines so sold to read, "This juke box is sold for private home use only." The marks are designed to keep commercial location owners from using the jukes.

Sale of newer model music machines to private parties is discouraged by most members of the music machine industry, since such sales defeat the idea of finding a market for over-age machines in order to allow operators to buy newer ones.

In New York, the Black Sales Company, 509 Fifth Avenue, has been advertising in local classified sections of newspapers: "Juke boxes—just off location, in good condition, with button operation instead of coin slots." Albert Black, juke box operator, says that one of the main purposes in forming the new firm was the sale of jukes to homes.

Distributors as far south as Florida are reported interested in the program to sell used jukes to homes, and one operator in Georgia reports that he has been selling jukes to homes for some time.

While the music machine industry will benefit from the sale of over-age jukes in this new market, trade association officials are quick to point out that great care should be taken to see that the machines do not eventually wind up on location. Converting equipment to push-button operation will help prevent this, and the fact that most of the music equipment sold in this market is 12 and 16-selection equipment will likewise act to prevent use of the jukes in commercial locations.

If this new market for used jukes is fully exploited by both operators and distributors, the way will be cleared for operators who wish to buy new machines to keep their routes up to date. Sale of newer used jukes also is expected to be spurred if the sale of jukes to homes spreads.

MGA Resolves To Co-Operate With CMI Plan

NEWARK, N. J., July 26.—The board of governors of the Music Guild of America has adopted unanimously a resolution to co-operate with the Coin Machine Industries, Inc., in its public relations program sponsoring the Damon Runyon Cancer Fund collection in October. Goal of the drive is to collect a substantial portion of one day's receipts from all ops.

The industry-wide drive received an ardent send-off from Walter Winchell, who devoted a part of his last coast-to-coast network broadcast of the season to the coin machine industry's participation in the Runyon Cancer Fund campaign.

Reports from other associations in this area indicate the campaign will receive 100 per cent co-operation.

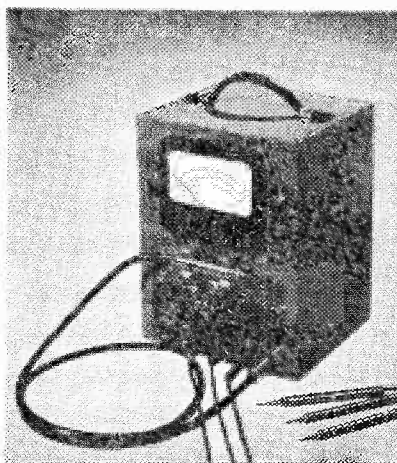
New Building for Phono Distributor

ST. LOUIS, Mo., July 26.—Peter O. Brandt, Wurlitzer distributor, purchased a two-story building here last week containing 14,000 square feet of floor space. Building is said to have sold for \$53,000.

Location was formerly occupied by the A. E. Schmidt Company, manufacturers of billiard tables.

**YOUR
JUKE-BOX
SERVICING JOB
MADE EASY**

with
SYLVANIA
Poly (MULTI-PURPOSE)
Meter



Designed especially for accurate measurement of electrical conditions in circuit components operating with power, audio and radio frequencies up to 300 mc., this new instrument permits radio and electronic servicemen to isolate quickly condensers, coils and resistors when faults occur and check circuit operation after replacements are made.

The Poly (MULTI-PURPOSE) Meter is compact, portable, and of the highest quality. See your Sylvania Distributor today!



**SYLVANIA
ELECTRIC**

EMPORIUM, PA.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES;
ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIX-
TURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

MAPE'S BETTER BUYS!

Save Record Wear
**CRYSTAL PICKUP
CONVERSION KITS**

For all Seeburg
Phonographs

Tone Arm and Crystal
Elec. Cut-off Switch
Elec. Cancel Coil
24 Volt Transformer
Cancel Button
Volume Control
Wire Leads

Modernize Your Old
Equipment in 20 Minutes

COMPLETE PACKAGE \$19.95

SPECIALS

SEEBURG Baromatics, 5-10-25c, Wireless	\$29.50
SEEBURG Baromatics, 5-10-25c, 3-Wire	24.50
SEEBURG Wallomatics, 5c, Wireless	24.50
SEEBURG Wallomatics, 5c, 3-Wire	22.50
With New Seeburg Metal Covers (for Wallomatics)	2.50
Ivory Finish—Additional \$2.50 Per Box.	
PACKARD Wallboxes (Used)	24.50
BUCKLEY Chrome Boxes	15.00

FEATURE ITEMS

PICKUP COILS (for all Seeburgs, including Hitones)	\$ 1.50
FIBRE INSERTS (for Seeburg Wall Boxes). Sets Each, 25c—Minimum Order 10 Sets	2.50
B-3 CRYSTAL PICKUPS, Dated, Rock. or Mills	2.75
Genuine Fiber Main Gears for Seeburg and Wurlitzer (less Hub)	
Singles—\$2.95. Quantities of 10—\$2.60	

Electric Cancels and Cut-Off for All Seeburg Phonographs (Complete) \$ 7.95

REPLACEMENT MOTORS

For Wurlitzer, Seeburg Phonos. Ea.	\$19.50
110V, 60-Cycle, Reconditioned Motors. Will Give Excellent Service—30-Day Guarantee.	

PLASTIC SHEETS

20"x50" (Red), 60 Gauge. Each	\$ 9.50
20"x50" (Red), 30 Gauge. Each	6.50
20"x50" Talking Gold Grill Cloth	7.50
Quantity Discounts—Write for Prices.	

Quantity Discounts to
Jobbers and Distributors

All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.

TERMS: 1/2 deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.

SAN FRANCISCO, General Office:
284 Turk Street - Phone PRespect 2700

STOCKTON:
21 No. Aurora Street - Phone 7-7903

LOS ANGELES:
1704 W. Pico Boulevard - Phone DR. 2314

E. T. MAPE Distributing Co.
INCORPORATED
SAN FRANCISCO
STOCKTON
LOS ANGELES

Aireon
presents
**The Blonde
Bombshell**

Orders filled
in rotation.

Now being shown at:
HERMITAGE MUSIC COMPANY, Inc.

423 Broad St., Nashville 3, Tenn., and 1904 8th Ave. N., Birmingham 3, Ala.

**Real Gold
Digger
Magnetic
earning
power!**

Boyzee!
Hold everything!
Here she comes!

New York:

Boston has been selected as the scene of the regional showing of the Electro cigarette vending machine early in October, according to Mario Caruso, president of C-Eight Laboratories. Date and site of the showing will be announced later. . . . The Sodamat on the Avenue of the Americas in midtown is drawing large crowds of out-of-towners these warm days.

The entire industry is getting behind the Coin Machine Industries, Inc., drive to aid the Damon Runyon Memorial Fund for Cancer Research. . . . George Ponser, executive of Amusement Enterprises, Inc., game machine manufacturer, was in Chicago last week.

Irvin Blumenfeld, of General Vending Sales Corporation, Baltimore; B. D. Lazar, of the firm of the same name in Pittsburgh, and Meyer Marcus, of Cleveland, were representatives from their various districts at the recently concluded national convention of the Zionist Organization of America. Convention was held at the Hotel Pennsylvania, Pittsburgh.

Ben Palastrant, regional sales manager, New England division of Aireon, reports he will soon have an announcement for ops in the Albany and Syracuse areas. Ben also reports he is setting up a special showing of Aireon's complete line, including the Fiesta and the new Blonde Bombshell, for ops in that part of the State.

M. J. Herrick, president of the National Candy Wholesalers' Association, was a speaker at the Southern Wholesale Confectioners' Association gathering held last week in Roanoke, Va. . . . Ed Healy, of Healy Music (See NEW YORK on page 122)

Richmond, Va.:

Bernard D. Harlow has given up his coin machine activities on doctor's orders and is now aboard the Esso Concord plying between New York and Texas ports. . . . Jo Wigington, Wington Amusement Company, has a new wire recorder which he has added to his other spare time hobbies. . . . New record distributing firm here recently opened under the name Royal Records. . . . Secretary Norma Neal, of Colonial Record Service, vacationing in New York. . . . Juke Box Company, of West Broad Street, expanding its operations.

R. Wallace Henderson, formerly of Odessa, Tex., in McGuire General Hospital here. . . . Snake Hartley in addition to his other interests, has joined the Robert Simpson Amusement Company. . . . Leo Kidd, of L. M. Kidd Automatic Amusement Company, has disposed of his skating rink interests. . . . Three more coin laundries have opened in Richmond in the past 30 days. . . . New insurance policy vender invented by Ralph W. Brown has not been ruled on as yet by State Corporation Commission with its legality to be put up before Virginia's 1948 General Assembly sessions.

Portland, Ore.:

S. A. Sedlock, head of the operating concern of S. A. Sedlock and Company, has returned from a business trip to San Francisco where, he reports, he found some pessimism in the trade owing to locations closing in the face of adverse conditions. Vacationing at the Sedlock plant are Jack Latham, a member of the firm, and Mrs. Ruth Strawn of the office force.

Phil Burgeson, of Chicago, factory representative for the O. D. Jennings Company, utilized the recent international Elks' convention with its 40,000 visitors as his launching platform for the company's new Club Console model. He had the machine on location at the Elks' Club for its premiere showing in this area, reporting highly satisfactory response.

COINMEN YOU KNOW**Twin Cities:**

Still suffering from two broken arms, two fractured legs and a broken jaw received in an airplane crash nearly two months ago, Harry Partridge, Mora, Minn., coinman, last week made his first business trip to the Twin Cities since his accident. Partridge, who was buying music machines, has one ambition now—he wants to recover sufficiently, both physically and financially, so that he can buy himself a new airplane.

The Minnesota State Operators' Association conducted a meeting Thursday (24) at Brainerd, Minn., with President Tom Crosby, of Faribault, presiding. The association, knit more strongly than ever since the coin machine business has become the target of politicians in Minnesota, is adopting a new schedule based on the method used by the South Dakota Coin Machine Association — meeting every month or so at various sections of the State.

Nels Nelson, Willmar, Minn., operator, has bought out the Northern Minnesota music and pinball route operated by Bob Moore, also of Willmar. . . . Another coinman who sold out his music and pin game business is Harry Gallup, of Menominee, Wis. New owner is Farley Bowman, also of Menominee. . . . Mike Crakes, of Friendly Sales Company, Minneapolis, went to Chicago on business last (See TWIN CITIES on page 122)

Indianapolis:

A self-contained ice selling station has been installed by the Polar Ice & Fuel Company, on Kenwood Avenue. This type of ice vending machine is one of the first to be installed in Indianapolis. Ice is obtained by dropping 15 cents in the slot. When the coins have been deposited, a 25-pound block of ice slides into the chute from where the consumer can load it into his car. A refrigeration unit keeps the temperature down to 25 degrees within the station and, since the walls, roof and door are heavily insulated, there is never any shrinkage of ice. Ice is delivered in excellent condition and with full weight. A second station with similar vending facilities is being operated at 42d Street and Winthrop Avenue.

Hal Bailey, collector at Janes Music Company, has gone to Wisconsin on a fishing trip while on his vacation. James Riley, of the Janes personnel is now a full fledged pilot and has been granted a license which entitles him to operate passenger planes. . . . Visitors on coin row during the week were Al Evans, operator at South Bend, Ind., and Fred Slough, Plymouth, Ind., op.

Philadelphia:

Music operator Ben Fireman is a week-end commuter to up-State New York where his family is vacationing. His girl Friday, Miss Evelyn, made a cross-country junket to the West Coast for her vacation. . . . Charles Hannon, new business manager of the Phonograph Operators Association, is disgusted with the nearby waters and plans to hop to Maine next month for his vacation fishing. . . . Mrs. Charlotte Rademan, secretary to Joseph Silverman, business manager of the Amusement Machines' Association, suffered a relapse after being returned to her home following an appendectomy and is again back at the Nazarene Hospital.

Harry Lewis, partner with Harry Stern in the Major Amusement Company, is one of the most avid fishermen among the men of the industry. (See PHILADELPHIA on page 125)

Los Angeles:

Mobile unit, of Mape Distributing Company, is proving such a success that a second one is being readied. Vance Popelka in charge of Unit 1, which has been shifted to the San Francisco area for a month. . . . Milo Herring is now working out of the Mape Distributing Company here. . . . William W. Larsen, attorney for SCAMOA, is an outstanding magician and entertained the music operators at the recent meeting.

Max Thiede has joined the staff of Badger Sales Company and is specializing in sales of Strikes 'n' Spares and Rock-Ola phonographs, both of which are handled exclusively by Badger in this area. . . . John McGee, of Downey, a visitor to Badger, along with Milton Noriega, Colton; Jack Gilbert, Big Bear Lake; Bill Shorey, San Bernardino, and Niles Smith, Oildale. . . . Jim Hurley, of E. T. Mape Distributing Company, handing out cigars on the occasion of his becoming a poppa. It's a daughter, Martha Ann.

Jack Gutshall, of Jack Gutshall Distributing Company, commuting from Big Bear to his business, driving the 100 miles on Monday to get things rolling after enjoying the lake over the week-end. . . . Ed Mape is expected in Los Angeles next week from his ranch in Stockton. Leonard Baskfield, of the San Francisco Mape office, is expected to return to the West Coast soon. . . . Vern Owen in the city from Bakersfield. . . . I. B. Gayer here from San Bernardino. . . . Fred Gaunt, of General Music, to Twentynine Palms for a week-end with his brother, Walter. . . . Carl Collard, San Bernardino, (See LOS ANGELES on page 122)

Kansas City:

Homer Capehart, headman of the Packard Manufacturing Company, is expected to visit Kansas City some time next month, and Charley Page, at Frankel Distributing Company, is making plans for a gala party in his honor. Page says the affair will be strictly a party to give operators hereabouts a chance to get acquainted with the boss of Packard. . . . Ben Hadden, former operator here, has been added to the sales staff at Frankel, and Mike Oakley, who has been representing Frankel in Iowa, has been transferred here to handle the Kansas territory. Oakley now is out on the road. . . . Lucille Ward is the new office girl at Frankel's.

Victor Roos, boss of Automatic Coin Machine Company, is making plans for his customary Canadian fishing pilgrimage. He says he has just about eaten up all the fish he caught up there last year. Secret of his year-round fish supply, Roos relates, is the dry-ice container he has rigged up to fit in the back of his car. From the hook, the fish go right in the container, which will hold 150 pounds of dry ice, and then, when he gets back to K. C., they go right into his frozen food locker. Roos reports that trade on pinballs is excellent.

L. D. Graham is back in town and at his job with the Terminal Railway Company at the Union Station after taking a three-month leave of absence to help his brother, L. L. Graham, build a route of music and pinball machines at Missouri Valley, Ia. They bought out the Iowa operation of Ed Unger, of Omaha, and Graham says business is very good up there. Now he and a brother-in-law, G. R. Mix, are conning the idea of setting up a small operation here.

Kenneth Dowell and Arlin Gates are completing their first year in music and pin operation here, and Dowell says (See KANSAS CITY on page 124)

Chicago:

Murray Rosenthal, Coinex Corporation, says that after Labor Day the firm will expand and many new items will be carried. Two of the Coinex boys are currently enjoying vacations, Harold Bowers, of the shipping department, and Herman Freedman, who headed for Iowa for his week off. . . . Harry Williams, Williams Manufacturing Company, is still "up in the air"—Harry is using his Beechcraft plane for frequent hops about the country. Last week he flew to Rockford, Ill., and Muskegon, Mich., on business. Pete Pieters, King Pin Distributing, Kalamazoo, Mich., was a caller last week.

Jack Kelner, head man of Kelner Venders, has the office vacation problem all settled. When his secretary, Pat Wilson, leaves for her two-week vacation August 8, Jack's daughter, Beverly, will take over desk duties. Pat will spend her off-time up in Kentucky, her home State, visiting her mother. New shop mechanic at Kelner is Ed Shapiro, who will keep the cig venders in tip top shape.

James H. Martin & Company's Jimmy Martin was present when a new waxing of the Harmonicats was completed in the early-morning hours of July 23. Jimmy expects to leave for New York in a few weeks on an important business matter.

Automatic Distributing Company was visited last week by out-of-town- (See CHICAGO on page 123)

Detroit:

Ernest Nauer, who recently established the Northwest Music Service at 19820 Mark Twain Avenue, is a newcomer in the music field, starting with a small route which he operates at present as a part-time activity. . . . Timothy Conkis, who recently left college to establish a route of music machines here as the Conkis Music Company, has changed his firm name to the Acropolis Music Company. He is concentrating now on improving the average caliber of locations serviced, to increase net revenue per machine. Incidentally, he is a brother-in-law of Theodore Pappas, of the Pappas Music Company.

Romeo and Arthur Gallo are establishing the new G & G Cigarette Vendors, at 20437 Cameron Avenue. Both brothers have been employed in the cigarette vending field for some time, but have never ventured out on their own before. Major problem, they report, is slow delivery on new equipment for which they find a definite stand. . . . R. Signer, who operates at Grand Rapids was in town, reporting the arcade field there has picked up in the last two weeks.

Phil Yuille, of Wolverine Sales, says lots of operators, both city and up-State, are coming in to look over the new models. . . . Vernon Huntoon, who started out as a partner in the Playland Amusement Center on lower Woodward Avenue, is returning to the business with the formation of (See DETROIT on page 126)

Knoxville:

Coin Machine Merchants' Association of East Tennessee, Inc., will hold its first regular meeting August 6, following a lapse of 60 days due to summer vacation period, Mrs. Bess D. Dollard the group's secretary-treasurer, reports. E. D. Thurman, who is vice-president of the association, is up and about following hospitalization caused by a heart ailment.

F & W Amusement Company, Cookeville, Tenn., distributing firm, reports that the branch office located in this city is coming along in fine style. Firm, which is headed by Fred Burks, who has owned and managed the firm for some 15 years, opened its Knoxville quarters July 7.

Look To The GENERAL For LEADERSHIP

RECONDITIONED 5-BALL GAMES

Count on GENERAL To Bring You the Finest in Expertly Reconditioned Equipment.

AIR CIRCUS...\$ 69.50	MONICKER\$ 39.50	STEP-UP\$139.50
AMBER 159.50	MIDGET RACER . 119.50	SURF QUEENS .. 99.50
BAFFLE CARD.. 189.50	MYSTIC 49.50	STARS 47.50
BIG HIT 99.50	LUCKY 25.00	STAGE DOOR
BIG LEAGUE ... 109.50	OH BOY 39.50	CANTEEN (Post
BOLA-WAY 45.00	(Plastic Bumpers)	War) 115.00
BRAZIL 69.50	RINK 25.00	SUPERLINER ... 139.50
CHAMP 32.50	SHOWBOAT ... 35.00	SUSPENSE 129.50
CLICK 37.50	SNAPPY 35.00	TEN SPOT 37.50
FAST BALL 129.50	SPELLBOUND .. 149.50	TOWERS 39.50
GOLD STAR 29.50	SEVEN UP 37.50	TOPIC 45.00
HOROSCOPE ... 39.50	SLUGGER 37.50	TOPPER 25.00
JUNGLE 39.50	SKY RAY 39.50	TWINKLE 25.00
KILROY 179.50	STRATOLINER .. 32.50	VENUS 39.50
MISS AMERICA . 189.50	STRIP TEASE .. 50.00	VICTORY 39.50
MAJORS, '41... 37.50	(Revamp)	

Terms: 1/3 deposit with all orders, balance C. O. D.



WRITE US IF YOU WOULD LIKE TO RECEIVE OUR REGULAR BULLETINS

Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS Phone: Vernon 4119 BALTIMORE 1, MD.

COINMEN YOU KNOW

New York:

(Continued from page 121)

Company, is back in town after a three-week vacation. . . . Joseph Rake, of Rake Coin Machines, Philly, has returned to the Quaker City after vacationing in Atlantic City.

Lou Brown is keeping the Coradio offices humming now that he's been able to hand over some of his out-of-town duties to other members of the firm. . . . Dave Lowy, of Dave Lowy & Company, is on vacation. . . . Mike Mueves has been so busy he reports he'll have to pass up his vacation.

The Playland Arcade in Times Square has instituted a 24-hour day and patrons are reported to be playing the poker machines in force at 5 in the morning. . . . Bob Schwartz, Los Angeles operator, will visit friends in the city this week. . . . Al Bloom, head of Speedway, is readying an announcement which he'll make in a few weeks.

