

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 19, 1947



"Disk o' the Year" might easily be the tag for this shot, which shows Little Miss "Vitacoustic" gifting Jack Russell, Mutual Entertainment Agency exec and manager of the Harmonicats, with the millionth copy (silver-plated) of the mouth organ trio's Vitacoustic platter "Peg o' My Heart." Behind Russell are the "Cats" themselves, Jerry Murad (head of the group), Al Fiore and Don Les, who are currently headlining their third week at the Oriental Theater, Chi. Not only does this represent one of the few (if not the only) times (according to facts and figures submitted to The Billboard) that a new, indie diskery has hit the million mark on a single record, but the effect of the platter's smash success on the Robbins oldie, and on the Harmonicats constitutes a hot hunk of current showbusiness history. (See story in Music Department, this issue.)

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NEW LABOR PUSH IN FM

Petrillo Put
On "Congress
Parole List"

"Chance To Be Good Boy"

WASHINGTON, July 12.—Members of the House education and labor subcommittee investigating Prexy James C. Petrillo, of the American Federation of Musicians (AFM), revealed to *The Billboard* today that they are convinced that existing laws are adequate to block AFM's threat to ban chain-broadcasting and record making. In line with this attitude, the subcommittee, which subjected Petrillo to a lively hearing earlier this week, will forestall further hearings for at least two months to give Petrillo what committee member Richard Nixon (R., Calif.), calls "a chance to be a good boy."

A poll of sentiment among subcommittee members revealed that the group is in a mood to legislate even tougher anti-Petrillo measures "if necessary," altho they believe that existing statutes provide ample ammunition. Representative Nixon told *The Billboard* that "if Petrillo should halt network broadcast music for the purpose of getting small stations to employ more musicians, we feel that he can be prosecuted without delay either under the Taft-Hartley or the Lea-Vandenberg acts." Nixon added that Petrillo's only purpose in attempting to halt web broadcast music would be to force increased employment of musicians "and he so testified during the hearing."

As to Petrillo's threat to stop the (See *Petrillo's Congress on page 20*)

British & Yanks
Vie for German
Tallow Factory

LONDON, July 12.—Persistent rumors here indicate the British and American diskery interests are vying for acquisition of one of Germany's only two platteries still intact, the Deutsche Grammophon Gesellschaft (DGG) at Hanover. The factory has extensive studio and recording facilities, and the machinery did not suffer any war damage.

Electrical Musical Industries (EMI), Ltd., of London, is reported negotiating for the purchase of DGG, which is now controlled by occupation authorities. The firm is in operation, re-issuing wartime German classics for the troops. It is believed that once the difficult supply situation eases, EMI could immediately go into full production with its English and European labels.

British Showbiz Assails BBC
Over P. A.'s by Gracie Fields

LONDON, July 12.—Plans of the British Broadcasting Corporation (BBC) to send England's top star, Gracie Fields, on a country-wide tour involving 12 broadcasts in behalf of the "work harder" campaign have run into opposition and charges of "unfair competition" from the Variety Artists Federation (VAF), Theatrical Managers Association (TMA) and cinema groups.

The broadcasts were announced to begin next month, in provincial centers before audiences consisting almost entirely of workers. A few days ago, BBC issued another announcement that there would be an admission charge to the broadcasts, whereupon the Theaters National Council (TNC) took the matter up with VAF and TMA for a joint pro-

test to the Postmaster-General in an effort to stop BBC from going thru with the project. Contention of the showbiz group is that the government-supported BBC would be wasting public money in hiring highly paid artists like Miss Fields and others for 12 free shows, while the charging of admission likewise is claimed to be unfair to theaters.

Another odd angle is that the broadcasts, designed to spur workers to greater production, are essentially government propaganda and there is some question as to the advisability and practicability of charging admission to such shows.

Indications at the week-end were that BBC might yield to the showbiz protests and drop the projected tour.