Hymie Rosenberg, of H. Rosenberg Company, Inc., enters the hospital this week for a second operation on his right eye. He reports that game business on the upgrade. . . . Another report on current business trends comes from Harry Berger and Lester Paul, of West Side Distributing Corporation, who say the vending biz is holding its own. . . . Meanwhile, most of the spots on 10th Avenue report a slight spurt in business despite the warm weather.

Amity Manufacturing Company will, in the near future, announce distributors for its new cigar vending machine. . . . Jim Clement, of Clement Manufacturing Company, Philadelphia, stopped off in town last week on his way to Long Island for a vacation.

Phil Mason says that Dave Lowy & Company are now doing a heavy export business. . . . Hal Meeks, of Hal R. Meeks & Company, reports a big volume of biz on his new electric cigarette vender. . . . Maurice Sanders, Baltimore, was a visitor to the Avenue last week.

Jack Rubin, of Esso Manufacturing Company, says his main problem these days is production. The firm is working day and night to fill its orders. . . . Local ops are giving a play to Broadcast Music's new song, *Everybody and His Brother*, as recorded by Liza Morrow and the Emil Powell combination.

In addition to attracting local ops, Telecoin reports its Caravan drew the following out-of-towners during the stay in Cleveland: C. C. Cleghon, St. Petersburg, Fla.; Albert Glick, Columbus, O.; W. J. Himmel, Akron; Carl Nalodka, Toledo; William Roberts, Elyria, O.; E. M. Trikalis, Youngstown, O.; G. H. Waltamath, Cincinnati; C. E. Willoughby, Toledo; Lamar Young, St. Petersburg, Fla.; E. O. Chaffee, Erie, Pa.; J. W. Kingen, Edinbor, Pa., and J. E. Raftry, Niles, Ohio.

A new type of vending machine which is being backed by several leaders in the box candy field is almost set. . . . Music Guild of America (MGA) headquarters is getting a big play as ops take advantage of the opportunity to listen to pre-release disks on the MGA machine. This service is giving MGA members a jump on some of the new records before their competitors get a chance to listen and buy.

Irvin Blumenfeld, of General Vending Sales Corporation, Baltimore; B. D. Lazar, of the firm of the same name, Pittsburgh, and Myer Marcus, of Cleveland, were representatives of their respective districts at the recent national convention of the Zionist Or-

ganization of America held at the Hotel Pennsylvania. . . . Bob Schwartz, Los Angeles operator, will visit friends in the city next week.

Twin Cities:

(Continued from page 121)

week and took the occasion to catch a ball game. . . . Bill Larson, owner of B & L Sales, St. Paul, is reported selling his coin machine route.

John Port, of Woodward, Okla., formerly of Superior, Wis., was in the Twin Cities this week buying used juke boxes for his Oklahoma route. . . . Other visitors to the Twin Cities market last week included P. K. Onstead, of MacIntosh, Minn., buying music and five-ball pin games; Don Ehman, of Winona, and Gil Hanson, of St. Peter, Minn.

Archie LaBeau, of LaBeau Novelty Sales Company, Rock-Ola distributors in this area, reports juke box and five-ball business holding up in fair shape. Coinmen, he said, still are in the doldrums awaiting court decisions which will decide the future of pinball business in Minnesota. . . . Similar conditions are reported at Hy-G Music Company, Seeburg distributors, with Sid Levin reporting the coinmen are marking time waiting the outcome.

Jonas Bessler, Hy-G Music executive, is away on a two-week Great Lakes cruise, while Hy Greenstein, another firm executive, is back from a vacation jaunt to Lake Louise. . . . Al Freden, of Red Wing, Minn., former operator, has opened up his own dry cleaning business in his own home town.

Los Angeles:

(Continued from page 121)

and Jerry Cooper, a buyer from Riverside, in town. . . . Also visiting was Hale Vagts, San Jose.

Aubrey Stemler left during the week for the Rocky Mountain States in the interest of the Vit-o-Min, dental kit and gum machine manufactured by Kayem Products. Stemler, international sales manager, reports that Ray Martin, who handles sales in the Northwest, has signed Puget Sound Novelty and A. & B. Candy Company in Seattle to handle the lines.

Douglass Shoeshine Machine Associates had a conclave in the city with Porter DeDouglass, inventor and president of the company, coming here from Oakland. Also here was M. L. Parent, who handles national distribution. They conferred with Bill Fyfe, who has the local Shine Distributing Company, handling Southern California, Southern Nevada, Arizona, Utah and New Mexico. Shine Distributing Company is a subsidiary of Seattle Coin, which handles Montana, Idaho, Oregon, Washington and Alaska. Northern California is handled by the Parent Distributing Company out of Oakland.

FOR IMMEDIATE DELIVERY!
ANY PRE-WAR GAME
 Too Many To List—
 What Do You Need?
 We Have Them in Stock
 \$24.50
 Send 1/3 Certified
 Deposit With Order
WANTED!
WURLITZER STEPPERS
 Must Be in Working Order.
 Give Price—Type—How Many in First Letter.
 ALL ITEMS GUARANTEED
UNITED INDUSTRIES
 525 PARKER ST • CHESTER • PENNA.
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LARGE VARIETY—UNHEARD OF PRICES

ARCADE	Ace Bomber\$ 75.00	Stage Door Canteen .. \$ 89.50
Jack Rabbit\$199.50	Roll-a-Ball 149.50	Super-Score 149.50
Tally-Roll 99.50		Show Girl 149.50
Total Roll 199.50		Suspense 125.00
Goalee (Brand New) . 250.00		
Batting Practice .. 49.50		
Whizz 75.00		
Bat-a-Ball (Brand New) 39.50		

PINS
 Large Variety All Pre-War Pin Games . . . Write!!
 Double Barrel \$109.50
 Cyclone (Like New) . . 175.00

CONSOLES
 2 Keeney 3-Way Super-Bells, Like New @ \$875.00

Other Equipment—Music, Slots and latest Pin Games at low prices. Everything Guaranteed. Get our Mailing List. Write us—or call Utica 6-336—6-1994.

HANNA DISTRIBUTING COMPANY
 169 CAMPBELL AVENUE UTICA 4, NEW YORK

HERE ARE SOME BARGAINS

On used pin games that are better than new: Exhibit MYSTERIES @ \$149.50 ea.; United-SEA BREEZES @ \$99.50 ea.; Gottlieb A. B. T. BOWLERS @ \$200.00 ea.; Bally BIG LEAGUES @ \$79.50 ea.; Williams TORNADOES @ \$159.50 ea.; Gottlieb KEEP 'EM FLYING @ \$40.00 ea.; Chicago Coin SPELLBOUNDS @ \$97.50 ea.; Williams LAURAS @ \$47.50 ea.; Bally MIDGET RACES @ \$79.50 ea.; Chicago Coin KILROYS @ \$137.50 ea.; Bally SURF QUEENS @ \$57.50 ea.

NEW ORLEANS NOVELTY COMPANY
 115 MAGAZINE ST. NEW ORLEANS, LA.

WANTED FOR CASH!
ROCK-OLA 1939 STANDARDS—
DELUXES—1940 MASTERS

Masters must be in the original factory marble-glo finish — no repaint jobs.

All Phonographs must be in operating condition. No broken plastics or burned out motors. We are not interested in junk. State quantity of each model and best cash price.

NATIONAL COIN Machine Exch.
 1411-13 Diversey CHICAGO 14
 Phones: Buckingham 6466-6990

Chicago:

(Continued from page 121)

ers Russell Goodnow and Charles Wilmoth, partners in the Tri-County Music & Novelty Company. Boys operate in Cook, Lake and DuPage counties. . . . Mid-State Company's partners, Phil Rubey and Bruno Kosek, are taking turns this week on Indiana jaunts to plug the Lightning game. Boys are each spending a half-week on the road. Phil is looking longingly at the August 10 date on the calendar—he will leave for his three-week vacation that date and spend the 21 days in Michigan.

Art Churvis, son of Mac Churvis who handles trade advertising accounts, was one of Capt. Eddie Rick-enbacker's guests on the first non-stop Constellation flight to Miami launched recently by Eastern Airlines. Young Churvis, who is with WBBM here, had breakfast in Chicago, lunch in Miami and dinner back home in the Windy City.

Clayton Nemeroff, Monarch Coin Machine Company, welcomed a host of visitors last week, he says. Among the callers were Hy Zorinsky, Omaha; Ben Spasser, St. Louis; Kenneth Glen, La Beau Novelty Company, St. Paul; Vince Schwano, Lincoln, Neb.; Joe O'Connell, Ottawa, Ill.; Henry Fox, Jackson, Mich.; Vic Manhardt and Carl Happel, both from Milwaukee; Lou London, Reading, Pa., and Mrs. Fiddler, of Fiddler Shows, St. Louis. Clayton says foreign shipments are going out in increasing numbers, and cites a recent delivery to Lebanon, a small nation near Syria.

United Manufacturing Company greeted a number of visitors last week, Billy DeSelm reports. Among them were Leonard Goldstein, of T & L Distributing Company, Cincinnati; T. B. Holliday, Holliday Distributing Company, Charlotte, N. C.; coinman Groves, Crown Novelty Company, South Bend, Ind.; B. Jacobs, Co-Operative Sales Company, Louisville, and Al Simon, Simon Sales, Inc., New York.

Corco, Inc., via President Martin Freedman, reports that business is down a bit in the coin radio field due to heavy floods which made many motels and tourist accommodations in sections of the country uninhabitable recently. This and the unseasonably cool weather made for poor tourist business on the average, Freedman says. Production of the radios is going right along and firm is catching up on its installations, he said.

Nate Gottlieb, at Dave Gottlieb & Company, reports visitors from both North and South last week: B. D.

Lazar, of B. D. Lazar Company, Pittsburgh, and T. B. Holliday, of T. B. Holliday Company, of Charlotte, N. C. Brother Sol Gottlieb left town last week for a short business session in Minneapolis and then a vacation at Eagle River, Wis.

Franc Mercuri, at Exhibit Supply Company, had to postpone his planned Wisconsin vacation for a week while he took care of pressing work. Dave Simon, of New York, and M. Y. Blum, of Wichita, Kan., were among the visitors at Exhibit Supply last week.

Globe Distributing Company has added two new girls to its office force, Vince Murphy reports. . . . Getting the glad hand at Empire Coin Machine Exchange last week were George Fair, of Dayton, O.; Henry Fox, of New Orleans, who brought along his wife and daughter; Vic Manhardt, Milwaukee, and T. O. Worland, Toledo. Ralph Sheffield left last week for a two-week vacation in his native Ohio.

Grant Shay, Bell-o-Matic Corporation, sweltering with the Chicago heat and unable to go on a mid-year vacation because of a March trip to Florida, which he maintains must be last year's vacation because it seems like several years ago, reports brother Vince back from a trip to Grand Rapids, Minn. Vince has some big stories about the fish that attached themselves to the end of his line, but so far has brought no evidence into the office.

The two "Z's" of Bell-o-Matic are on the vacation list. Charlie Zender is in Michigan now and upon his return Meyer Ziv will take off. Joe Statz, manager of the coin machine repair parts department, is back from a Wisconsin vacation and Sally Mitchell is back from Fox Lake. Charlene Hare, Bell-o-Matic's little switchboard operator and receptionist, is now on her summer vacation. Grant Shay reports a busy week with several visitors, including Bill Marmer, of Sicking, Inc., Cincinnati; Coinman Worthington, of Indiana; Tommy Harrison, McKees Rock, Pa., and Harry Sorenson, San Francisco.

Dropping in at the Atlas Novelty Company plant this week were Steve Gargas, of Hammond, Ind.; Roy Brown, Terre Haute, Ind.; Bill Morris, of Rockford, Ill., and Al Aganew, of Sioux Rapids, Ia. Joe Kline is still out on his Illinois trip. Harold Schwartz and Irv Klieman left June 28 for their vacations. Jane Milewski, secretary at Atlas, was married June 23.

O. D. Jennings, head of the company bearing his name, is back from his vacation. George Isle, superintendent of maintenance at Jennings, returned this week with a healthy tan, the result of a Western trip. Jennings visitors included Frank Zaydell and son, George, of Williamsport, Pa., and J. G. Wheeler, of South Bend, Ind.

A daughter was born to Mrs. Sarah Oettinger, wife of Herb Oettinger, comptroller of United Manufacturing Company, at Chicago Lying-In Hospital July 21. . . . A boy, Rabdall Alan, was born to the wife of Alan Norling, Victor Vending Corporation general manager, at Women's and Children's Hospital recently.

Esquire Games Company moved its offices to Rock Island July 22. Plant will continue to operate at the Belmont Avenue Chicago address, however. . . . Vince Conners, Amusematic Corporation, left last week for a month vacation with his family at their summer home in Minnesota. The Conners will spend the whole time on the island on which the cottage is located. Vince intends fishing in the surrounding waters of Lake Vermillion. Ted Kruse, meanwhile holding the fort alone at Amusematic, expects the firm's designer, Bill Burdick, back from his vacation this week.



Our weekly SUPERSPECIAL is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad EARLY every week.

FIVE BALL FREE PLAYS

Table listing various five-ball free plays with prices, including Amber, Arizona, Baffle Card, Big Hit, Fast Ball, Havana, Killroy, Malsie, Miss America, Midget Racer, Mystery, Sea Breeze, Show Girl, Smarty, Smoky, Step Up, State Fair, Vanities.

CONSOLES

Table listing various console games with prices, including Keeney Bonus Super Bells, Keeney Bonus Super Bell, Keeney Super Bells, Keeney 4-Way Super Bells, Bally Draw Bells, Bally High Hand, Bally Club Bells, Mills 3-Bells, Paces Twin Reels, Paces Reels, Paces Saratoga, Twin Duo Bell, Twin Duo Bell, Jennings Bobtails, Jumbo Parade.

COUNTER GAMES

Table listing various counter games with prices, including Daval FREE PLAYS, Daval FREE PLAYS (NEW), Amer. Eagle, N-Coin (NEW), Amer. Eagle, 1¢ Token PO, Daval Gushers, Token PO, Hi-Fly (NEW).

ARCADES

Table listing various arcade games with prices, including Bally Defender, Chi Coin Goatee, Bowl-o-Ball, 6", Bowl-o-Ball, 14", Genco Whizz, W/Stand, Genco Whizz, W/Stand (NEW), 20 Stands for ABT Challengers (NEW).

MUSIC

Table listing various music records with prices, including Wurlitzer 616, Wurlitzer 950, Rock-Ola Commando, Rock-Ola Premier, Alreone, Super DeLuxe, Seeburg 8800 HI Tone, Seeburg 8200 Hi-Tone.

SLOTS

Table listing various slot machines with prices, including Mills 5¢ Gold Chrome, Mills 5¢ Black Cherry Bell, Mills 5¢ Blue Front, Mills 5¢ Original Chrome, Mills 5¢ Copper Chrome, Mills 25¢ Gold Chrome, Pace 5¢ DeLuxe Chrome, Jennings 5¢ Silver Chief, Jennings 5¢ Bronze Chief, Jennings 10¢ Chief, Mills V.P. Bell, Green, 5¢, Mills V.P. Bell, Chrome, 5¢, Calite, 10¢, Columbia Bell, Gold Award, Columbia Bell, DJP, 46, Watling 5¢ Rolatop, Watling 10¢ Rolatop, Mills Liberty Bell.

VENDING

Table listing various vending machines with prices, including U-POP-IT Popcorn Machine, 49 Vct. Duplex Stamp Vendors.

ONE BALLS

Table listing various one-ball games with prices, including Club Trophy, Victory Specials, 2 Fl. Samp. Keeney Big Parlay, Thorobred, Long Ace.

LATEST MODEL SLOTS

Table listing various latest model slot machines with prices, including Columbia DJP Bells, Pace DeLuxe Chrome Bells.

9,000 BRAND-NEW RECORDS

Approximately \$5,000.00 worth of brand-new Phonograph Records—all late numbers—mostly Popular—DECCA—VICTOR—COLUMBIA and others—the entire stock of a Coin Machine Distributor's Record Dept. Offers on entire lot or substantial quantities solicited. Wire or Write for complete Inventory List showing Titles, Quantities, etc. Orders for 1000 to 3000 Records—40% and 15% Off List. Orders for 3000 to 5000 Records—40% and 20% Off List. Orders for Over 5000 Records—40% and 25% Off List. Orders for Entire Lot—40% and 35% Off List.

MISCELLANEOUS

Table listing various miscellaneous items with prices, including Solotone Wall Boxes, Packard Wall Boxes, Seeburg Selectomatic Wall Boxes, Solotone Location Amplifier, Amps for Wur. 616, Amp. for Wur. 24 or 600, Amps. for Rock-Ola, Amp. for Rock-Ola 12, Amp. for Rock-Ola 16, Kleer-Tone Wall Speaker Cabinets, 12" PM Speaker, NEW, Aluminum Bell Shaped Speaker Horns, 12" Jensen Speaker Cones for Rock-Ola Speaker, Jensen Speaker Cones for Wur. 750, 12 1/2" Jensen PM Speaker, 12" General Elec. PM Speaker, Spec. Hum. Phono. Cabinet for Wur. 616, Cabinet for Wur. 24, 3 Rock. 110V. D.C. Turntable Motors, 3 Rock. 110V. D.C. Power Motors, 3 Wur. 110V. D.C. Motors, 6 30" Ultratone Chrome Ceiling Speaker Baffles, 6 Aluminum Bell Shaped Speaker Horns for 10" Speaker, 9 Stands for Mills Panorams, 94 25¢ Coin & Electric Timer Mechanisms for Radios (15 Min. to 1 Hr.), NEW Write 6 1/2" Jensen 12A 3-PT. Spkr. Cones, #1366, New 4.95.

SLOTS

Table listing various slot machines with prices, including NEW Black Cherry Bell Conv. Cabinets, Single Steel Safe Cabinet.

Main advertisement for Silent Sales featuring the company logo, address (635 D Street N.W., Washington, D.C.), and branch office (3305 N. Charles St., Baltimore, Md.).

Correction! In the COINEX CORP. ad that appeared in the July 26 issue of The Billboard The Price of SHOOT THE BEAR RAY GUNS should have been \$124.50 instead of \$24.50 FOR SALE IN CENTRAL WISCONSIN GOOD MIXED ROUTE OF PHONOGRAPHS AND AMUSEMENT GAMES. 35 Phonographs, of which 14 are 1947 models and 17 Amusement Games, most of which are 1947. A very profitable one-man route and also very reasonable at \$22,000.00. BOX D-76, c/o Billboard, Cincinnati 22, Ohio. FOR SALE 48 Pieces of Arcade Equipment for \$500.00. Pan-grams, any quantity of locations at \$210.00. F. O. B. P&G VENDING CO. 28 E. Water St. Sharon, Pa.

JENNINGS for a MORE profitable fall season MODELS to suit your every taste ARE as always the finest BEST in locations everywhere O. D. JENNINGS AND CO. CHICAGO 24

NOW DELIVERING

- BALLYHOO • TORCHY • PLAYBOY •
- LUCKY STAR • ADVANCE ROLL •
- ALL STARS • ENTRY • SPECIAL ENTRY •
- HEAVY HITTER • DRAW BELL •

WRITE FOR PRICES!

USED PIN GAMES

ABC BOWLER\$29.50	FOUR DIAMONDS ..\$29.50	PAN AMERICAN ..\$29.50
ANNA BELLE 29.50	HIGH STEPPERS ... 39.50	ROCKET 175.00
ATTENTION 29.50	HOLLYWOOD 79.50	SARA 'N' SUZY ... 29.50
BIG LEAGUE 114.50	FAST BALL 164.50	SEA HAWK 29.50
BIG HIT 119.50	INVASION 39.50	SURF QUEEN 99.50
CYCLONE 195.00	KILROY 179.50	SPELL BOUND 169.50
CAPTAIN KIDD 29.50	METRO 29.50	SUSPENSE 119.50
DESTROYER 29.50	MIDWAY 29.50	SKY RAY 29.50
DIXIE 29.50	MIDGET RACES ... 119.50	LIGHTNING, F.S. .. 225.00
FLICKER 29.50	OPPORTUNITY ... 39.50	DOUBLE BARREL ... 95.00
		SUPER SCORE 169.50

15 U-NEED-A-PAK CIGARETTE MACHINES 15-Column Dual Shift. All very Clean. \$115.00 each	TOTAL ROLLS Clean \$225.00	1 PINCH HITTER, F.S., \$129.50 1 SKY FIGHTER \$89.50 2 BATTING PRACTICE \$69.50 each	5 Columbia SLOTS 5-10-25 Used 3 weeks \$89.50 each	2 PIN UP 9 feet SKEEBALL \$189.50 each
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SPECIAL!
ARCADE MACHINES—46 PIECES
Write for Special Price!

ROCK-OLA TEN PINS.....\$55.00

5¢ GOLDEN FALLS } 10¢ GOLDEN FALLS } 25¢ GOLDEN FALLS } 50¢ GOLDEN FALLS }	USED 2 WEEKS WRITE FOR SPECIAL PRICE	1 BALL CLUB TROPHY\$99.50 '41 DERBY 89.50 PIMLICO 69.50 SPORT SPECIAL 69.50 VICTORY SPECIAL 325.00
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MUSIC

2 SINGING TOWERS\$125.00	1 ROCK-OLA SUPER\$189.50
1 WURLITZER 41 85.00	1 ROCK-OLA 39 DE LUXE 199.50
1 WURLITZER 61 75.00	1 ROCK-OLA 40 MASTER 194.50
1 WURLITZER 24 135.00	1 AIREON SUPER DE LUXE 500.00
1 WURLITZER 700 300.00	3 A.M.I. TOPFLIGHT 89.50
1 WURLITZER 616 89.50	1 PLAZA 169.50
1 ROCK-OLA 99.50	1 CLASSIC 195.00
	1 GABEL KURRO 89.50

WRITE! WIRE! PHONE: CHERRY 7067

LAKE CITY AMUSEMENT CO.

1621 SUPERIOR AVE. CLEVELAND 14, OHIO

COINMEN YOU KNOW

Kansas City:

(Continued from page 121)

they are finding the business a fine sideline. Dowell's regular job, as an electrician at Fruehauf Trailer Company, fits right in with the trade, but he has been interested in music machines and amplifying systems for a number of years. He and Gates operate under the trade name of Eastside Amusement Company. They got their start buying part of the route of Ben Hadden, now with Frankel. . . . Gene R. Smith, brother of Bert Smith, has established the Universal Amusement Company, with headquarters out on West 47th Street.

Bill Jordan, field engineer for Packard Manufacturing Company, was in town over the week-end to report that showings of his firm's new Manhattan model has drawn good crowds of operators at Omaha, St. Louis and Oklahoma City. Jordan just stopped long enough to give Frankel Distributing Company servicemen a rapid runover on the mechanical and electrical features of the new juke, which is now on display there. . . . Bill Krieg, Packard prexy, also was in town last week for a quick visit after a stopover at Omaha for the Packard showing.

Mack Friedmann is the new manager of Zor Gershon's Wonderland Arcade on 12th Street. He replaces Butch Rabinowitz, who has moved out to Swope Park to manage Sam Bornstein's miniature train and other concessions. Eddie Smith, veteran serviceman at the arcade, however, seems to be running things most of the time since Friedmann also has to keep an eye on his real estate and insurance business. Arcade has switched its pins from penny to nickel operation, and Smith says collections are holding up with less wear on machines.

Ted Hanke, Tarkio, Mo., operator, was in town the other day looking for some new equipment for his music and pinball routes. . . . Tom Schwartz, of Shawnee Vending, Topeka, and Galen Tork, who has Capitol Amusement Company over in the Kansas capital city, both were making the rounds.

Joe Chambers is back as collections manager with Wolf Ryman's Western Specialty Company, with Ed Jahosky managing the service department and Wade Sipes doing most of the record buying. . . . Report from Ernest Wing, another 10-year man in KC music and pin trade who has most of his routes out in the county, is that play is holding up well this summer. . . . Howard Silverman, of Silverman Bros., is due back from a three-week sojourn on the Coast this week. He left July 3. His brother, Kenneth, has been handling the business during his absence.

Roy L. Simpkins, president of Modern Music, wall box makers, is slated to middle-aisle it with Rita Rokosz, of Pottsville, Pa., the first of the month. In addition to his duties as a Modern Music exec, Simpkins is a pilot for TWA and Miss Rokosz is a hostess on the line. For a honeymoon, they plan to fly Simpkins's Howard cabin plane to Canada for a few days, stopping in Minneapolis on the way back. His plane, incidentally, is equipped for instrument flying. . . . Norton E. Vance, another TWA pilot who is secretary-treasurer of Modern, and Simpkins have switched from the Chicago run to Albuquerque jaunt. Gives them more time around the factory, where Simpkins is forecasting production of 500 boxes a week

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- New A. B. T. Machines
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- New Bally Machines
- New Evans Machines
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- New Williams Machines
- New Mutoscope Machines
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- New Columbus Venders
- New Master Venders
- New Walling Venders
- New Victor Venders
- and New Phonographs, too.

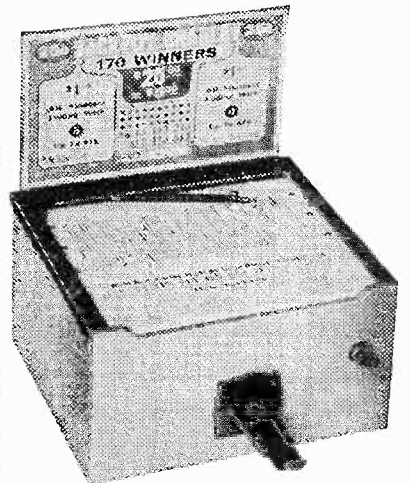
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Thoroughly Checked and Ready for Location. Write for exact list of used machines you need, as we have various lists.

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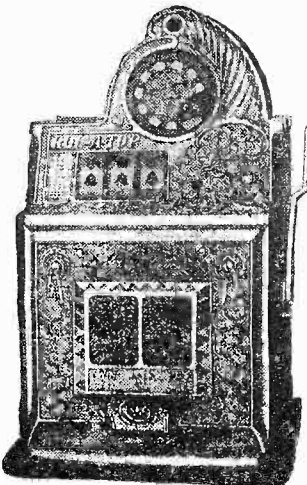
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Mills Vest Pocket .. \$49.50	SPORTSMAN 69.50	Mills 1-2-3 (1939) .. \$39.50
Chrome Terms: One-Third	RECORD TIME 3/4	Mills Vest Pocket Green C. O. D. .. \$29.50
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WILLIAMS "TORCHY"

Best WILLIAMS Creation

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BRAND NEW BELGIAN POOL TABLES.
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PIN BALL ROUTE
FOR SALE

Consists of 40 late model pin games, 26 slot machines in clubs under contract, 50 sales board locations. Complete stock of slot and pin game parts. 1940 International pick-up truck. This route is well established in a prosperous territory, and must be seen to be appreciated. Reason for selling, illness. PRICE \$50,000.

BOX D-74
c/o The Billboard Cincinnati 22, O.

WANTED

Pinball and phonograph mechanic, one Route man. No drifters. Prefer family man. Must be sober and reliable. Write or call

FRANK HARRIS SALES CO.
POPLAR BLUFF, MO.
Phone: 359

Philadelphia:

(Continued from page 121)

And instead of telling about the one that got away, he's now telling about the two that he had to throw back. Week-ending it in the Chesapeake waters off Rock Hall, Md., Lewis caught two 28-pound beauts out of the bay. But the fishing version reminded him about a ruling that requires every fish over 24 pounds to be returned to the waters. The sympathetic warden permitted Lewis to hold the fish for 10 minutes before throwing them back.

William L. King, president of the Phonograph Operators' Association, is making a summer of it in Atlantic City . . . B. & K. Vending Company across the river in Camden, N. J., set up a mail order department for bulk cigarette sales to service local smokers who are now faced with a State tax of 4 cents per pack. . . The board of directors of the music machine and pinball associations held their meeting to co-ordinate association by-laws at the C. R. Club, and all concerned reported that the joint meeting—the first of its kind—saw each group enjoying mutual benefits of joint thinking and planning. . . Charles L. Cade, head of the Cade Distributing Company, Packard distributors, has hardly had a chance to get his "feet wet" since returning to Philadelphia last month to establish his new business venture. He hopped off to Wilmington, N. C., for a company distributor show, following with another show in Chicago. And he returned to the city long enough to supervise the goings-on at his own firm's showing before hopping off to Boston to attend the show of the McIlhenny Distributing Company there. All of which means, says Cade, "no vacation this summer."

The next—the third—Click Tune of the Month party for teen-agers, sponsored by the Phonograph Operators' Association and Frank Palumbo, operator of the Click nitery, name band spot, will be held at the Click Saturday (26). An added feature of the monthly parties will be a lucky number drawing for a music machine going each month to the school attended by the youngster holding the lucky number. The manufacturers are contributing the machines.

SALE 5-BALLS SALE

Just Off Location

\$55.00 Each

- Surf Queens
- Big Leagues
- Big Hits
- Stage Door Canteen
- Grand Canyons
- Streamliners

\$25.00 Each—Sky Blazers

ONE-BALLS

\$95.00 Each

- Longacres
- Dust Whirls
- Thorobreds

Terms: 1/3 Deposit

C & M SPECIALTY CO.

832 CAMP ST. NEW ORLEANS, LA.

5 LATE MODEL
MUTOSCOPE
VOICE-O-GRAPHS

WOOD CABINETS

\$795.00 EA.

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Lightning Fast

\$27.50
(Distributor Discount)

The Master Changer

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.

Northwest Sales Co.
MEMBER 3144 ELLIOTT AVENUE SEATTLE 1, WASH.

1946 PHONOGRAPHS
WURLITZER, AIREON, ROCK-OLA, SEEBURG—WRITE

SPECIAL THIS WEEK

Rock-Ola Playmaster and Spectravox.....\$139.50

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SEEBURG FACTORY DISTRIBUTORS

12 YEARS OF OPERATORS' CONFIDENCE

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283 1/2 OXFORD ST., HALIFAX, N. S.

Is in the market to handle all types of coin operated amusement machines for resale in Canada. Have a lovely set-up. Very well established. Will consider Exclusive rights only. Also looking for a coin machine needle, parking meters, and taxi meters for resale. We will finance all transactions cash. What have you to offer?

CLOSEOUT! NEW BALLY DOUBLE BARREL . . . \$145.00

PIN GAMES		ONE BALLS, ETC.	
GOTTLIEB LUCKY STAR . . . \$284.50	KEENEY HOT TIP, FP or PO \$680.00	GOTTLIEB DAILY RACES . . . \$50.00	BALLY ENTRY . . . \$95.00
MARVEL LIGHTNING . . . 295.00	BALLY SPECIAL ENTRY . . . 595.00	DAVAL FREE PLAY . . . 45.00	ACE COIN COUNTER . . . 159.50
EXHIBIT RANGER . . . 299.50	SILVER KING, 1¢ or 5¢ . . . 13.95	VICTOR MODEL V, GLOBE . . . 11.75	VICTOR DELUXE . . . 13.75
KEENEY CAROUSEL . . . 295.00			
CHICOIN PLAY BOY . . . 279.50			
BALLY BALLYHOO . . . 279.50			
WILLIAMS TORCHY . . . 304.50			
UNITED MEXICO . . . 295.00			
MARVEL OPPORTUNITY . . . 149.50			

ARCADE MACHINES		CONSOLES	
WILLIAMS ALL STAR . . . \$479.50	SPEEDWAY BOMBSIGHT . . . \$385.00	KEENEY 5¢ SUPER BONUS . . . Write	BALLY TRIPLE BELL . . . \$395.00
SCIENTIFIC POKERINO . . . 279.50	PREMIER TEN GRAND, 10 1/2 FT. . . 499.50	BALLY DE L. DRAW BELL . . . \$12.50	EVANS BANGTAIL, 5¢, J.P. . . \$71.50
PREMIER BOWLO (ROLL DOWN) . . . 469.50	CHICOIN BASKETBALL CHAMP . . . 499.50	EVANS RACES, 5¢, J.P. . . \$31.00	JENNINGS CHALLENGER . . . 595.00
MARVEL POP UP . . . 49.50	GRIP-VUE . . . 49.95	MILLS 3 BELLS . . . 645.00	GROETCHEN TWIN FALLS . . . 485.00
ABT CHALLENGER . . . 55.00	BAT-A-BALL, Floor Model . . . 139.50		
GOTTLIEB 3 WAY GRIP SCALE . . . 39.50	BAT-A-BALL JR. . . 59.50		
BALLY HEAVY HITTER . . . 184.50	METAL TYPER, 10¢ . . . 462.50		
ARIST-O-SCALE . . . 115.00	GENCO ADVANCE ROLL . . . 499.50		
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Aireon's Blonde Bombshell
 What Appeal!
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BUY FROM MARKEPP
 It's Safer!

A. B. T. NEW IMPROVED CHALLENGER \$65.00

MUSIC	
Rock-Ola Std. Dial-a-Tune . . . \$185.00	Wurlitzer Vic. 24 . . . 149.50
Wurlitzer 412 . . . 75.00	Wurlitzer 600R . . . 185.00

5-BALL PIN GAMES	
Catalina . . . \$75.00	Victory . . . 45.00
Midget Races . . . 125.00	Defense, Genco . . . 47.50
Super Score . . . 150.00	School Days . . . 39.50
Wild Fire . . . 39.50	Four Diamonds . . . 44.50

ARCADE EQUIPMENT	
Chicago Coin Hockey . . . \$89.50	Lite League . . . 95.00
Seeburg Target, Conv. . . 79.50	Bally Rapid Fire, Conv. . . 95.00
Chicago Coin Goalie . . . 195.00	Tally Roll . . . 195.00
Genco Total Roll . . . 225.00	Genco Play Ball . . . 99.50
Soccco Ball . . . 295.00	20 Wurlitzer 14 Ft. Skee Roll—Write for Quantity Prices.

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 M. M. MARCUS & SONS TEL. MEN 1043

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 One of the largest and most successful coin machine businesses in one of the largest and best business cities in the entire Southwest. . . . Manufacturers' distributors of seven of the most important lines manufactured in the United States, including one of the four major phonographs, two outstanding marble table lines, one and five ball Slot Machines and consoles, Counter Games, Two Scales and Arcade Equipment. Purchaser will buy only merchandise, equipment, furniture and fixtures. No accounts. Credit set-up already established with large finance corporation to finance floor-planned new merchandise and handle customer's paper. An established clientele and a smoothly functioning organization are available to new owner. Total business January 1, 1947, to July 1, 1947, is \$666,825.44. Net profit for same period is \$59,678.66. This is a \$140,000.00 deal, \$50,000.00 cash and \$90,000.00 new merchandise can be floor-plan financed.
 Write BOX D-75
 THE BILLBOARD CINCINNATI 22, O.

COINMEN YOU KNOW

Detroit:
 (Continued from page 121)
 the Acme Amusement Company in Highland Park.

Louis S. Axelrod and Abraham Kadushin are forming the A & I Vending Company. Kadushin has been operating in Eastern States as the G. I. Vending Machine Company. . . . Andrew P. Johnson, who recently entered the music machine field with a small route operating as the Johnson Music Service in the Grosse Pointe section of Detroit has just bought the Prim Cleaners, and will continue to operate both businesses. He was formerly in the cleaning business here before starting his machine route.

Mrs. Harry Lewiston, whose husband runs the Playland Amusement Center, is vacationing at Walled Lake with their nine-year-old son, Ely, commuting into town twice a week. . . . Irving Ackerman reports association activity quiet for the summer. . . . Mrs. Betty Keppler, office manager, says most of the Michigan automatic phonograph owners are not even taking vacations.

Joseph De Prest has taken over management of the Bandbox Music Company for Mrs. G. M. Copeland, following the death of her husband in April. She will continue to own the business however. . . . Mr. and Mrs. August Pagliughi are again running the Penny Arcade at Edgewater Park. . . . C. W. Strawn, vice-president of RCA Victor Distributing, has resigned, effective as of August 15, to establish his own wholesale firm here.

Joseph Brilliant and William Palmer combined business and pleasure on a trip to Chicago, visiting the Rock-Ola factory and also taking in the big fight. . . . Pearl Levine, genial secretary of Atlas Music Company, is now Mrs. Sam Zloto. . . . Ben Rosenthal, one of Mexico City's largest distributors of coin machines, was in town visiting, and reported conditions in Mexico slow at present, but looks forward to a rise soon.

Ben Newmark, of Atlas Music, has just returned from a two-week sojourn in the northern part of Michigan, with excellent luck on his fishing expedition. His hosts were Gust Ondrus and Emil Churan, of Union Pier, Mich., who operate in the western part of the State. . . . Newmark reports that Ondrus and his dog had an argument over a hambone. . . . Al Curtis, president of the Michigan Miniature Bowling Association says it started as a joke, but now he is really going to get new glasses. . . . Henry F. Franck is forming the new Janes Vending Company at 12246 Turner Avenue. . . . Russel D. Foley and Florence I. Theut are going into partnership as the R & F Amusement Company in Dearborn.

WE'LL BUY Any Post-War Games or Consoles
 NEW or USED—Any Quantity
 Cash on the "Barrel Head"
 WRITE, WIRE OR PHONE

American Amusement Co.
 158 E. Grand Ave. Chicago 11, Ill.
 Phone: Whitehall 4370
 Buy "AMERICAN" and you buy the "FINEST"

WANTED
 Watling Tom Thumb Model 500 or regular Fortune Telling Model Scales. State price and condition in first letter.
W. B. NOVELTY CO.
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NEW PIN GAMES FOR IMMEDIATE DELIVERY USED PIN GAMES
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BUBBLES	34.50
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UNITED STREAMLINER	59.50
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FAST BALL	124.50
SPELLBOUNDS	129.50
STEP UPS	129.50
FIESTA	132.50
SUPERSCORE	134.50
DYNAMITE	139.50
WILLIAMS SHOW GIRL	149.50
WILLIAMS SMARTY	149.50
VANITIES	149.50
MYSTERY	189.50
RIO	189.50
PANORAM PROJECTOR LAMPS—250 Watt	\$2.25 Ea.

MARLIN Amusement Corporation
 412 9th St., N. W. • DL 1625
 WASHINGTON 4, D. C.

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ACE COIN COUNTING MACHINE CO.
 3715 N. Southport Chicago, Illinois

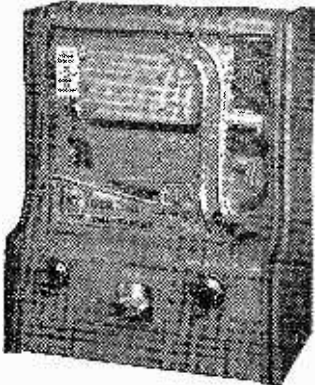
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DECAL TRANSFERS—the attractive, inexpensive, permanent and efficient method of putting your firm name, service phone number and instruction plate on your machines. Designed and manufactured to your specifications. Immediate delivery. For free estimate send following information: size, quantity, number of colors.
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 We are exclusive distributors in Eastern N. Y. State and New Jersey for H. C. Evans & Co.
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15 WURLITZERS SKEEBALLS \$100.00 Ea.
 F. O. B. Cleveland
NEED ROOM
SKILL AMUSEMENT CO.
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KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY PLAY \$37.50 F. O. B. CHICAGO
ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

BAKER NOVELTY CO.

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SLOT MACHINES
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FOR SALE

New and Used KEENEY SUPER BONUS BELLS

Singles, Twins and 3-Ways

Also Used Bally
DRAW BELLS

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Terrific Deal for Top Distributors on the Most Sensational Development Ever Achieved in Commercial Music. Write—Wire—Phone.

RUNYON SALES CO.

593 10th Avenue, New York 18, N. Y.
123 West Runyon St., Newark 8, N. J.

WANTED ROCK-OLA LO BOY SCALES

ANY AMOUNT
P. O. BOX 1169, Morgantown, West Va.

RECORD REVIEWS

(Continued from page 33)

BUDDY WEED TRIO (MGM 10049)

Dream Street—FT; VC.
I'm So Lonesome I Could Cry—FT; VC.

A soft and intimate phraser of song lyrics, Buddy Weed makes up for his lack of voice with a fine jazz feeling for the wordage, set against a background of his trio's piano, guitar and bass which follows the King Cole musical format of fanciful interweavings in fine order. In fact, the entire spinning is a paleface edition of the Cole clan. Weeders take it at a moderate tempo for both the dreamy *Dream Street* and the sentimental torch, *I'm So Lonesome I Could Cry*, but without any great measure of individuality to arrest more than casual attention.

Nothing in this needling of individuality to arrest more than casual attention.

PAT FLOWERS (Victor 20-2334)

A Chocolate Sundae on Saturday Night—FT; VC.
How Many Kisses—FT; VC.