\$4,350,000 Strawhat Take;
A Million - and - Half Barn
Boom for Legit Performers

Silo Season Looks Like Biggest of 'Em All

By Leon Morse

NEW YORK, July 12.—More than \$4,350,000 will be paid into the b.-o. tills of summer stock companies, according to conservative estimates of grosses in what looms as the most successful of all summer stock seasons. Slightly less than half the draw will be furnished by summer operettas, which are proving to have plenty of what it takes to bring in the customers. In spite of the legit slump on the Stem, observers figure that the haylofts are hitting the peaks established by many other businesses over the past year.

Latest reports from Equity indicate 122 strawhats registered, and at this late date the filing isn't finished. Actors figure to collect about \$1,500,000 in salaries before the season winds up,

with the average take for thespians being about \$86, even tho the Equity weekly minimum stock wage, which plenty of thespians receive, is \$46. The average is boosted by the fact that plenty of big names are collecting heavy sugar by jobbing.

Equity has \$231,000 bond money in (See *\$4,350,000 Strawhat on page 48*)

Pact Trouble
Menaces Opera

NEW YORK, July 12.—There may not be any opera this season, according to Charles L. Wagner, concert and opera manager and newly-elected president of the League of Grand Opera Producers, unless the American Guild of Musical Artists (AGMA) negotiates with the league for a new basic agreement for the employment of singers, choristers and ballet dancers. Wagner was elected president of the newly formed league at a meeting Monday (7) at Steinway Hall.

League has sent a letter to AGMA asking that the union meet with it to commence negotiations, but has received no written response. According to Hyman Fain, exec secretary of AGMA, the union's board will pass upon this request at its regular meeting Tuesday (15). The standard opera company basic agreements for all companies expired June 30, 1947, and the impresarios are balking at terms in the new agreement offered (See *PACT TROUBLE on page 36*)

Bankroller Gets
Stafford - Como
Tele Options

NEW YORK, July 12.—New radio contracts recently signed by Perry Como and Jo Stafford with Liggett & Myers (Chesterfield cigarettes) are said to contain unique clauses giving that sponsor first call on the singers for television.

It is stated that the clauses provide that, should Chesties go in for video, they can call on the warblers for the show. Price, reportedly, is \$5,000 for each for a once-a-week half-hour program.

Taft-Hartley
Hyps AFL-CIO
To New Drive

Unions To Co-Operate

WASHINGTON, July 12.—Working quietly but with a definite goal in view, the American Federation of Labor (AFL) and the Congress of Industrial Organization (CIO) are reported pushing plans to get all labor-owned FM stations in operation before the end of the current year, with the stations skedded to play a major political role in 1948, particularly in labor's drive to test the constitutionality of the Taft-Hartley Bill. All showbiz unions are expected to be called into the picture as soon as the mechanical set-ups are completed.

3½ Million Fund

A slush fund of some \$3,500,000 is expected to be made available to unions now holding FM grants, but who have delayed the construction of the stations. Prominent in the set-up will be the United Automobile Workers (UAW) who now have the go-ahead from the Federal Communications Commission (FCC) to operate outlets in Detroit, Chicago and Cleveland. It is understood that the UAW has dropped all other promotional plans temporarily in order to rush the completion of the stations. Initial UAW outlet, probably in Chicago, is expected to be ready for op- (See *A NEW LABOR on page 13*)

British Jam Session
Waxed for U. S. Test

LONDON, July 12.—An all-star recorded jam session, featuring English tootlers exclusively, was cut by the British Columbia label of the Electric Music Industries (EMI) here last week. Diskings were made for export to the United States as an experiment to test the strength of English jazz on the American market. Longtime leader and clarinetist Harry Parry managed the waxings, which were cut by 26 musicians split into six groups, including a be-bop group led by altoist Harry Hayes and a quintet topped by clarinetist Carl Barriereau. Music for the waxings was improvised.

First two titles sent over to the U. S. will be *Pennies From Heaven* and *Jam Blues*.

Three Agencies After
Godfrey Vaude Units

NEW YORK, July 12.—Three top talent agencies, Music Corporation of America, William Morris and General Amusement Corporation, are angling for Arthur Godfrey's *Talent Scouts*, which expects to send a series of vaude units on tour starting in September.

According to present plans, the units will be given full stage production and will have costumes and sets.

Stem Dancery Honeymoon Over

War Boom Done, Rooms Dive Into Mad Rush for a Buck

Two of four top palaces fight attendance slump, but ops blame general recession—expect 1½-million total gross for year—another switch: from jive to sweet

By George Berkowitz

NEW YORK, July 12. — Major Broadway ballrooms, which during the war got used to a mob of hoofers clamoring to get in, are working harder for that buck these days than in several years. Attendance has dropped off at two of the four big palaces on the main Stem, Roseland and Rialto, but considering the general slump in other branches of showbiz, ops feel that the picture isn't too gloomy. The four big spots still expect to gross about \$1,500,000 out of the 1,000,000-1,300,000 estimated admissions this year.

Roseland and Rialto, which made plenty of hay when Times Square was the mecca of servicemen, over the last year or so have suffered a severe 30-35 per cent slump at the box office. On the other hand, Arcadia, which became a by-word with the boys in uniform, has been doing about 15 per cent better biz in the last year and the comparatively new Paladium, which preemed about a year and a half ago, also has picked up some 20 per cent over last summer.

Reason? Mystery

The Roseland and Rialto ops can't put their fingers on any one reason for the drop in attendance. The decrease in earnings after the war's end, increased living costs, general uncertainty, less gadding about—in fact, all the standard scapegoats for

falling takes—have been mentioned. Ops of spots where biz is booming point to their policies as the reason; however, Roseland and Arcadia both have similar operations and the same prices, yet Arcadia is up and Roseland down. The answer seems to be that each spot is an individual case and what works in one ballroom may not work in another.

The four top spots along Mazda lane now pull in on the average about 20,000-25,000 dancers in a good week. The ops, of course, depend upon the week-ends almost entirely to haul them over the nut, with Fridays and Saturdays the peak nights. About 8,000 swing and sway in the four majors on an average Saturday night, and almost as many the night before.

Despite the tendency of other showbiz ops to slice prices, the large Stem ballrooms intend to keep their prices at the present levels. Two (See *STEM DANCERY* on page 27)

Hart's Estate \$196,979

NEW YORK, July 12.—The late Lorenz Hart, lyric writer in the team of Rodgers and Hart which wrote such Broadway musical hits as *A Connecticut Yankee*, *Jumbo*, *I'd Rather Be Right*, *I Married an Angel*, and *The Boys From Syracuse*, left a net estate of \$196,979, according to a transfer appraisal approved yesterday by Deputy Estate Tax Commis-

"Bee-Yohhh"

WASHINGTON, July 12. — Patent officials are laughingly predicting that the only "unique" radio sound that won't be trademarked under the Lanham Act is Lifebuoy soap's graveyard voice that grumbles "b.o." at listeners. "I'd like to see that sound described on an application blank," joked one patent spokesman.

U. S.-South Africa Treaty Would Bar Double Income Tax

WASHINGTON, July 12. — Proposed tax treaty with the Union of South Africa presented to the Senate Foreign Relations Committee this week is the latest in a series of State Department pacts to prevent double taxation on incomes of entertainers and others doing occasional work in foreign countries. Also in the Senate group's hands is a similar treaty with France, while Mexican pact is now being readied by the State Department. The first such tax treaty, ratified last year, affected the United States and Great Britain-Northern Ireland.

Treaties now under consideration follow the general lines of the British agreement and prevent the affected foreign government from taxing the incomes of U. S. citizens who do occasional work abroad. In turn, the U. S. is banned from taxing citizens of the other country who work in America. In addition, double taxation on the estates of U. S. and foreign nationals is prevented.

sioner Charles W. Ferry. Hart, who died November 22, 1943, left musical and literary works valued at \$84,417.