His husky-throated piping shading it rhythmically and with his knuckling of the keyboard just as rhythmic, Pat Flowers puts both of these songs over, but without the drive personality or even enthusiasm that marked the kindred offerings of the late Fats Waller, who tutored Flowers' stylings. Moreover, the small rhythm band in support has no lifting qualities, and Flowers might have done better on his own with just rhythm support. In the least, it would allow for more of his eight-to-the-bar barrelhousing for the *Chocolate Sundae* ditting and make his keyboard figures all the more tinkling in setting the stage for his balad singing on the *How Many Kisses* side.

Title may attract some attention to the *Chocolate Sundae* side at the race spots.

BILL JOHNSON (Victor 20-2362)

Half a Love—FT; VC.
Leave It to Fate, Gate—FT; VC.

Bill Johnson's alto sax pacing his small crew of Musical Notes, the boys groove a tasty jump and jive dish in *Leave It to Fate, Gate*, with the maestro, joined by the quartet of voices, singing in unison and in harmony about the chick who is on a new kick. For the flip, *Half a Love*, it's slow and torchy as Gus Gordon sells the wordage with his soft tenor phrasing rather than voice with the hum harmonies of the quartet polishing off the side which has better moments in Johnson's blue and moody alto saxing.

Jump fans at the race spots will show some interest in *Leave It to Fate, Gate*.

BABS' THREE BIPS AND A BOP (Blue Note 536)

Weird Lullaby—FT; V.
Dob-Bla-Bli—FT; V.

Exponents of the re-bop craze in a song lyric, the efforts of this unit is out of some other world—not this one. Solo singer, getting instrumental and unison vocal support from piano, guitar and bass, refine

scat language to monosyllabic expressions to fit a riff-figured *Dob-Bla-Bli*, making more of a lyrical nightmare as he distorts the arrangement of letters in the alphabet for a slow and indigo *Weird Lullaby*, which is just that. It's all to their own amusement and the listener's amazement.

Not for nickels or anything else, for that matter.

ROSS LEONARD (Mello-Strain 104 and 108)

You're There in a Dream—FT; V.
Snapper the Hawk—FT; V.
I Won't Marry You No More—FT; V.
Where—FT; V.

A romantic baritone with full voice and a keen sense of lyrical projection, Ross Leonard takes it handily for the song selling. And is equally at home with the rhythm ditties as with the slow ballads. With Al Bandini's music providing adequate support, Leonard sings it with ease for the bouyant rhythm ballad, *You're There in a Dream*, a highly tuneful and rolling melody with attractive lyrics to blend. For the *Marry* music on the mated side, it's a lively party jingle for the entire gang to join in on the refrains, which is the kind of support he gets from the accompanying quintet. *Where* is a slow ballad which Leonard sings smoothly with full orchestral support, while the maestro and his men, Bandini playing cornet and adding gravel-grated voice, carries a trite novelty about a British sharpie, *Snapper the Hawk*.

Taps and taverns may take to the gang song, *I Won't Marry You No More*.

DICK KUHN (Decca 4-A)

George M. Cohan Medley—Parts I & II—FT; VC.

Paced by Dick Kuhn's tenor saxing, taking in accordion and rhythm instruments, this little hotel band makes it thoroly danceable for a medley of George M. Cohan *Mary* and *Broadway* favorites taking both sides of the spin. The male trio complementing their playing, the Kuhn lads play and sing it smoothly and sprightly for *Mary's a Grand Old Name*, *So Long Mary*, *Give My Regards to Broadway* and *Forty-Five Minutes From Broadway*. Sides are reissues.

Taps and taverns will take to the *Mary* medley on the A-side.

JIMMIE MILLER (Co-Ed C-409)

Wedding in May or Funeral in June—FT; V.
OPA-sion Yes Inflation Blues—FT. V.

For house parties where you don't want the music to wake up the kids in the next room, this spinning might serve some purpose. It's the soft and rhythmic singing of Jimmie Miller, taking both of these race blues very lightly at a lively tempo with the alto sax, trumpet and rhythm instruments of the All-Star Quintet as subdued as the singing. Songs hold little meaning, musically or lyrically, and the *OPA-sion* side is heavily dated, both sides spin at a lively clip.

(Continued on page 128)

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 28)

- | | | | |
|---|-----|--------------------------------|---|
| 2 | 13. | FEUDIN' AND FIGHTIN' | Dorothy Shay (Mischa Russell Ork)..... Columbia 37189—ASCAP
(Tex Beneke-Miller Ork (Tex Beneke-The Moonlight Sere-naders), Victor 20-2313; Bing Crosby-The Jesters (Bob Haggart Ork), Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith (Four Chicks and Chuck-Jack Miller Ork), MGM 10041) |
| 6 | 14. | MY MELANCHOLY BABY |Sam Donahue.....Capitol 357—ASCAP
(Jan August and the Rhythm Stylists, Diamond 2030; Jack Carroll (Dave Rhodes Ork), National 9022; Derry Falligant, Enterprise 255; Dick Parney, Majestic 7244; Jack McLean Ork (Wayne Gregg), Coast 8001) |
| 5 | 11 | I WONDER, I WONDER, I WON- DER |Tony Pastor....Columbia 37353—ASCAP |

Coming Up

- | | | |
|------------------------------------|----------------------|----------------------|
| I WONDER WHO'S KISSING HER NOW (F) | Perry Como-Ted Weems |Decca 25078—BMI |
|------------------------------------|----------------------|----------------------|

\$60

Weekly
Collection Average
or Better
ON ALL

STRIKES & SPARES

On location in
our territory
EXCLUSIVE FRANCHISES
GOING FAST

We are granting exclusive operator territory in Eastern Pennsylvania and Southern New Jersey. Write, Wire, Phone NOW for Territories Still Open.

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1373-25 SPRING GARDEN ST., PHILADELPHIA 30, PA.

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| BAT-A-BALL (New), including beautiful stand | \$39.50 |
| KICKER & CATCHER (New) | 37.50 |
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| FREE! ILLUSTRATED PRICE LIST. | |
| New or Model—Parts, Supplies and Cards | |
| Make or Model—Parts, Supplies and Cards | |
| —Munves Has Them All. | |

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510-514 W. 34th St.
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Taped Edges—Perfect

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|--------------------------|----------|
| 120, 150, 160 Holes..... | 19¢ Each |
| 200, 220, 250 Holes..... | 24¢ Each |
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| 400, 420, 500 Holes..... | 34¢ Each |

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2380 West Flagler Street Miami, Florida



The Finest Quality Candy Coated BUBBLE BALL GUM
 Unlimited Quantities—25 Lbs. to the Carton
45c PER LB.
 5/8"—140 Count to the Lb.
 Size—170 Count, 195 Count and 210 Count—50¢ Per Lb.
 Spotted Prize Gum—All Sizes—5¢ More Per Lb.

M. S. GISSER, Sales Mgr.

- CONSOLES**
- Big Top \$ 89.50
 - Royal Flush 89.50
 - 4 Bells 195.00
 - Paces Saratoga 95.00
 - Reels, Comb. 95.00
 - 5¢-25¢ Super Bell, Comb. 175.00
 - 5¢ Super Bell, Comb. 135.00
 - Bally Club Bells, Comb. 150.00
 - 2 Bob Tails 75.00
 - 2 Sun Rays, F.P. 95.00
 - 1 Silver Moon, F.P. 75.00
 - BRAND NEW KEENEY SINGLE 2-WAY AND 3-WAY SUPER BONUS BELLS.

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- Packard Wall Boxes .. Write
 - Buckley Wall Boxes .. \$25.00
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- NEW CONSOLES**
- Evans Winter Book, 5¢ Model \$826.00
 - Evans New Races, 5¢ Cash Model 931.00
 - Evans New Races, 5¢ Comb. Model 989.50
 - Evans Casino Bell Sr. 3 5¢ & 2 25¢ Mod. 664.50
 - Jennings 5¢ and 25¢ Challengers 595.00

- 25 GUSHERS**
- Brand New Daval 5¢ Gushers, Ea. \$ 35.00

- ROLL DOWNS**
- 8 Pinch Hitters \$225.00
 - 10 Total Rolls 225.00

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- Originally \$39.50—Close-Out at \$17.50.

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| 1¢ Peanut \$11.50 | 1¢ Peanut \$11.25 |
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|------------------------|-------------------------|
| 1¢ Globe \$11.75 | 1¢ Peanut \$14.95 |
| 1¢ Cabinet 13.75 | 1¢ Gum 14.95 |
| 5¢ Nut 12.50 | 1¢-5¢ Comb. 15.95 |
- Pipe Stands \$3.50 or 3 for \$10.00
 Cross Bars \$1.00 or \$10.00 Per Doz.
 Wall Brackets \$1.00 or \$10.00 Per Doz.
 5¢ Silver King Hot Nut Venders With Cup Dispenser, Brand New, Complete \$29.95
- Best place your order now before prices increase**

- ARCADE EQUIPMENT**
- | | |
|--------------------------------------|---------------------------------------|
| 2 Lite-o-Leagues \$175.00 | 5 Ten Strikes \$ 65.00 |
| 1 Evans in the Barrel 110.00 | 10 Wurl. Skee Balls. 175.00 |
| 2 Rapid Fires 110.00 | New Chi Coin Basket ball 499.50 |
| 1 Pitchem & Katchem 85.00 | Jafco 9 Ft. Barrel Roll 150.00 |
| 1 Radiogram 125.00 | 2 Batting Practices 95.00 |
| 1 Voice Recorder, F.S. 895.00 | 2 Chi Coin Hockey 110.00 |
| 3 Panorams 195.00 | 3 Keeney Air Raiders 110.00 |
| 1 Brand New Jack Rabbit 250.00 | 3 Chicken Sams 95.00 |
| 1 Anti-Aircraft 49.50 | 3 New Bowl-a-Scores 125.00 |
| Brand New Midget Movies 365.00 | 1 Scientific Baseball 95.00 |
| 1 Undersea Raider 175.00 | Bag 175.00 |
| 3 Exh. Iron Claws 69.50 | 2 Buckley Treasure Island 75.00 |
| 7 Ideal Lo Boy Scales 50.00 | |

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Actually and Automatically changes quarters and dimes to nickels—completely automatic and fool proof. Sells at \$117.50.

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\$65.00 Each (Now)

- COUNTER GAMES**
- Genco Pee Wee \$ 45.00
 - Marvel Pop Up 35.00
 - Advance Shockers .. 18.50
 - Silver King Grip Views 49.50
 - Champion Basketball. 35.50
 - Kicker & Catcher... 39.50
 - Target Skill 25.00

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15 BOOMERANGS

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SPECIAL, \$195.00. ORIGINALLY \$299.50. Better than Pin Games.

Aireon presents the **Blonde Bombshell**

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Aireon leads with another flashing new idea—See your Aireon distributor today.

ON DISPLAY AT: **Veatch's Panther V.P. DISTRIBUTING INC.**

Bel. Veatch 2235 OLIVE ST. Coin Operated Machines. PHONE CL1902. ST. LOUIS 4, MO.

Do you see this word

Somewhat it was omitted from Roy McGinnis ad last week. The correct copy is **NEW MILLS Vest Pocket BELLS**, \$85.00 Each.

Write for Quantity Prices.

ROY MCGINNIS CO.
 2011 Maryland Ave. Baltimore 18, Md.

FIVE DAYS' TRIAL

- 1 O.D.J. Blue Chief, 10¢, Perfect \$50
- 1 O.D.J. Silver Chief, 10¢, A-1 50
- 2 O.D.J. Silver Chief, 5¢, A-1 50
- 4 Columbia G.A., '47, Like New 50
- 1 Vest Pocket Bell, '47 50

Sales Boards, 1/2 Factory Price.

West Wind, Sky Chief, Do-Re-Mi \$35

All Kinds of Slot Safes.

NORMAN DEE
 Cumberland, Md.

RECORD REVIEWS

(Continued from page 127)

HOAGY CARMICHAEL (Decca 23978)
Casanova Cricket—FT; V.
A Man Could Be a Wonderful Thing—FT; V.

The lazy and leisurely rhythm styling of Hoagy Carmichael in song lends itself to the country-style chanting of *Casanova Cricket*, song specialty of the rural kissing bug. But not enough novelty appeal in either the words or music to arrest the attention. It's a rhythm blues ballad for *A Man Could Be a Wonderful Thing*, but without attraction as well in the song or in the singing—the entire effort bordering on mediocrity. Billy May's music in full support but for naught.

No coin appeal in this plattering.

AL RUSSELL TRIO (DeLuxe 1083)
Please Be Kind—FT; VC.
Nobody Loves a Fat Man—FT; VC.

A fine rhythmic threesome of piano, bass and guitar, playing with a fine degree of intimacy and a flair for the rhythmic phrasing of a melody on the part of the piano and guitar and in their interweavings. And it all makes for a smooth rhythmic setting for their singing, with pianist Al Russell taking the *Please Be Kind* ballad with lilting phrasings at a moderate tempo, while the three join in unison song for the *Fat Man* Harlemliese rhythm novelty.

Race spots will favor both of these sides.

BOB HOWARD (Decca 3-A)
Raggedy But Right—FT; VC.
Dapper Dan—FT; VC.

An effervescent and enthusiastic rhythm singer, with a keyboard styling just as invigorating, these reissues of Bob Howard spin plenty fresh in this day. With guitar and bass in support, it's jovial and jivey plattering for both of these Harlemliese bounce bits, with Howard projecting his piano and vocal personality all over the sides.

Race spots will cash in on this cutting, particularly for *Raggedy But Right*.

VIVIEN GARRY QUINTET (Victor 20-2352)
I'm in the Mood for Love—FT.
Operation Mop—FT.

A combination of fiddle, trumpet, piano, bass and drums, the Vivien Garry Quintet are familiar figures around the musical bar belt. But save for a good hot style by the trumpet bugler, unit brings no distinctive musical styling for the spinning sides in their preem plattering here. No body or tone to the fiddler, whose hot style stock standard, and while the rhythm instruments pound out a steady beat, it's only the trumpet that makes you give a listen but without causing any undue enthusiasm. Take it at a moderate tempo for *Mood for Love*, with a faster clip for the riff-fashioned *Operation Mop*. Nothing for the music boxes in this needling.

BUDDY WINLEY (Co-Ed 210-F)
Gondolier—FT; VC.
Yamtang, Yamtang Rankytank—FT; VC.

Label credits are just as confusing as the spinning for these sides. But there's nothing in the needling that should cause anybody any great concern. For *Gondolier*, an alleged rhythm ballad, it's the soft and voiceless baritone whisperings of Buddy Winley to the combination of piano, sax and banjo from circa 1930 or before, identified on the label as Percy France and Jerry Smith's ork. For the *Yamtank* flip, a Harlemliese jive novelty, it's two male voices singing in faltering harmony and scat to the same fleshless musical support, only this time it's piano, banjo and drums. Label billing is just as dated, yclept Sgt. Buddy Winley Sorority Jive Bomber Boys. Nothing here that would interest music ops or any others.

ALAN DALE (Signature 15124)
On the Old Spanish Trail—FT; V.
Ho-Ho-Kus, N. J.—FT; V.

You have to listen to make sure the spinning is not that of Bing Crosby when Alan Dale digs into a waxed groove. But the label doesn't put him into the plush setting that becomes his melody style of song. Gets a chance for full lyrical projection in the *Spanish Trail* ballad with satisfying vocal assist from the harmonies of the Signifive. But the chanting lacks the musical color, getting only an unbecoming riff-figured backing by the Ray Bloch Swing Seven. It's rhythm novelty for *Ho-Ho-Kus, N. J.*, with more attraction in the title than the tune itself.

Hardly likely to stand up in the song competition for coins.

PEE WEE KING (Victor 20-2366)
Ten-Gallon Boogie—FT; VC.
I Hear You Knockin'—FT; VC.

It's a fine brand of heated Western rhythms that Pee Wee King and his Golden West Cowboys dish out for this disk. With the guitars strumming it hard, the accordion squeezes the bellows gingerly and the fiddle scraping it hot, along with Redd Stewart's lusty chanting, it's toe-teasing dance music for the fast spinning *Ten-Gallon Boogie* fashioned from a blues riff. And just as hoof-appealing are the rustic rhythms spinning brightly for the familiar *I Hear You Knockin'*, with all the boys joining in on the chorus.

Cowboys will trade their nickel pieces for both sides of the platter.

MARYLA JONAS (Columbia 72047-D)
Impromptu in G Major—FT.
Waltzes—W.

With harp-like arpeggios embellishing the Schubert music mated here on a 12-inch track, Maryla gives a tender and warm piano interpretation for both familiar selections, playing with flawless technique and full sensitivity for the composer's melodic themes.

Welcome addition to the piano disk folders in the home library.

- IDEAL FOOTBALLS, Floor Samples. \$199.50**
- JACK RABBIT 149.50
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 1/3 With Order, Balance C. O. D.

MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

OPERATORS DISTRIBUTORS

IT'S A **MIRACLE!** SEE PAGE 97

Survey Shows Red River Valley Ready and Waiting

(Continued from page 103)

erator. Jukes and pin tables in this section operate with a return this large to the op, the most common being a 70-30 split of the take.

Because of this ratio, operators have been able to keep their machines in finest working order with frequent replacement of old models with the latest.

Long distances between profitable locations provide operators with a great handicap, however. For a typical instance, draw a circle with a 25-mile radius around Breckenridge. In this area there will be but three other communities with populations of over 500 persons. The largest of these is Wahpeton, N. D., which is a twin city with Breckenridge, located just across the Red River. The other two are North Dakota towns with populations of about 1,000. A circle with a 50-mile radius would include very few additional locations over the 500 mark altho they would touch on several larger locations such as Fargo in North Dakota and Moorhead, Fergus Falls and Wheaton in Minnesota which, in turn, would be centers of similar 25-mile radius circles, which has come to be considered the general size of an operator's area.

Large Buying Population

However, the lack of towns and cities of over 500 doesn't mean that

the average areas such as described above don't have a population which could feed venders coins. Because the primary industry is agriculture, many of the small communities actually have a large buying population which comes from the rich farms in the area.

Because of this situation, the most practical solution, according to local opinion, is for a single operator to handle several different types of vending machine merchandise and service all types of machines in a particular area at one time.

This method was tried successfully in several valley areas before the war with the few types of vending machines then in use in this section, but there has been seemingly little attempt to reinstate it.

Personal contact is a keynote to success in this area where people live so close to the earth, so another essential for a local operator is make many personal friends in his area and then establish the impression among customers of his vending machines that when they place a coin in a vender they are actually doing business with him as well as with the location owner.

This so-called "double contact" method was, when more vending machines were in use, an assurance of excellent returns.

Aside from these two especially important factors, the survey showed that a successful vending machine business in this area depends upon the same elements necessary in other locations — good equipment, good service and good merchandise.

Several new Minnesota and North Dakota laws have affected coin machine operators, and played havoc with the pinball field. Popular one-ball tables have been taken off locations almost entirely and replaced with five-ball tables. The five-ball machines are drawing as much attention as their predecessors, but the gross play is less because of longer playing time, the survey showed.

There are no indications that the new Minnesota 3-cent cigarette tax has lowered gross in cig venders, however.

Ice Cream Venders For Florida Show

CHICAGO, July 26.—Indications are that several coin-operated ice cream venders will be on display when members of the International Association of Ice Cream Manufacturers (IAICM) meet for their 43d annual convention at Miami Beach, Fla., October 27-29.

Convention program committee met last week in Washington to lay plans for the meeting.

TAX PROBE ON

(Continued from page 103)
terday, average gross income now is less than \$25,000 monthly, with a proportionate reduction in State sales tax.

"While the closing of war plants with a resultant dismissal of many women workers and curtailment of overtime pay has decreased earnings, cost of the machines has doubled. Rash said marble machines formerly valued at \$200 now are sold for \$550 and popular types of juke boxes cost \$850.

"Some veterans have complained that after payment of federal fees and State taxes they have difficulty meeting payments on the machines, Rash said.

"An annual federal license fee of \$100 on marble machines, which are in the category of 'gambling devices,' and \$10 on juke boxes, is assessed in addition to the State sales tax and city licenses."