Showbiz Bills Languish Near Congress' End

WASHINGTON, July 12.—With the first session of the 80th Congress slated to wind up by the end of July, many major pieces of showbiz legislation are certain to be left dangling until Congress returns. At the same time this session has produced more showbiz activity than any other in recent years.

Chief among unfinished entertainment bills slated for thorough consideration when Congress reconvenes are the White Bill to reshuffle the Federal Communications Commission (FCC) and a pair of measures to end juke box exemptions under copyright laws. The FCC measure is expected to be rewritten from beginning to end for next year, while renewed pressure on Congress to pass the juke box bills is expected from the American Society of Composers, Authors and Publishers (ASCAP) and other music organizations.

Excise Taxes Frozen Now

Once some sort of personal income tax is out of the way, the House Ways and Means Committee is expected to renew efforts to slash war-time excise levies. "Political expediency" is reported to be the chief cause for jamming thru a bill during the middle of the session freezing the excises for the time being. It is considered likely that showbiz groups will return to Capitol Hill in the fall to advocate tax cuts. During the current session, various parts of the entertainment world made strong pleas before the House group to cut taxes on theater tickets, non-profit fairs, swimming pools and radio sets.

Likely to come up next term is a (See *SHOWBIZ BILLS* on page 15)

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Minnesota Showbiz Impaled On Anti-Gaming Blue Laws

MINNEAPOLIS, July 12.—Minnesota's entertainment-amusement business, already hit by the reform administration of Blue-nose Gov. Luther W. Youngdahl, was handed another setback Thursday (10) when State Attorney General J. A. A. Burnquist, at the State Capitol in St. Paul, handed down a 4,000-word omnibus opinion interpreting the State's anti-gambling and lottery laws.

The opinion implements the position taken by Youngdahl 10 days ago when he told county attorneys and sheriffs from Minnesota's 87 counties attending his law enforcement conference he would countenance no violation of gambling laws. Any county law officer failing to live up to the Youngdahl code was threatened with removal proceedings, which the governor has authority to initiate.

Showbiz Affected

Provisions of Burnquist's opinion affecting indoor amusement biz:

1. Giving chances on coal or candy with tickets to a theater is illegal.
2. Giving free tickets to theater patrons entitling them to chance on prizes is illegal.
3. Giving cards representing chances on a valuable prize with

tickets of admission to an exhibition is against law.

4. Raffles conducted on basis of sale of tickets for events such as a dance, even tho the ticket does not say drawing is to be held, is a violation. Printing the word "donation" on such tickets "constitutes merely an evasion which the courts will not tolerate."

5. "Bank night" activities at theaters are in violation of State anti-gambling laws.

Out-Bostoning Boston?

Burnquist's opinion is regarded as the attorney general's answer to Youngdahl, who apparently has set out to out-Boston both Boston and Philadelphia. Oddly enough, Burnquist himself is a former governor of Minnesota, having served during World War I.

While Youngdahl's position has resulted in considerable criticism, including newspaper editorials, especially in the Twin Cities area, all are awaiting the outcome of a Minnesota poll on the question of how popular the anti-gambling crusade is thruout the State. The poll results will be published in *The Minneapolis Sunday Tribune* tomorrow (13).

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NO CONTRACTS FOR AIR UNIONS?

Minn. Stations Curb Giveaways as Gambling Is Nixed

MINNEAPOLIS, July 12.—Minnesota radio stations this week were hurriedly reviewing their giveaway shows to make certain segs were not in violation of the anti-gambling code set down by Gov. Luther W. Youngdahl.

WMIN, St. Paul indie, after careful consideration of the situation, decided to do away with its door prize gimmick for the *Breakfast With Paul and Mary Light* show because it might constitute gambling. Other Minneapolis-St. Paul stations, however, took the attitude that they were within the law—that if their segs were good enough for Federal Communications Commission (FCC), they should be good enough for Youngdahl.

KSTP dropped a telephone quiz show some time ago, but because of FCC and not Youngdahl. WMIN, tho, continues using several telephone quiz segs.