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RECONDITIONED USED GAMES READY TO GO

Argentine	\$30.00	Monicker	\$35.00
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Artists and Models	35.00	Pin-Up Girl	45.00
Big Parade	35.00	Rocket	45.00
Bolaway	30.00	Sea Hawk	30.00
Bombardier	25.00	School Days	30.00
Bubbles	75.00	Showboat	30.00
Catalina	40.00	Soft Ball Queen	25.00
Champ	30.00	South Seas	60.00
Clover	40.00	Spot a Card	50.00
Do Re Mi	30.00	Spot Pool	35.00
Double Barrel	140.00	Stratoliner	35.00
5-10-20	35.00	Super Score	30.00
Flat Top	60.00	Superliner	185.00
Flying Tiger	45.00	Suspense	145.00
Glamour Girl	25.00	Ten Spot	120.00
Home Run, '42	45.00	Texas Mustang	34.00
Major, '41	30.00	Thumbs Up	30.00
Miami Beach	35.00	Victory	30.00
Midway	35.00	Whizz	25.00

RECONDITIONED MUSIC MACHINES REPAINTED LIKE NEW

8 X	A. M. I. \$135.00	Deluxe	ROCK-OLA \$165.00
SX	150.00	Glamour	35.00
Hi-Boy	175.00	Klister	199.00
Singing Towers	150.00	Premier	275.00
Streamliner	175.00	Street-Avox	35.00
146 Model, R.C.	SEEBURG \$600.00	Standard	165.00
Casino	139.50	WURLITZER	\$124.50
Regal	139.50	24	85.00
Vogue	195.00	616	175.00
		500 Keyboard Vic. C.	175.00
		600	175.00
		600 Rotary	175.00

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All Equipment Thoroughly Reconditioned WIRE OR CALL

Victories	Rapid Fires	\$ 69.50
Creeps	Jennings In-a-Barrels	59.50
Monicker	Bally King Pins	69.50
Topic	Hockeys	69.50
Yanks	Batting Practice	59.50
Bosco	Rocket Busters	49.50
Star Attraction	Tokyo Guns (Like New)	39.50
Jungle	Bowling Leagues, 9 Ft.	49.50
Gobs	Supreme Skee Ball, 9 Ft.	89.50
	Barrel Roll, 12 Ft.	89.50
	Lite Leagues	129.50

Small Crating Charge.

CONSOLES	
Jennings Club Bells:	
Nickel	\$ 85.00
Dime	98.00
Quarter	95.00
Keeney Bonus Bells:	
1-Way	450.00
2-Way	575.00
3-Way	950.00
Mills 3 Bells, Used 2 Weeks	350.00

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6-1971

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EXCLUSIVE territory being allotted to good distributors NOW. Many have seen and bought this entirely novel game. If not convenient to come to Chicago—phone or write for details.

WE have entirely reorganized and will build only new and successful games. AN AGENCY WILL BE VALUABLE TO YOU. ASK WHY.

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USED GAMES READY FOR LOCATION

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WE ARE ALSO MAKING DELIVERY OF NEW GAMES

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Bally Rapid Fires	100.00
5¢-10¢-25¢-50¢ Black Cherries—Golden Falls and Club Bells.	

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 Mills Four Bells, 3-5¢ and 1-25¢ 175.00
 Jumbo Parade, P.O., Latest 5¢ 75.00
 Jumbo Parade, F.P. and P.O. 95.00
 Pace Saratoga, 10¢ 65.00
 Pace Saratoga, 25¢ 75.00
 Bally High Hand, 5¢ 75.00
 Silver Moon, P.O., 5¢ 75.00
 Pace Twin Reels, 10-25¢ 125.00
 Keeney Super Bell, F.P. & P.O., 5¢ 95.00

Factory Rebuilt KEENEY TWIN BONUS SUPER BELL \$695.00
 New ABT CHALLENGERS... Write

SLOTS
MILLS
 Gold Chrome, 2/5, 5¢ \$115.00
 10¢, \$125.00; 25¢ 135.00
 Gold Chrome, 3/5, 5¢ 105.00
 10¢ 105.00
 Black Cherry, 2/5, 5¢ 175.00
 10¢, \$175.00; 25¢ 195.00
 Black Cherry, 3/5, 5¢ 165.00
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 10¢ 135.00
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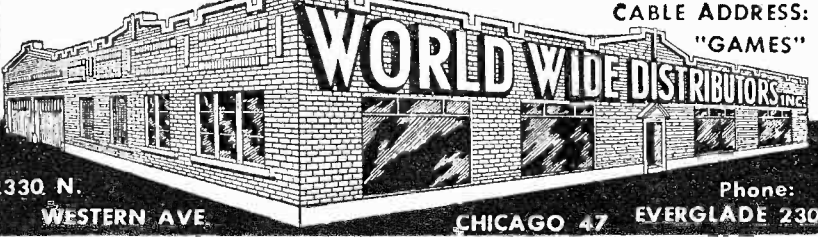
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JENNINGS
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 25¢ 95.00
 Silver Chief, 5¢ 85.00
 Victory Chief, Model M, 5¢ 95.00
 Victory Chief, Model M, 25¢ 125.00
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 10¢ 285.00
 25¢ 295.00

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First Coin Machine Shipment Reaches NAAMO's Vet School

NEW YORK, July 26.—The first truck load of coin machines for the National Association of Amusement Machine Owners (NAAMO) sponsored mechanic school for veterans arrived at the Manhattan Trade School Wednesday (23), filled with 40 machines from NAAMO, Chapter No. 1, Atlantic City. The chapter will send another truck load of 40 or more machines Tuesday (29), according to F. McKim Smith, NAAMO president.

tion, Long Island City, N. Y., started instructing the 26 veterans in the first class on Voice-o-Graphs and Photomatics this week. Instruction on Panorams, by Jacobs, Midget Movies, by Capitol Projector Corporation, New York, will follow. A. B. T. Manufacturing Corporation, Chicago, and National Slug Rejector Company, St. Louis, are slated to follow Capitol Projector.

Philadelphia, under the leadership of Al Rodstein, NAAMO first vice-president, is skedded to send at least one truck load of coin machines to the school within the next two weeks, Smith declares. New York, under the direction of Herb Weaver and Bob Jacobs, arcade owners, is slated to send one truck load. Baltimore, Washington and other cities also are planning truck load shipments of coin machines to the first national coin machine mechanics' school, Smith states. International Mutoscope Corpora-

The interest that the 26 students have taken in the course is shown by the fact that not one of the veterans was absent or even late to any class held in the special school to date. School is sponsored by NAAMO with help from the New York City Board of Education and the Veterans' Administration.

The first shipment of machines from Atlantic City ranged from a postage stamp vending machine to Ace Bombers and Sky Fighters. It also included scales, Ten Strikes, punching bags, name plate machines, Night Bombers, anti-aircraft, foot vitalizers, photoscopes, (Western Baseball, Batting Practice, pin games (for parts) and many other types.

Boyer To Sell His Coin Mch. Museum

CHICAGO, July 26.—Alden Scott Boyer, president of Boyer Laboratories here, has announced that the complete collection of Chicago's coin device museum is for sale to anyone who will perpetuate the historic collection.

20 From Myer Wolf
 Myer Wolf, Atlantic City arcade owner, contributed 20 machines in the first shipment. Stanley Baker gave eight, Al Goodman added two, George Littot gave four, and John Singer gave two. Smith added four of his own machines to bring the total to 40.

Reason for the sale, Boyer reported, is that he lacks enough room for the collection which presently numbers about 35 machines and is located at 2220 South Michigan Boulevard.

"Every Atlantic City arcade and amusement machine owner is a member of NAAMO," Smith declares. Pledges for the second truck load from A. C. include many who already have contributed equipment.

Collection began in 1939 and at its peak had over 150 different types of coin-operated devices. Since that time various items of the collection have found their way to other sections of the country for display and use. Among the places calling for machines once in the Boyer collection, Hollywood leads the list. Other machines are on display in San Francisco's Cliff House and elsewhere.

Besides the already received or pledged machines, many more machines are needed for this program, Smith declares. "Machines with parts missing—or just parts—are welcome." Smith points out that all shipments of coin machines should be made to the Manhattan Trades Center, 45 Rivington Street, care of A. P. Henry, senior teacher in charge of the course.

"The machines now in the collection are the best of the lot," Boyer reports. "I've weeded the original collection down and added several machines so that the present museum group has nothing but the best," he added.

All machines are in perfect working order and have been restored to look like new. Boyer has spent a vast amount of money on the collection. Besides machines, the collection has numerous old catalogs and other information concerning historic coin machines.

Anyone interested in the collection should contact Boyer personally. "I'm willing to let the collection go for practically nothing," he says. "The main thing is to find someone who will perpetuate the museum."

Merit Sales Manufacturing Co. Issued Pa. Certificate

PHILADELPHIA, July 26.—The Merit Sales Manufacturing Company obtained a certificate of incorporation to conduct its business in Pennsylvania on July 21. The new concern was represented legally by Harry Wolov, local attorney.

Company, according to the application for a charter as a corporation, is to be organized "to engage in the manufacturing, selling, at wholesale and at retail, leasing, hiring of automatic machines and devices."

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 New 1¢ Hawkeye Machines \$8.50
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 Ball Gum (Bubble), 35 Lb. Ctn., 144 Ct. .45 Per Lb.
 Ball Gum (Bubble), 200 Ct. 1/2 .80 Per 200
 Pistachios (White or Red), 5 Lb. Bag .55 Per Lb.
 Boston Baked Beans, 32 Lb. Ctn. .24 Per Lb.
 Spanish Peanuts, 25 Lb. Ctn. .22 Per Lb.
 M & M's, 25 Lb. Ctn. .40 Per Lb.
 Salted Cashews (White), 25 Lb. Ctn. .50 Per Lb.
 1¢ Silver King With 600 Ball Gum \$15.00
 1¢ Silver King With 5 Lb. Pistachios 15.00
 5¢ Silver King With 5 Lb. Pistachios 15.00
 5¢ Silver King Hot Nut With 5 Lb. Nuts 29.95
BOSTON SALES AGENCY, INC.
 1208 Tremont Street BOSTON, MASS.

May Co. To Install Coin-O-Matic Coin Changers in Stores

SEATTLE, Wash., July 26.—Coin-O-Matic Cashier Company here has closed a contract with the May Company, said to be the nation's largest mercantile chain, to install Coin-O-Matic Cashier coin changers exclusively in the firm's 21 stores across the country. Coin-O-Matic president, Corely Phelps, said that the arrangements were concluded with the May Company recently after the latter had tested the changers over a period of several months.

May stores, which purchased the changers outright, installed the first unit in their St. Louis store, the Famous Barr. Phelps stated that the number of changers per store will vary from one to 10. May's Cleveland store will install 12 units.

Changers will be placed in three types of store locations; in the ladies' lounge, near phone booths, and in the employees' recreation rooms.

Coin-O-Matic changers are also being installed in Sears, Roebuck & Company retail stores, Phelps said. First changer was placed in the Seattle Sears store. Another unit is located in Mandel Brothers' State Street Chicago department store in the employees' recreation section.

Story Says Three New Taxes in Mo.

KANSAS CITY, Mo., July 26.—Missouri towns and cities are seeking new revenue from three main sources: cigarette taxes, parking meters and increased fees for merchant licenses, according to a recent column by Chester A. Bradley, State editor of *The Kansas City Star*.

Missouri cities are permitted to levy taxes upon sale of cigarettes since no State tax is levied upon them except the 2 per cent sales tax. Kansas City and St. Louis have had such taxes for a number of years.

"Trenton is among cities which recently revised merchant licenses upward," Bradley reported. Fulton also has voted some new revenue measures and several cities are preparing to start taxes on cigarettes. Many already have adopted parking meters both as a revenue producer and a traffic relief aid.

Debate New Levies

"Debate on new revenue measures are noted most everywhere and in Springfield have reached the stage of a referendum on the cigarette tax. The election will be held in August. Meanwhile the tax will not be collected."

According to Bradley, the cigarette tax has been the most widely adopted of the new measures. Second apparently is parking meters.

In Marshall, Mo., where both were recently adopted, parking meters have proved considerably superior as revenue producers. The city's levy of 2 cents per pack on cigarettes, adopted last January, yielded a total of \$7,649 during the first six months, while the meters produced \$13,293 in seven months, nearly twice as much. Bradley says these figures are typical of collections on the two types of revenue sources in Missouri towns.

Prediction Made Good

"St. Joseph," he wrote, "found that parking meters hit their predicted average daily income of 20 cents last month when approximately 1,485 meters in 24 'working days' brought in \$7,212. Since April 18 the meters have yielded \$15,105. The city's cigarette tax, inaugurated last

Juke With Food

CHICAGO, July 26. — Coin machines are prominently mentioned and shown in the current movie *Ladies' Man*. Eddie Bracken, featured player portraying a small-town Oklahoma oil man, during a lengthy scene in the Automat in New York City, purchases a meal thru the food venders. Upon placing a nickel in the coin chute for a particular item, he says, "Gosh! A juke box with food!"

August 25, nearly a year ago, has returned \$115,482."

He also noted that "coin-operated machines are becoming a new source of municipal revenue" in Missouri, but added that "some councils have been hearing protests that rates are far too high."

Operators of coin machines thruout the State are plagued by a popular notion that their business is a very profitable one on a small investment despite the fact that today in many instances a single music installation will cost an operator more than \$2,000.

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 Experienced Arcade Technician-Mechanic, skilled at repair and maintenance of Photomatics, Ray-Guns, Aromatic and all coin-operated Amusement Games, looking for job in Colorado. Am leaving one of Milwaukee's largest Arcades to return home. Will be in Colorado about August 20. Have excellent Colorado references. Can manage Arcade. Knows biz. Contact me: **HARRY MATSUNAKA, P. O. Box 214, Englewood, Colorado.**

Summer Vacations No Problem For Majority of Operators

(Continued from page 102)
 vidual routemen. Should serious breakdowns occur during a time when the regular repair man is either on vacation or filling in for an absent routeman, these machines are brought into the shop and spare jukes (acquired since post-war models retired some machines into this category) are used to temporarily service the location. Major repair jobs await the return of the mechanic to full-time repair work.

Limit Vacations

One small music operator limits vacations to one man at a time. Re-

maining men split the route equally and service it by working longer hours. All repair machines, so no shopman is kept on hand. While stressing that service and repairs are kept on a high plane in spite of reduced personnel, the operator said that he has noted that reduced play has often cropped up the week following on the route so divided. This, he claims, is due to the unfamiliarity with disk preference on that particular route by those routemen "filling in" for the absent regular man.

In the case of one three-man juke box operation, the owner and his two helpers have no regular vacations. In order to maintain top service and play on his three routes, the vacation problem is solved by allowing each man a three-day holiday every third week-end during the months of June, July and August (Friday thru Sunday). Other two men work regular work week with Sunday off. Sunday service calls are routed to the owner's home phone.

Venders Different

Vending operators queried had quite different solutions than those presented by music men on employee vacations and summer operation.

One large candy, gum and peanut operator stated that he either closed down and gave all employees a vacation at once or staggered time off, depending upon business conditions. In the latter case, he said, routes of those servicemen on vacations were not taken over by others; if venders became empty they remained so until the routeman returned to work. Same thing applied when a blanket shut-down occurred.

A soft drink operator, whose venders experience an upswing in business during the hot summer months, finds he must hire extra help for the June-to-August period each year while his regular employees take their vacations. While regular routemen take their time off in rotation, a helper is assigned those servicemen who work that part of the route left unattended. Usually, high school boys are selected.

Vacation No Problem

One of the larger candy vending concerns, operating 800 machines in industrial locations exclusively, reports that summer vacations are no problem in its operations. Reason, according to a firm official, is that candy sales drop about 15 per cent in June, and 35 per cent during July and August. This means that in every group of three adjoining routes, the servicemen handling those routes can stagger their vacations with no hardship on the remaining two men who then each cover one-half of the third route. Firm has an inside and an outside mechanic who also rotate their vacations, each taking on the most urgent work in the other's department while he is away.

A large confection, cigarette and beverage operator with city and suburban routes stated that he had sufficient numbers of employees to adequately cover routes of those on vacation with no lessening of service on their own route or the route of the man having time off. Company ruling is that only one routeman may be off at any one time, so vacation time brings no special problem, it was stated.

An operator with a number of suburban cigarette vender routes meets his vacation schedule by staggering his servicemen's vacations. One man at a time is given time off, and others each do a part of his route. When the single shop mechanic is off, the operator said, routemen are instructed to call in periodically while servicing their territory so that the office may report over the phone

17 Mfrs. Urge Distributions to Push Runyon Drive

(Continued from page 102)

announced unless you stipulate otherwise. All donations are deductible from income tax purposes. The campaign will last till show-time next January, but the sooner you send in your donations, the finer the example for all members of the industry.

"Very shortly I will send you data on how to organize operator activities in this campaign. We also want all employees to be a part of this campaign and any donation, large or small, will be more than welcome.

"A great deal of printing is now being completed and we will rush this thru to you as soon as ready. We are preparing a small sticker sign which we want to see placed on or beside every coin operated machine on location. It carries this copy: 'This machine is working for the Damon Runyon Cancer Fund.'

"Checks should be made payable to Coin Machine Industries, Inc., 134 N. LaSalle Street, Chicago, and earmarked for Damon Runyon Memorial Fund for Cancer Research. Every penny collected will go into this fund, and all promotion expenses will be borne separately by CMI.

"Before you set this letter down, please call in your stenographer and cashier—tell the cashier to make up your personal check, and dictate to your steno a nice warm letter telling me you are heart and soul in this drive which means so much to me personally and to the future of our industry. I will immediately list your name with the National Committee as chairman in your territory."

National Chairman for CMI's campaign to aid the Runyon Cancer Fund is Ray Maloney.

Nat'l Hardware Show To Interest Coinmen

NEW YORK, July 26.—Plans for the National Hardware Show in the Grand Central Palace, October 15-18, are nearing completion, according to Charles Snitow, convention secretary. With the entire hall just about sold out, the largest trade show ever held in this field is in prospect.

All types of coin machine manufacturers, distributors and operators are expected to make an appearance at the four-day show since many parts for possible use on coin machines and new methods of making repairs on all types of machinery will be featured.

This is the second national trade exhibit held by this group, altho similar exhibits were sponsored by other groups and associations in this field before the war.

Depriest, Ky. Coinman, Dies

MADISONVILLE, Ky., July 26.—Ernest Depriest, 36, Paducah coin machine operator, died of a heart attack in the Hopkins County Hospital here last week.

any repair work to be done on their route. Each serviceman must be able to do extensive machine repairs. As the office also keeps a schedule of the routeman's calls, knowledge of the approximate spot he will be at a certain time makes it possible to phone ahead to pass on information about needed repairs.

A one-man ice cream vender operation contacted reported that due to higher ice cream sales in summer and lack of replacement help no vacation was taken. This operator services his route six days a week and stated that the only "vacation" he could possibly take was that on a legal holiday, and then only when on the day before he checks and fills all venders on his high-sale locations.

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Arizona	39.50
Big Chief	17.50
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Bombardier (P&S)	24.50
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Frisco	49.50
Four Diamonds	37.50
Hi Stopper	20.00
Knockout	37.50
Kismet (P&S)	47.50
Hi Hat	22.50
Laura	47.50
Paratroops (P&S)	29.50
Production (P&S)	32.50
Riviera (Revamp)	22.50
Sea Breeze	102.50
Sea Raider (From Capt. Kidd)	29.50
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Shooting Stars (Used)	67.50
Sky Chief	32.50
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Op Ass'ns Hit High Point; Trade Groups More Active

(Continued from page 102)

as yet no concrete plan for that organization has been announced.

Earlier this year, LeRoy Stein, business manager for the Music Guild of America (MGA), with headquarters in Newark, N. J., announced that four State organizations have shown interest in a national operators' group. Stein said these groups were the MGA; the Music Operators' Association of Eastern Pennsylvania, Philadelphia; the Phonograph Operators' Association of Central New Jersey, Trenton, and the Ohio State Automatic Phonograph Owners' Association, with headquarters in Cleveland. The latter group, however, stated that no official stand has been taken on a national association.

One of the most active associations in the music field is the Cleveland Phonograph Merchants' Association, a chapter of the Ohio State group. The Cleveland group this spring inaugurated what it calls the Hit Tune Preview—a party designed to attract teen-agers who come to listen to new record releases and mark their first choice of the tunes played. Working closely with *The Cleveland Press*, the Cleveland group has put the hit tune party across with front-page publicity, and its success probably inspired a similar type of promotion in Philadelphia, sponsored by the Music Operators' Association of Eastern Pennsylvania.

While it is impossible to measure accurately the value of such promotions as good-will builders, music machine trade leaders are convinced that this kind of program has done much to bring the automatic phonograph business to favorable public attention.

Other Active Groups

A few of the other music machine associations which have shown stepped-up activity during the first half of this year are the Alabama Music Operators' Association, which has launched a State-wide public relations program from its Montgomery headquarters; the Worcester County Phonograph Owners' Association, Worcester, Mass., which has endeavored successfully to better location owner-operator relations, and the South Dakota Phonograph Operators' Association, an example of a small, but alert, group which has been able to aid its membership in matters where individual music operators would have been powerless to act.

In the amusement games field several established groups have been making concerted efforts to back programs centering around bettering the lot of the returned war veteran.

While most of these programs have consisted of providing games for veterans' hospitals, at least one trade group has extended itself to provide a trade school where war vets, with the blessing of the Veterans' Administration, can learn the coin machine mechanic's trade. This group—the National Association of Amusement Machine Owners (NAAMO)—began its school for vets May 5, and its courses are now in session.

Comprehensive Training

In all, NAAMO's course will span 24 weeks, comprises comprehensive

training in all phases of servicing and repair. Similar schools, based on the same pattern, are planned by NAAMO for other principal cities.

Another game group which has been unusually active in recent weeks is the Amusement Machine Association of Philadelphia. This group is launching a public relations program based on the idea that the public must be brought to realize that the games owned by operators are "something special in the way of wholesale amusement."

Veteran Organization

Also showing a great deal of activity in the past six months is the Missouri Amusement Machine Association, St. Louis. This group has been active for the past 15 years, and its membership now includes practically all of the operators and distributors in the Missouri area.

Among the newer local associations formed within recent months, are the New Orleans Phonograph Operators' Association; the Boston Arcade Owners' Association, and the Toledo Amusement Machine Association. These groups, like those long established, have as their primary purpose better business relations between operators, between operators and location owners and between operators and the public.

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10¢ Mills Blue Fronts	95.00
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5¢ Mills War Eagle	60.00
10¢ Mills War Eagle	60.00
5¢ Jennings Black Hawk	175.00
5¢ Jennings Bronze Chief	\$185.00
25¢ Jennings Bronze Chief	195.00
5¢ Jennings Standard Chief	195.00
10¢ Jennings Standard Chief	205.00
5¢ Jennings Club Console	95.00
10¢ Jennings Club Console	105.00
10¢ Pace Comet (5 Star)	95.00
Columbia Gold Award	49.50

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Direct Factory Distributors for O. D. Jennings.

NOW DELIVERING—Standard Chiefs • Super De Luxe (Lite-Up) • De Luxe Challengers.

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DAVAL FREE PLAYS (Brand New) Each\$39.50

USED CONSOLES—Ready for Location!

Bally Club Bell (Comb.), 5¢	\$ 89.50	Mills Square Bells, 25¢	\$ 89.50
Jennings Fast Time, 5¢	49.50	Mills Three Bells	269.50
Jennings Good Luck	39.00	Pace Racer (Late '46)	159.50
Jumbo Parade	49.50	Pace Saratoga (Rails), 5¢	49.50
Keeney Two-Way Super Bell, 5/25, PO	139.50	Watling Big Game, 5¢	39.50

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The miracle machine that produces a recording, plays it back and delivers it within 2 minutes. Can be replayed on any modern home phonograph. Special mailing envelopes vended for an additional coin.

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Automatic picture-taking. Sensational, universally acceptable. Snaps, develops, prints and delivers a beautifully framed picture in less than a minute.

Get on the Magic Profit-Carpet. Millions of Record-Making and Picture-Taking Fans Will Make These Machines Your Most Profitable Resource.

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MAIL IT OUT FOR COMPLETE DETAILS ON MARVELOUS EARNING POWERS OF THESE TWO MACHINES.

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10 Wurlitzer, 500 A. Each 395.00

Cabinet and Mechanism in good condition.

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These machines just off location and in good condition.

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Cleveland Hit Tune Tied in With Picture

CLEVELAND, July 26. — The Cleveland Phonograph Merchants' Association got its promotion of the group's August hit tune launched with a tie-in with the RKO Palace Theater presentation of *I Wonder Who's Kissing Her Now*. Hit tune the association is plugging for August has the same title as the movie.

Beginning Thursday (24), and continuing for a week, the association placed a new music machine in the lobby of the theater, playing the tune and announcing the showing of the film scheduled to start the following week.

August 1 the tune will be placed in the No. 1 spot on the city's juke boxes, and a sustaining promotion—using car cards and newspapers—will be carried on thruout the month. The tune, picked by an audience of 3,000 at the Cain Park Theater July 12, drew more than half the ballots cast, association officials reported.

Jukes To Show At Tavern Meet

NEW YORK, July 26.—National Tavern Association's convention and exhibit will be held on Steel Pier, Atlantic City, October 20-23, William G. Rolley, managing director of the exhibit, announced here.

Several juke box manufacturers are expected to exhibit their products at this year's annual gathering, which will be attended by an expected 8,000 tavernmen who will visit about 200 exhibits.

This year's convention will be held in the new 35,000-square-foot exhibit area on the pier instead of the former 18,000-square-foot exhibit area that has been let to General Motors for an all-year exhibit.

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Super 40	\$220.00	Commando	\$220.00
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COLUMBIA DOUBLE JACKPOT BELL SPECIAL

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Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

Factory re-conditioned like new.

F&W Amusement Co. Sets Up Additional Outlet in Knoxville

KNOXVILLE, July 26. — Fred Burks, who has been owner and manager of the F & W Amusement Company in Cookeville, Tenn., for the past 15 years, announced the opening of a branch office in this city. Firm distributes a wide variety of coin-operated machines in East Tennessee and parts of Virginia and Kentucky.

Grady Smith, who is also well known in coin machine trade, is chief service man for the F & W concern.

L. A. Firm Presses, Sells Mex Disks

LOS ANGELES, July 26.—A new record label, Discos Detecal, made its appearance here this week when a shipment was received by Jack Gutshall Distributing Company, acting as the local outlet.

Discos Detecal records are recorded in Tijuana, Mex., and pressed here. The firm, headed by Joaquin Aguilar Robles, former chief of police in Tijuana, has released 10 sides and has two more soon to come from the presses. According to Henry Ezor, local sales representative for the record firm, the disks are going well here and along the Mexican border. Authentic Spanish music is recorded.

Recordings are by Alejandro de Montenegro and Gavilanes del Norte, Hermanos Bustos, and Carlos Duval with the orchestra Detecal.

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11 Calle Moderns (Peerless)

Scale clean and ready to operate.

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Charles Hammon Appointed To Philly Juke Ops Post

PHILADELPHIA, July 26.—William L. King, president of the Phonograph Operators' Association of Philadelphia and Eastern Pennsylvania, announced the appointment of Charles Hammon as business manager of the association. In returning to the association in an executive capacity, Hammon succeeds Jim O'Brien, who resigned the post. Hammon served the association as business manager until January 1, 1946, when he left to join the local Aireon distributor, remaining in the distributor field until April of this year.

"We are fortunate in being able to have Charles Hammon return to his former position with the association," said King. "Apart from the fact that he is one of the most experienced men in the country in association matters, he has already demonstrated his capacities for leadership and initiative which has helped to make our association one of the leading industry groups in the country."

Assured Support

Hannon, who helped to weather the association over the critical war years, was assured the enthusiastic support of the board of directors and entire membership of the local association. Having worked with the membership before, Hannon is certain of wholehearted support for a full-scale program of activity being evolved at the present time for operation in the fall.

In addition to continuing the association's successful public relations campaign, highlighted by a Click Tune of the Month promotion, Hannon stressed the importance of strengthening the ties in the relationship between the music operator and the location owner.

"Too often," said Hannon, "we forget that our stream to the public flows entirely thru the location. And while our efforts to interest the public in automatic music are highly commendable, we sometimes underestimate the importance of servicing the owners of our machine locations. With diversified amusements found at practically every location, it becomes increasingly important to broaden the scope of our good will created with the location owner so that our machines will be presented to the public in the best possible light."

Help Location Owner

Hannon pointed out that a drop in coin collections usually indicates a drop in business on the part of the owner, rather than a drop in interest on part of the public for the coin-operated machine. As a result, he added, it is of prime importance to help the location owner overcome the problems confronting his business today.

"If we show the owners of our locations that we have more than a casual interest in the welfare of his business and its continued good business," said Hannon, "I am sure that his appreciation for our interest will be shown in a way that will benefit our own interests as well. It is well to bear in mind that better business at a location means better coin collections for our machines. It's as simple as that."

In addition, Hannon said that a

Camden Will Install 416 Parking Meters

CAMDEN, N. J., July 26. — The Camden City Commission voted this week to purchase 416 parking meters for installation in the central part of town. The meters will cover a 21-block area, it was stated.

Expected to be in operation by October 1, the meters will first be tested to determine the cost to be charged motorists for given periods of parking.

broad program directed at location owners will also help to open up many new locations for the industry. Since locations are the blood-stream of the industry, said Hannon, "it is to our direct benefit to pave the way for as many new locations as possible." It is in this respect, he added, that the full force of an association can carry on such a program for the mutual benefit of all where a single operator could never even attempt to do it.

Still another point in Hannon's pro-

gram is an effort to bring every single music operator into the association's fold. While the association at present represents "nearly" every music operator in the territory, Hannon is planning a full-scale membership campaign. The advantage of association ties, said Hannon, are fairly obvious to every operator.

"It's not so much getting an operator to join our association," added Hannon, "as in letting the new operator—the one just entering the industry—know that we exist." He pointed out that many new operators, on learning of the existence of the association, have come to the offices applying for membership, and the new membership drive will mostly mean telling the association story to every person entering the music field.

Name Scott-Crosse Keeney Distributor

PHILADELPHIA, July 26.—Appointment of the Scott-Crosse Company as distributor in Pennsylvania for the entire line of J. H. Keeney & Company, Inc., Chicago, was announced this week by Sam Stern, Scott-Crosse executive. Complete line of Keeney pinball games and other machines are now on display in the firm's headquarters here.

Besides Keeney products, the firm handles Rock-Ola, U-Need-A, Evans, Williams and many other lines in Pennsylvania, New Jersey, Delaware, Maryland and Washington, D. C.

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<p>NEW PIN GAMES</p> <ul style="list-style-type: none"> DOUBLE BARREL \$145.00 SHOOTING STARS 149.00 ADVANCE MEXICO 295.00 UNITED MEXICO 279.50 BALLY BALLYBOY 279.50 CHICAGO PLAYBOY 295.00 KEENEY CAROUSEL 294.50 GOTT. LUCKY STAR 295.00 MARVELLIGHTNING 304.50 WMS. TORCHY 299.50 EXH. RANGER 	<p>NEW COUNTER GAMES</p> <ul style="list-style-type: none"> POP-UP \$ 37.50 ABT CHALLENGER 49.50 FOLDING STAND 11.95 GOTT. GRIP SCALE 39.50 GRIP-VUE 49.95 BASKETBALL, 1 1/2 39.50 WITH STAND 49.50 KICK & CATCHER 37.50 IMP. 1c or 5c \$ 14.50 DAVAL OOMPH 49.50 BEST HAND 49.50 MEX. BASEBALL 49.50 SKILL THRILL 49.50 FREE PLAY 45.50 HEAVY HITTER 184.50 WITH STAND 196.50 	<p>NEW CONSOLES</p> <ul style="list-style-type: none"> BALLY TRIPLE B. \$895.00 DE L. DRAW BELL 512.50 BELLS 3 BELLS 645.00 JENN. CHALLENGER 595.00 EVANS BANGTAILS 671.50 WINTERBOOK 826.00 EVANS RACES 931.00 BAKERS PACERS, 5c, DD 668.50 BAKERS PACERS, 25c, DD 747.50 GROETCHEN 485.00 TWIN FALLS 	
<p>ARCADE MACHINES</p> <ul style="list-style-type: none"> WMS. ALL STAR \$479.50 BOMBSIGHT 389.00 ADVANCE ROLL 469.50 PREMIER BOWLO 499.50 TEN GRAND, 10 1/2 F. 499.50 BASKET B. CHAMP 279.50 POKERINO 445.00 METAL TYPER 295.00 BOOMERING 145.00 ARIST-O-SCALE 125.00 MIR-O-SCALE 125.00 WATLING FORTUNE WRITE 145.00 AMERICAN FORTUNE SCALE 169.50 	<p>NEW SLOTS</p> <ul style="list-style-type: none"> JENNINGS LITE-UP CHIEF 5c \$324 JENNINGS STANDARD CHIEF 10c \$334 MILLS BLACK CHERRY 25c \$344 MILLS GOLDEN FALLS, H.L., 2-5 50c \$454 WATLING ROLATOP 269 GROETCHEN DE LUXE CLUB COLUMBIA 279 GROETCHEN COLUMBIA, JP 289 MILLS VEST POCKETS 238 258 175 200 225 \$209.50 145.00 \$74.50. LOTS OF 5 65.00 	<p>VENDORS</p> <ul style="list-style-type: none"> SILVER KING, 1c or 5c NUT OR BALL GUM \$ 13.95 SILVER KING HOT NUT VENDOR 29.95 VICTOR MODEL V, 1c GLOBE TYPE 11.75 CABINET TYPE 13.75 FOR ALL SPECIAL USES WRITE 	
<p>USED PIN GAMES</p> <ul style="list-style-type: none"> BAFFLE CD. \$169.50 DYNAMITE 169.50 SHOW GIRL 179.50 MYSTERY 179.50 SMARTY 179.50 FIESTA 179.50 SPELLBOUND 169.50 FAST BALL 157.50 SUPERLINER 149.50 STEP UP 139.50 MID. RACER 129.50 BIG LEAGUE 124.50 CANTEEN 114.50 SURF QUEEN 104.50 BIG HIT 104.50 FRISCO, F.S. 89.50 SKY CHIEF 79.50 LIBERTY 79.50 AIR CIRCUS 69.50 BIG PARADE 69.50 KNOCK OUT. 69.50 KEEP 'EM FLYING 69.50 TRADE WINDS 69.50 SOUTH SEAS 69.50 RIVIERA 69.50 WAGON 69.50 WHEELS 69.50 FLAT TOP 69.50 ARIZONA 69.50 SANTA FE 69.50 OKLAHOMA 69.50 STREAMLINER 69.50 YANK, DOODLE 69.50 5-10-20 64.50 MIDWAY 64.50 KISMET 59.50 BOSCO 59.50 YANKS 59.50 	<p>GENCO</p> <ul style="list-style-type: none"> DEFENSE \$54.50 HI HAT 50.00 TEXAS MUST. 50.00 TOPIC 50.00 SPOT POOL 50.00 VICTORY 50.00 CLOVER 49.50 VELVET 47.50 PRODUCTION 45.00 SEA HAWK 45.00 EAGLE SQUAD 45.00 JUNGLE 45.00 GUN CLUB 45.00 STAR ATTRAC. 45.00 BELLE HOP 45.00 LEGIONNAIRE 45.00 ALL AMER. 45.00 CHAMPS 45.00 BOLAWAY 45.00 SHOW BOAT 45.00 STARS 45.00 CAPT. KIDD 45.00 VENUS 45.00 TOWERS 45.00 MIAMI BEACH 45.00 ABC BOWLER 45.00 41 MAJORS 45.00 INVASION 45.00 SEVEN UP 45.00 PARATROOPS 45.00 BOMBARDIER 45.00 TEN SPOT 45.00 STRATOLINER 45.00 PLAY BALL 45.00 CLICK 39.50 BANDWAGON 37.50 DRUM MAJOR 34.50 MARINES 34.50 BIG CHIEF 34.50 	<p>SLOTS</p> <ul style="list-style-type: none"> 5c MILLS BLUE FRONT, ORIG. \$ 99.50 10c MILLS BLUE FRONT 109.50 25c MILLS BLUE FRONT 119.50 5c BROWN FRONTS 109.50 10c BROWN FRONTS 119.50 25c BROWN FRONTS 129.50 VEST POCKETS, 1946 Model 59.50 5c BLACK CHERRY, ORIG. 2-5 179.50 10c BLACK CHERRY, NEW, 3-5 225.00 10c BLACK CHERRY, NEW REB. 149.50 5c JENN. SILVER CHIEF 99.50 5c JENN. CLUB CONSOLE CHIEF 109.50 COLUMBIAS J.P., 1946 Model 99.50 5c WATL. ROLATOP, \$79.50; 10c 89.50 JENN. LITE-UP CHIEFS, Used 10 Days, 5c, \$235; 10c, \$245; 25c 255.00 	<p>ONE BALLS</p> <ul style="list-style-type: none"> VICTORY SPECIAL, Auto, Shuf. \$345.00 CLUB TROPHY, F.P. 109.50 DARK HORSE, F.P. 89.50 PIMLICO 109.50 '41 DERBY, F.P. 99.50 RECORD TIME, F.P. 79.50 LONGACRE, F.P. 149.50 TURF KING, P.O. 129.50 JOCKEY CLUB, P.O. 119.50 40 MILLS 1-2-3, F.P. 89.50 MILLS OWL, 1 OR 5 BALL, F.P. 69.50 LONGSHOT, P.O. 104.50 KENTUCKY, P.O. 109.50 VICTORY DERBY, P.O. 184.50
<p>CONSOLES</p> <ul style="list-style-type: none"> BAKER'S PACERS, D.D., J.P. \$395.00 5c COMB. SUPER BELLS 79.50 BALLY SUN RAYS, F.P. 69.50 5c BUCKLEY TRACK ODDS, J.P. 435.00 HI HAND, COMB. 99.50 WATLING BIG GAME, 5c, P.O. 69.50 5c PACE SARATOGA SR., P.O. 69.50 5c PACE REELS, COMB. 89.50 JENN. FAST TIME, P.O. 59.50 BALLY BIG TOP, P.O. or F.P. 69.50 WATLING BIG GAME, F.P. 59.50 MILLS JUMBO, LATE HEAD 69.50 JENN. SILVER MOON, F.P. 69.50 5c BALLY CLUB BELL 99.50 25c BALLY CLUB BELL 109.50 EVANS LUCKY STAR 149.50 GALLOPING DOMINOS, J.P. 149.50 BANGTAILS, J.P., 2-TONE 159.50 	<p>ARCADE</p> <ul style="list-style-type: none"> TOTAL ROLL, LIKE NEW \$295.00 EV. TEN STRIKE 95.00 EV. TORRY GUN 94.50 BALLY DEFENDER 119.50 BATTING PRACTICE 89.50 PIKES PEAK 19.50 GENCO WHIZZ—Like New 79.50 EXH. CARD VEND., Counter Model 9.50 SHOOT TO TOKYO 79.50 SHOOT THE CHUTES 79.50 CHICAGO COIN GALLEE, Like New 194.50 GOTT. 3-WAY GRIPS 19.50 CHICAGO COIN HOCKEY 99.50 MICROSCOPE SKY FIGHTER 99.50 RAPID FIRE 74.50 PITCHER & CATCHER 50.00 BALLY SKY BATTLE 99.50 EXH. HAMMER STRIKER 87.50 ADVANCE SHOCKER 17.50 BALLY UNDERSEA RAIDER 149.50 JACK RABBIT, F.S. 219.50 ACE BOMBER 169.50 ABT CHALLENGER, 1947 MODEL 34.50 		

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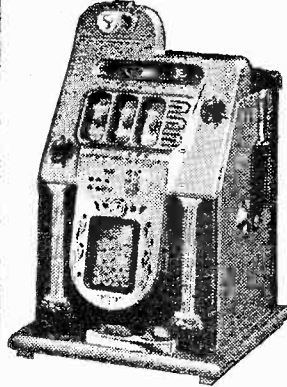
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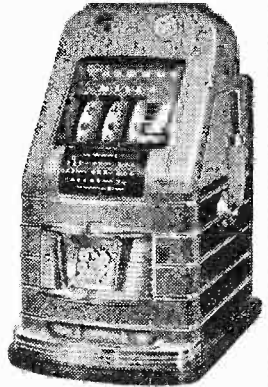
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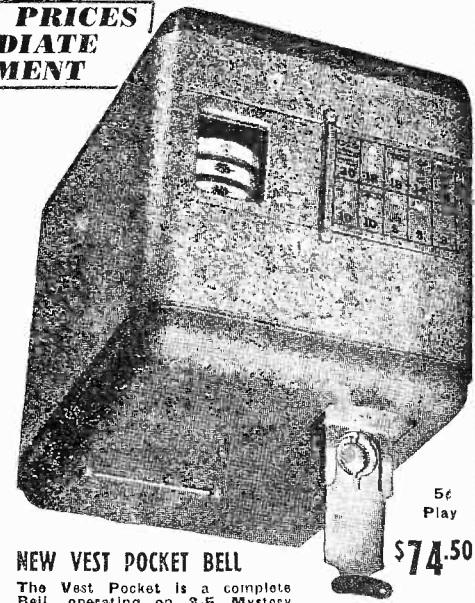
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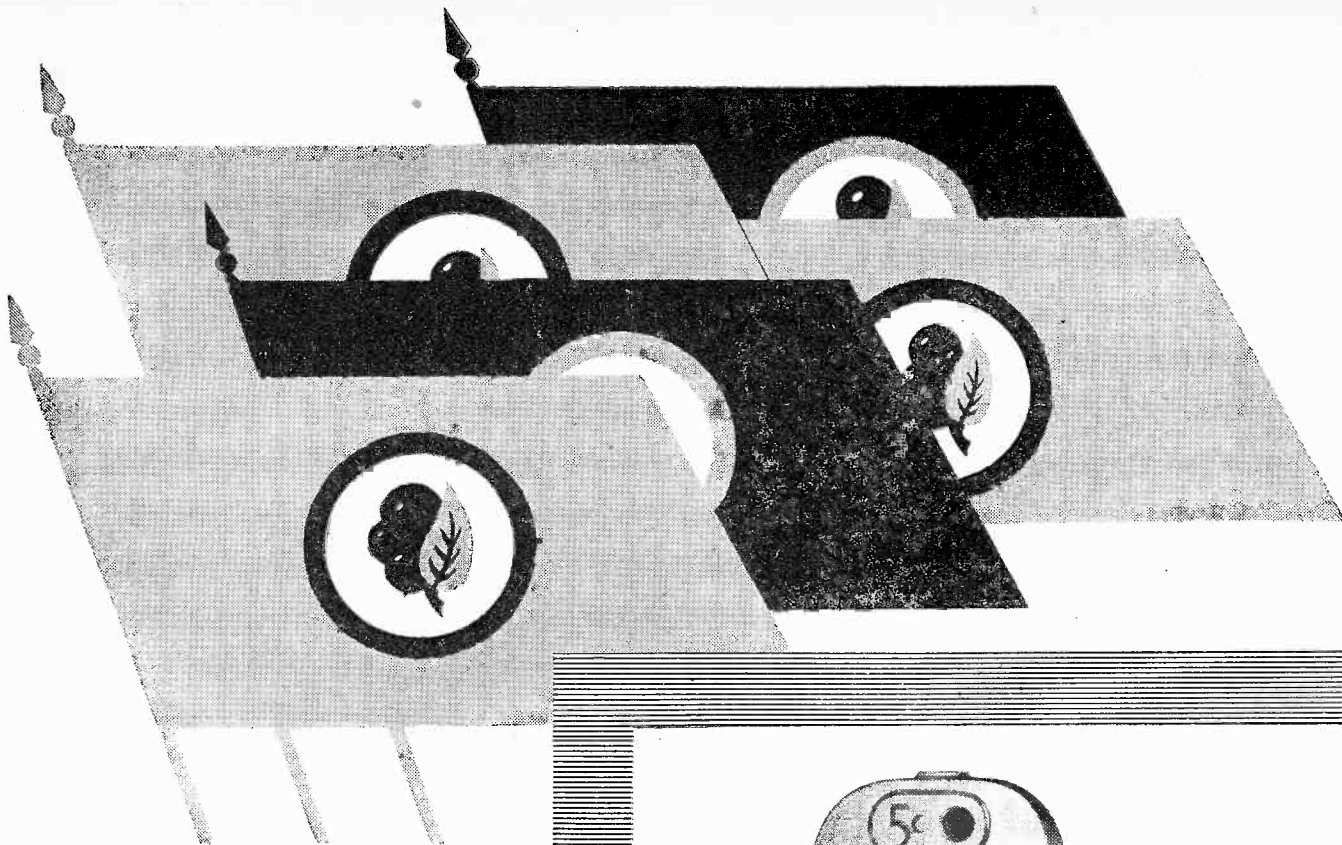
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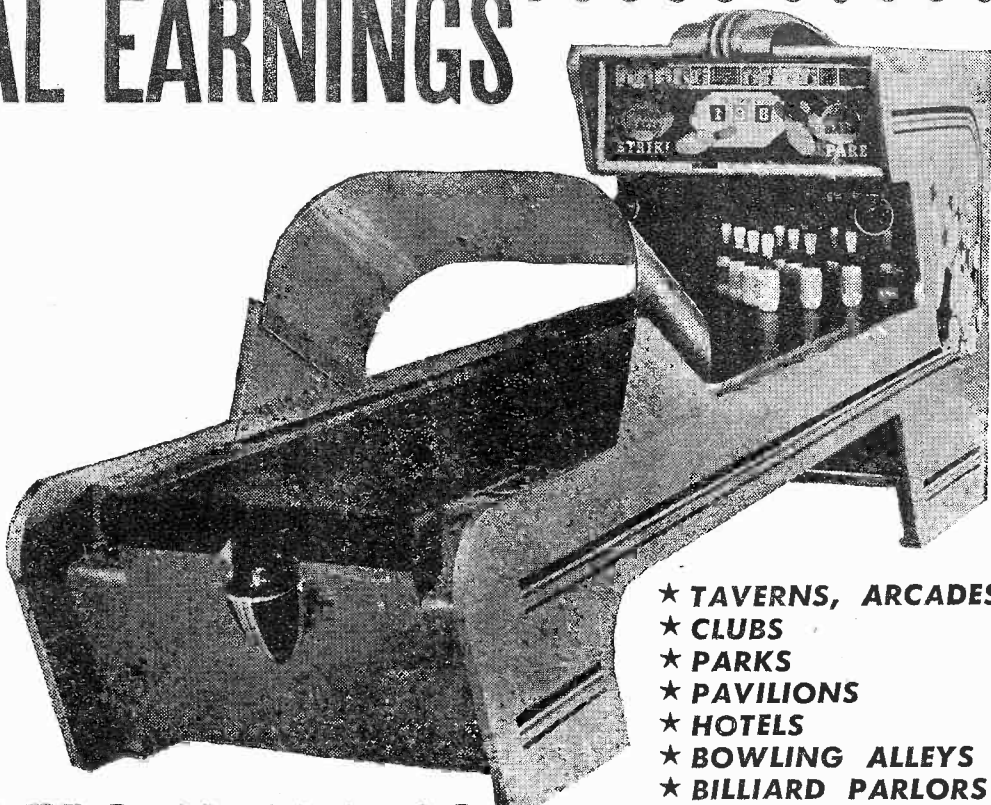
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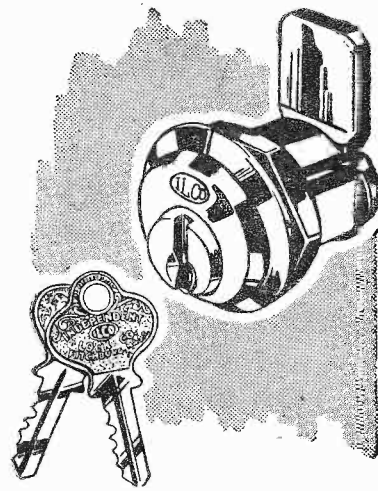


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Coin Counting Machine
Factory Guaranteed .. \$217.50

New Improved
ACE COIN COUNTING MACHINE
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Write about the new Ace Sorting Machine — Non-electric; no moving parts!

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FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. CABLE: MOCOIN. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

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WILL SACRIFICE ALL

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CONSISTING OF

- 60 POST-WAR PIN GAMES
- 55 PIECES OF ARCADE EQUIPMENT
- 47 ONE BALLS
- 23 PHONOGRAPHS
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ALL EQUIPMENT GUARANTEED IN FIRST CLASS CONDITION
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COMBINATION COIN OPERATED RADIOS WITH TWO-WAY INTERCOMMUNICATION SYSTEM

Available in Night Stand or Console Models, either Blond or Walnut Finish. GREATEST MONEY-MAKER IN THE COIN RADIO INDUSTRY 10¢—30 minutes

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3-Way, 5, 10, 25¢
\$950.00 Each or 4 for \$3,500.00

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Games clean and ready for location

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PRICES ON LONDON EQUIPMENT SHAVED TO THE BONE! IN SUPPORT OF OUR NATIONAL ECONOMY, WE WILL CONTINUE WITH CONSISTENTLY LOWER PRICES—ALWAYS HIGHEST QUALITY AND SERVICE!

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- ◆ Magnetic Kickers!
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NOW! CRYSTALETTE COIN TIMERS

STEEL ENCASED WITH PICK-PROOF LOCKS

for Coin Radios, Washing Machines

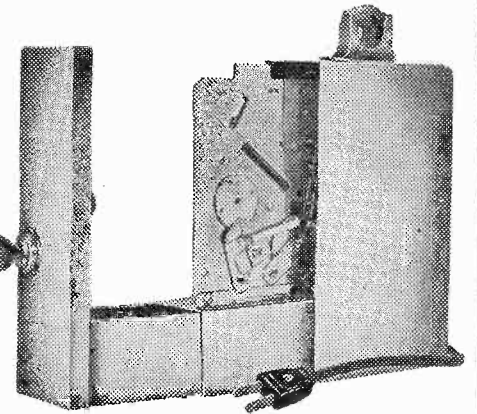
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each, complete

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COIN MECHANISM DIVISION

1521 West Anaheim

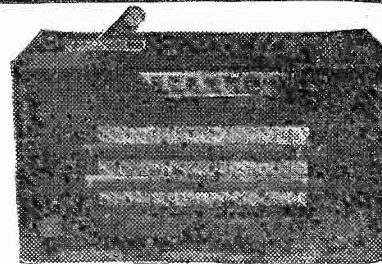
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The Handsome
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Location-tested for one full year in thousands of hotel rooms and tourist cabins throughout the country, the new JUDD-BENNETT COIN OPERATED RADIO has PROVEN ITSELF AN ALL-AROUND WINNER. It has proven itself SERVICE-FREE. It has proven itself A CONSISTENT BUSINESS-GETTER. It has proven itself A TOP MONEY-MAKER. . . . And it will PROVE ITSELF TO YOU AND YOUR LOCATION PROSPECTS.



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- Smart, modern design
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- Volume can be pre-set to desired level
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\$45.00 F. O. B. N. Y. C.

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BIG LEAGUE	\$ 59.50
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Now it can be told . . . the story of the beautiful blonde cabinet we have been building for AIREON'S BLONDE BOMBHELL. Congratulations on its exotic beauty. In all our experience making cabinets and store fixtures we have never had a job we enjoyed more.

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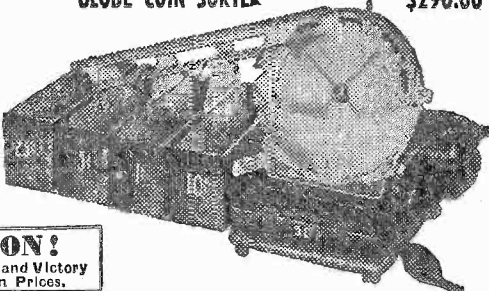
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Bally Victory Derbies and Victory Specials at Bargain Prices.

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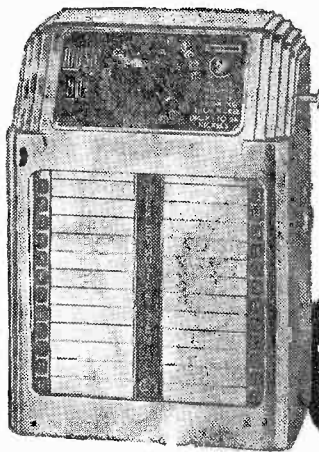
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\$25⁰⁰

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

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BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines.

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NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
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- 5¢-10¢-25¢ chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

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PHONES: VAN BUREN 6636-6637-6638-6639



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GENCO'S HONEY

THE GREATEST 5 BALL GAME OF THE YEAR

The smart operators have been waiting for this game and here it is. Terrifically fast action. Irresistible appeal. It's a honey!

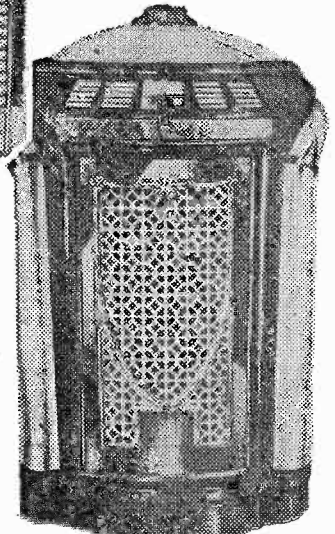
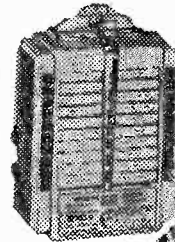
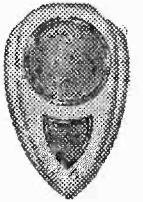


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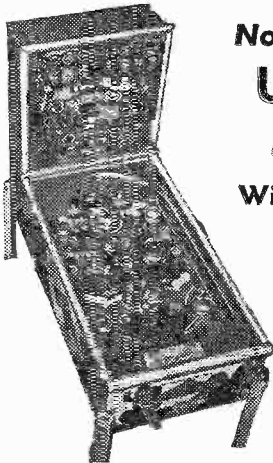


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1/3 dep., bal. C. O. D.
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Now Available—
UNITED'S MEXICO

With **NEW BONUS FEATURE**

- **ADDED THRILLS**
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SEEBURG

Seeburg Hi-Tone 8200 Victory	\$110.00
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Seeburg Classic	169.50
Seeburg Envoy, ESRC	215.00
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Rock-Ola Imperial, 20 Record	\$ 69.50
Rock-Ola Imperial, Lite-Up, 20 Record	79.50
Rock-Ola Windsor or Monarch	89.50
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Mills Throne	\$ 99.50
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Seeburg 24 Sel. Wall-o-Matic, Remote	19.50
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Seeburg Bar-o-Matic, 5-10-25¢	39.50
Seeburg 20 Sel. Wall-o-Matic, R. C., 5-10-25¢	47.50
Wurlitzer #120 Boxes, 5¢	12.50
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Wurlitzer #320 Sweet Music Box	10.00
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Buckley Adapter	15.00
Wurlitzer #130, Adapter	22.50
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Seeburg Adapter for Wurlitzer 24	17.50
Seeburg SD 24-1Z Adapter	12.50
Buckley Bracket for Bar Boxes	1.75
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Packard Boxes, New	Write
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Peanut or Gum Machine

Silver King, Used, Clean, Each	\$ 6.50
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TOTAL ROLLS
GENCO ADVANCE ROLLS

Send 1/3 Deposit, Balance C. O. D.

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Goalee	159.00	Zingo	25.00
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Chicago Coin's Roll-a-Score	50.00	Rocket Buster	50.00

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Must Be Very Clean and in Perfect Working Order.

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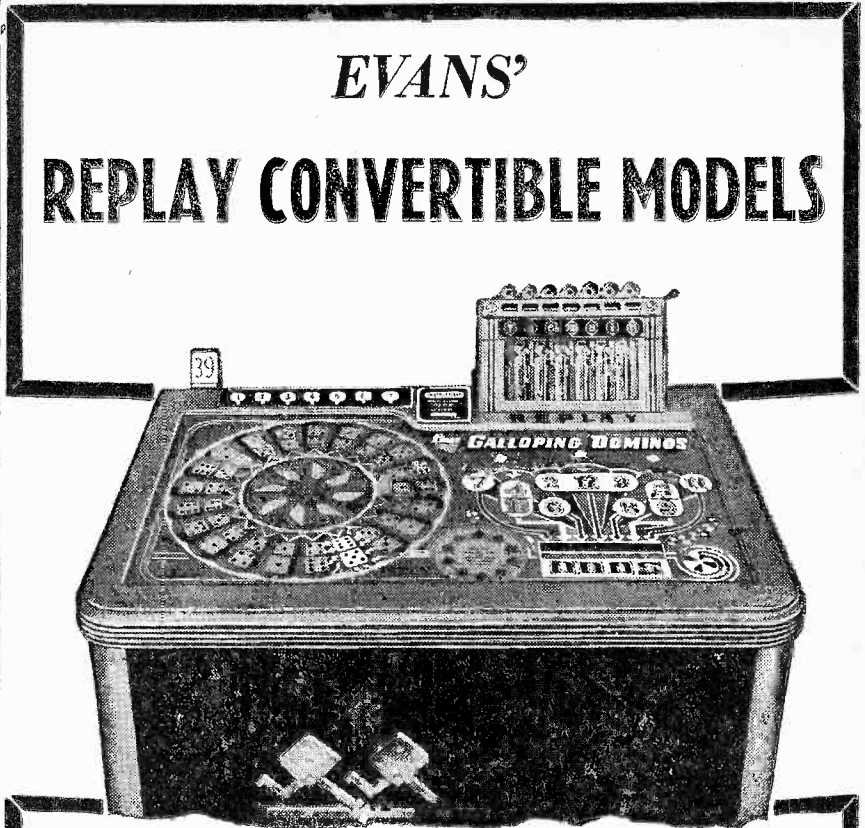
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Exclusive Distributor
for the entire **KEENEY** line
including your sensational pin games
In The Entire State
Of Pennsylvania!

The Outstanding Keeneey Products
PLUS
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Will Mean
More Fun for ALL Pennsylvanians and
More Profit for Pennsylvania Operators.

Scott-Crosse Co. 1423 Spring Garden St.
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**EVANS LEADS
THE FIELD AGAIN WITH
NEW BANG TAILS AND GALLOPING DOMINOS
IN SENSATIONAL REPLAY MODELS**
easily and quickly convertible to Automatic Award!

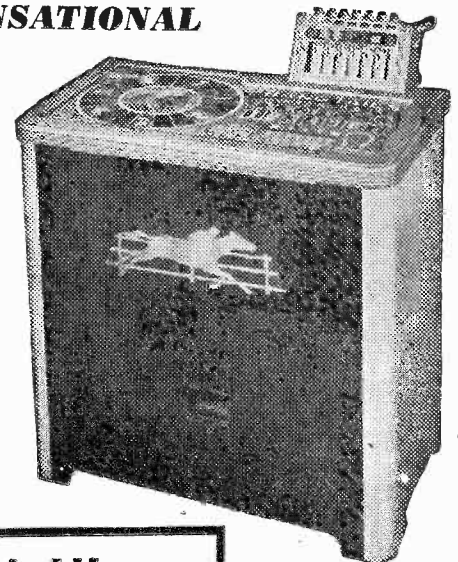
Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times!

Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without Jackpot, and Check Separator models. Specify 5c or 25c play.

Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve . . . operate machines to suit your special requirements!

**EVANS' NEW SENSATIONAL
BANG TAILS—
WINTER BOOK**



Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 for 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5c or 25c play.

BADGERS' Bargains
"Often a few dollars less—Seldom a penny more"

NEW AND RECONDITIONED CONSOLES

NEW KEENEY BONUS, 1-WAY . . . WRITE	NEW KEENEY BONUS, 2-WAY . . . WRITE
NEW KEENEY BONUS, 3-WAY . . . WRITE	NEW KEENEY BONUS, 3-WAY . . . WRITE
NEW BALLY TRIPLE BELLS . . . WRITE	BALLY DRAW BELLS . . . \$295.00
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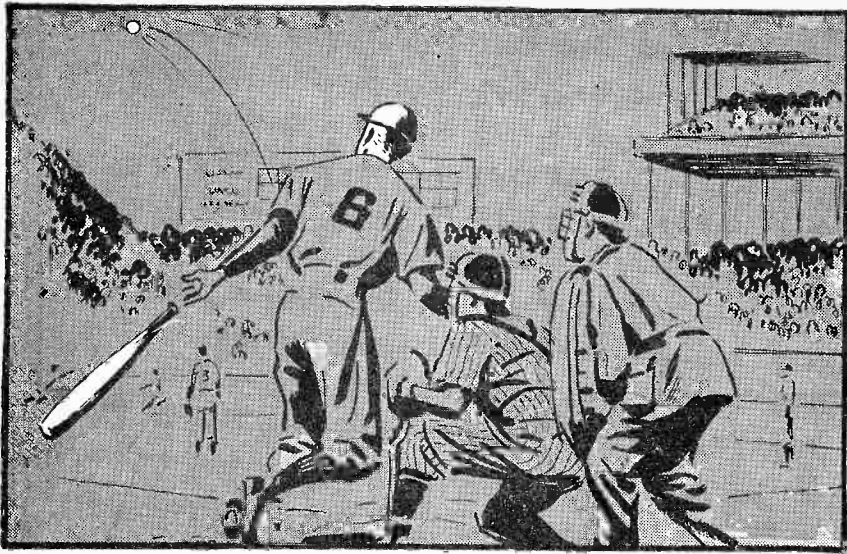
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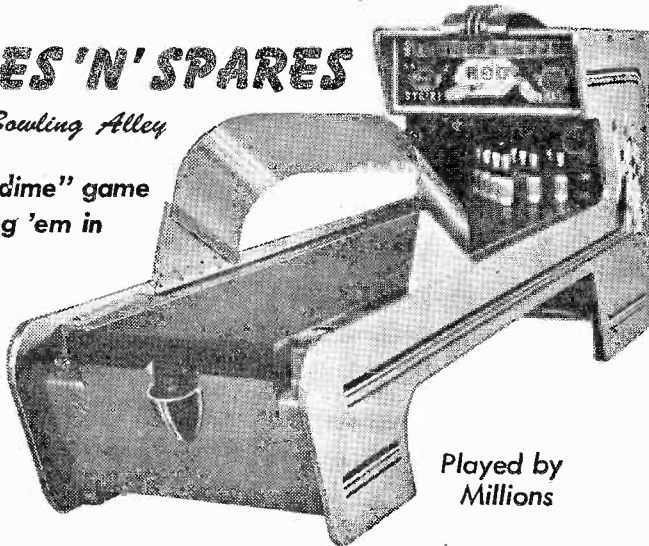


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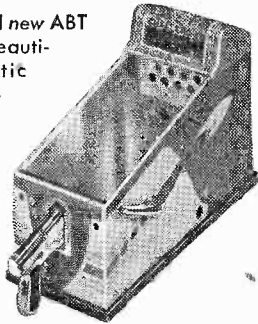
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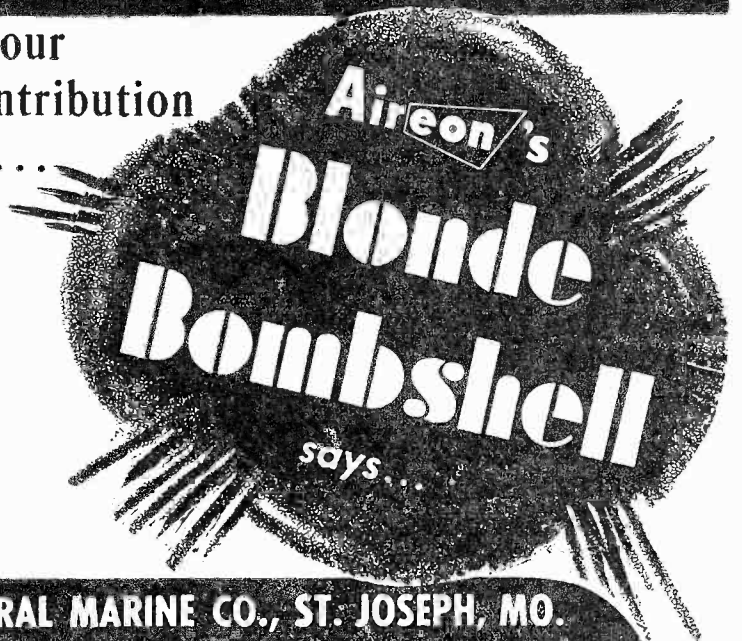
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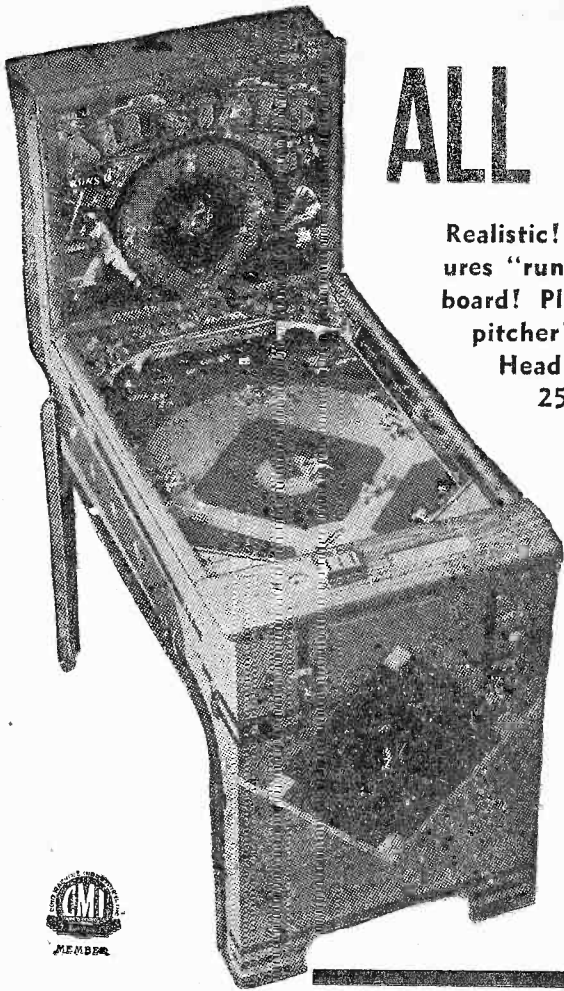
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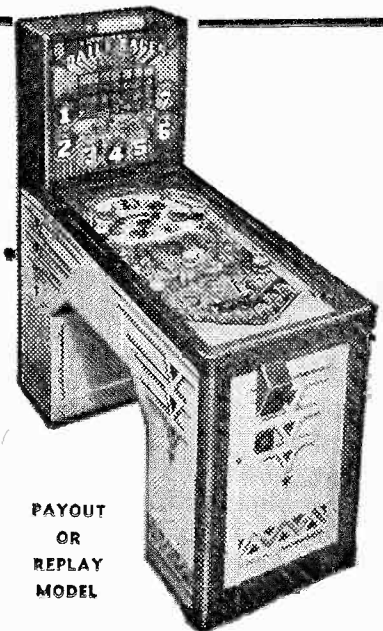
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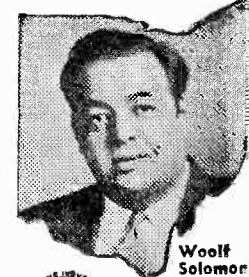
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Big League	89.50
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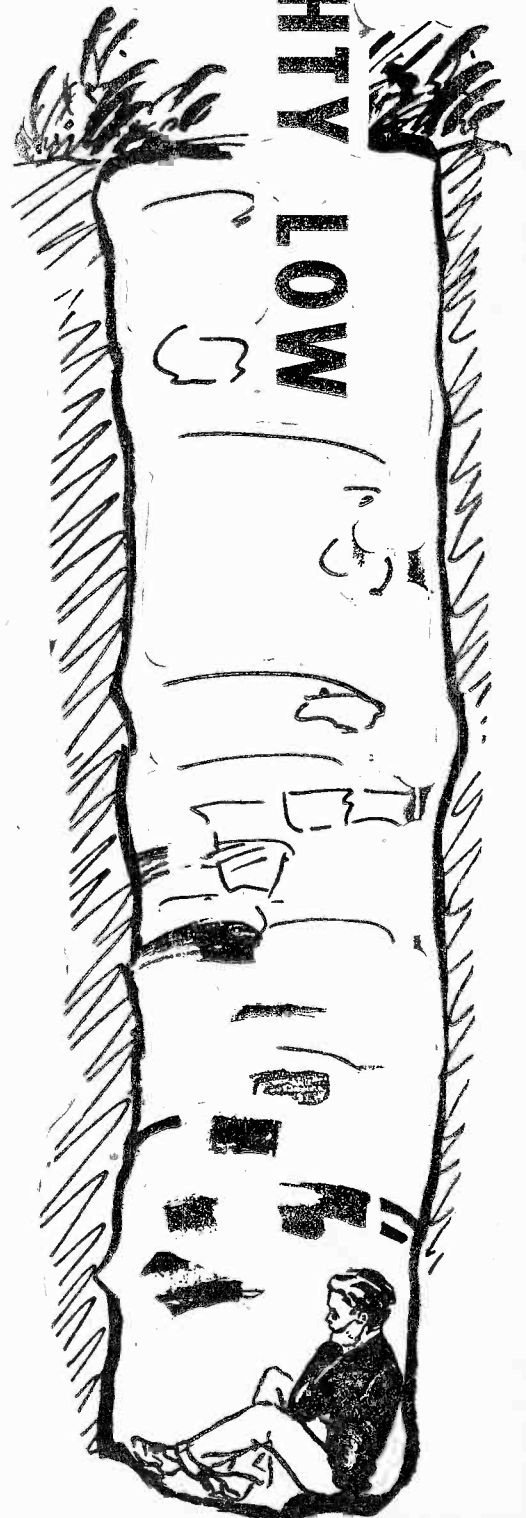
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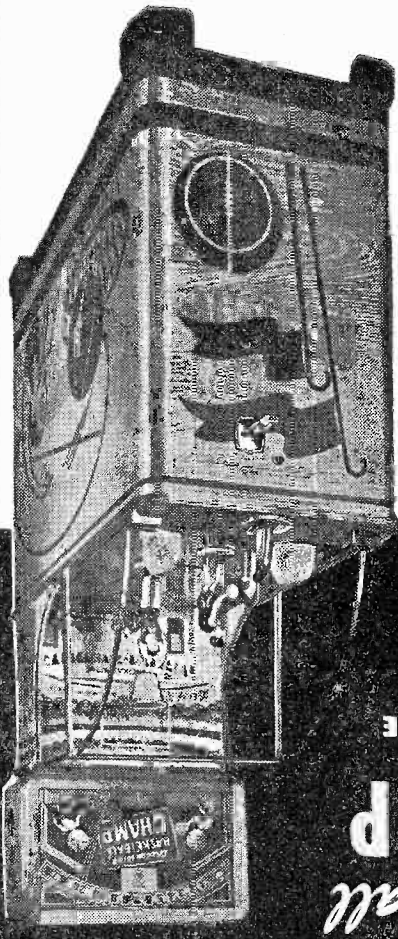
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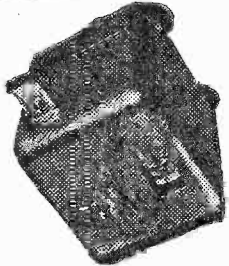
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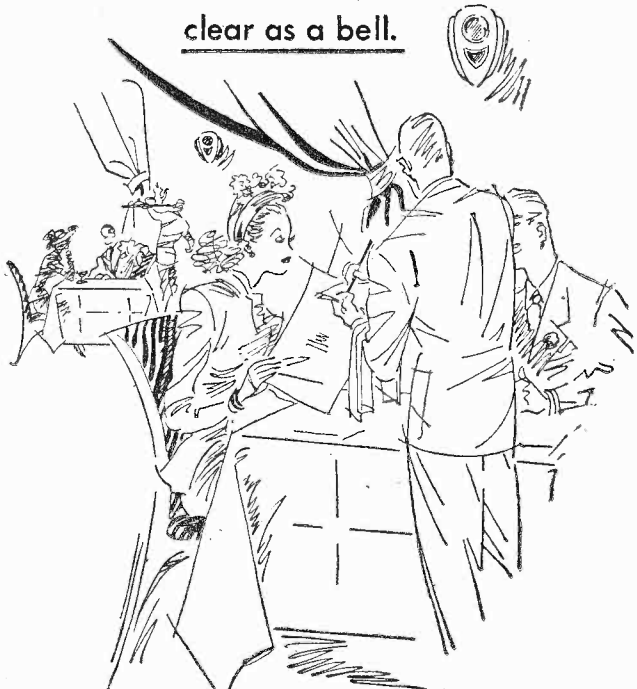
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by



Customers like music with their dinner..they like pleasant conversation, too. Seeburg Scientific Sound Distribution systems make both possible! Seeburg originated the music system..Seeburg perfected all of the highly technical equipment necessary to give the customers an equal volume of music at every table..never too loud, never too soft. Be sure all of your installations are complete Seeburg systems..from the correct number of speakers to the Dual Remote Control Panel. Customers like words and music clear as a bell.



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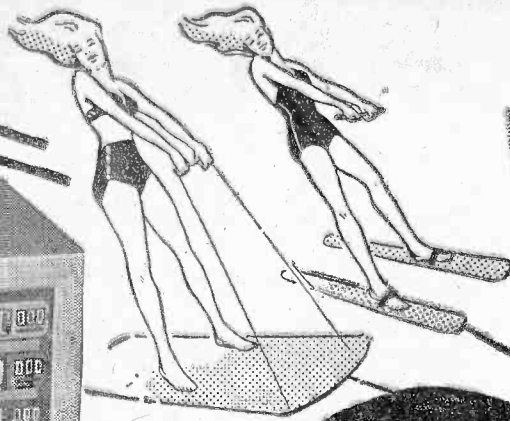
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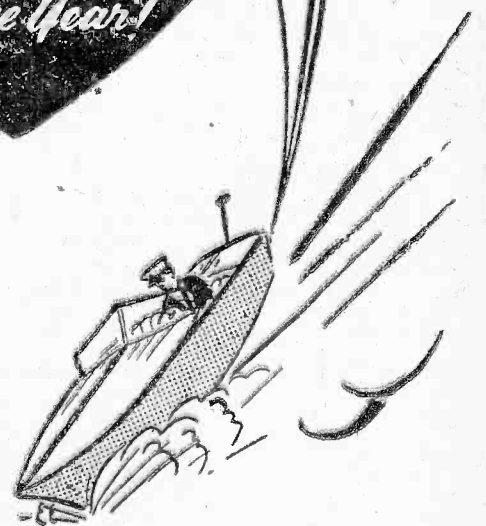
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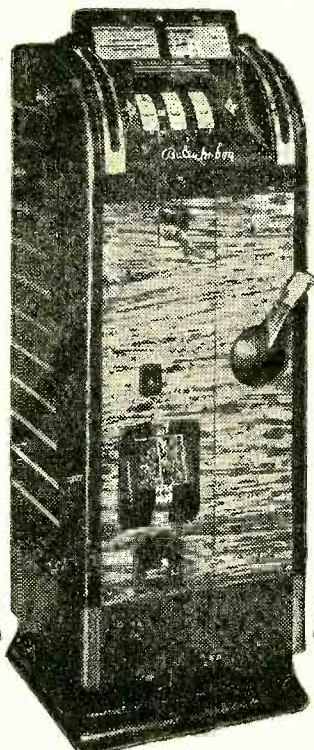


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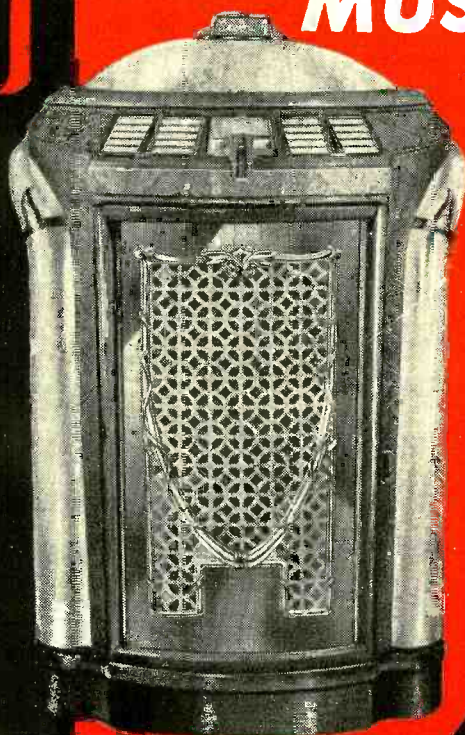
Seeburg

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"1-47"

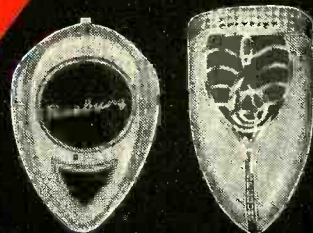
Symphonola

The finest phonograph ever built—beautiful in appearance, efficient in operation. Possesses such music merchandising features as dual lighting, dome animation, push-a-tune selector, angle magnified title holders, single coin chute. Two amplifiers for Scientific Sound Distribution. Sturdy, simple construction means long life, easy servicing.

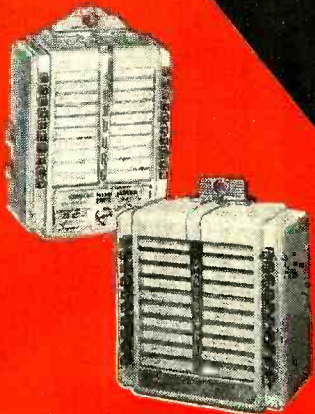
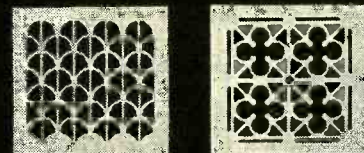


Speakers

FOR EVERY USE



There are speakers for every purpose in the complete Seeburg line. They include: Smartly styled Mirror Speakers designed for locations requiring additional low frequency response; lightweight, compact Tear Drop Speakers for scientific distribution of middle register volume; and Recessed Wall and Ceiling Speakers.



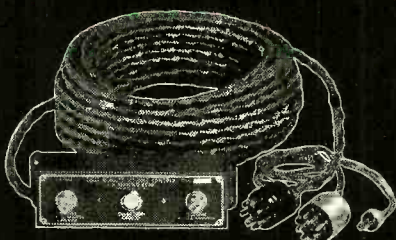
WIRELESS AND 3-WIRE Wallomatics

Wallomatics bring music within easy reach of the public. Seeburg manufactures Wireless Wallomatics that plug into any convenient electric outlet—no wires to the phonograph—and Three-Wire Wallomatics that connect directly to the Symphonola with a single 3-wire cable. Seeburg Wallomatics are available with either 5-cent or 5-10-25 cent coin chutes.

To provide the greatest pleasure to the public—to induce the public to select the music it wants to hear—music systems should be tailored to the location.

The success of the two Seeburg developments—Scientific Sound Distribution and Remote Control—is due not only to the complete line of equipment Seeburg furnishes to meet any location need but also to the engineering in the Symphonola to provide for that equipment. Remote speakers are operated from a second amplifier, permitting independent control from the speaker in the Symphonola—no adapters or converters are necessary.

To assure tailored sound in the locations you operate, you need Seeburg Music Systems. See your Seeburg Distributor.



DUAL REMOTE VOLUME CONTROL

An ingenious electronic device that gives complete control to any Seeburg Scientific Sound Distribution System. Volume of Symphonola Speaker and all auxiliary speakers may be individually controlled from a remote point. Records may be cancelled. Volume may be predetermined and locked.



PRE-AMPLIFIER AND PUBLIC ADDRESS SYSTEM

An amplifier with its own tone and volume control. This permits using the Symphonola speaker and external speakers as a public address system. Music from Symphonola and announcements may be mixed.



REMOTE CONTROL SPECIAL

Where space considerations do not permit the installation of a Symphonola, the Remote Control Special is recommended. Mechanism is identical with that in the Symphonola and the Remote Control Special may be used with all other components of a complete "Seeburg Music System."



AUXILIARY REMOTE CONTROL AMPLIFIER

Ideal for large auditoriums or locations having many individual rooms. Effective at distances up to 1,000 feet from the Symphonola. Operation of auxiliary amplifier, which has its own volume control, is entirely separate from the master amplifier.

Seeburg

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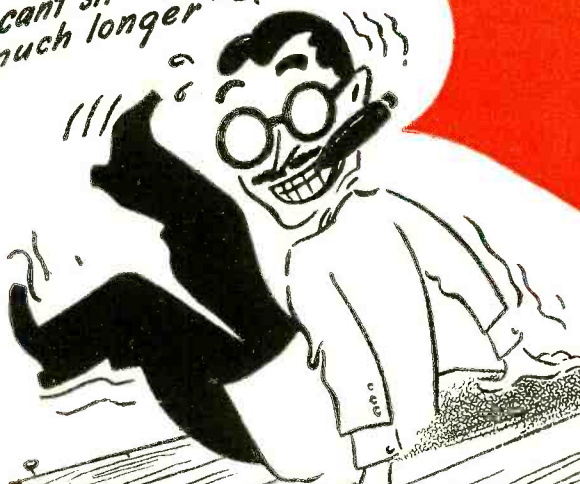
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