At WCCO, 50-kw. CBS station, the Darragh Aldrich daily afternoon seg continues to hand out corsages and theater ducats by having audience members draw for them. Guests get ticket stubs upon entering studio.

LeGallienne Deal Off, WOR Still Looking For Prestige Series

NEW YORK, July 12.—WOR, which has been trying to get itself a prestige dramatic series for the summer, is still looking, following cancellation this week of plans to air a series starring Eva LeGallienne.

Miss LeGallienne, of the American Repertory Theater (ART), Margaret Webster, director, and John La Touche, writer, were to be the program's mainstays.

Series was called off, after having been set, because it was found that it would have conflicted with road plans now in the works for ART. Additionally, it was said Miss LeGallienne wasn't too happy with the Monday 10 p.m. time involved. Shows were to have run four to six weeks.

Previously, WOR had hoped to land James Mason for a summer program, but this, too, flunked out.

Boulton, Bentley Desert Radio for Hamburger Stand

NEW YORK, July 12.—Milo Boulton, who does his last on *We the People* broadcast August 5, and Spencer Bentley, another radio actor, may quit the world of make-believe for good, and eat regular. They've opened a Hollywood-type drive-in hamburger joint near Point Pleasant, N. J. Tabbed *The Lavender Bull*, this depot for ground-up steers has done such terrific business that Boulton and Bentley have been approached to manage a chain. The fugitives from AFRA already employ 16 people, need more help, and are spending most of their time there.

Boulton used to be a soda jerker, so maybe it's not all 100 per cent new to him.

P. S. . . . The Young & Rubicam sweepstakes to get a replacement for Boulton on *We the People* continues.

Noel Coward, Other Acts on British E.T.'s

How About U. S. Unions?

NEW YORK, July 12.—International activity in transcriptions is again mushrooming, latest evidence being the appearance on the local scene of Harry Allan Tower, a disk merchant with offices in Paris, London, Toronto, Johannesburg and a Sydney branch soon to be opened. Towers of London, Ltd., has as its most marketable wax show *The London Playhouse*, a seg roughly comparable to our *Lux Radio Theater*. Show features such top English film talent as Margaret Lockwood, Phyllis Calvert and others. The program is now coast-to-coast in Canada over 32 stations, sponsored by White Rose gasoline. It is also being played on the 2UE network in Australia, in South Africa, New Zealand, British Malaya, British West Indies and other spots in the Empire.

Tower also has on wax the *Noel Coward Show* which features the English actor, playwright and songsmith as m. c. in a musical program that uses only his tunes. This half hour seg starts on the French radio in August with 13 platters already pressed. The producer concentrates mainly on musical programs for continental consumption and is producing shows for Radio Luxembourg, Belgium and Scandinavia.

One of the newest of his disks is a half-hour seg called *Secrets of Scotland Yard* with Clive Brook playing the lead which runs 52 weeks. Tower also has Gracie Fields signed for a program. All his transcriptions are open end.

Tower claims that there is intense interest in his transcriptions here but that he is not ready to sell at the moment. He is cognizant of the fact that he may run into difficulties with the unions and evidently does not wish to market his disks until his position is cleared up with them.

Dinah May Vamp Morris for MCA

HOLLYWOOD, July 12.—Report is current here that warbler Dinah Shore is quitting William Morris for Music Corporation of America. Miss Shore didn't deny story, but referred queries to her attorney, Henry Jaffe, of New York.

NEW YORK, July 12.—Henry Jaffe, Miss Shore's attorney, could not be reached today for verification of Miss Shore's switching talent agents.

Adler Pays \$3,000,000 For Flamingo Casino

LAS VEGAS, Nev., July 12.—The late Bugsy Siegel's Flamingo Casino has been sold to Sanford D. Adler, president of El Rancho Vegas, for \$3,000,000.

The spot has been a white elephant, reportedly losing more dough at the gambling tables than the customers.

Boys Will Be . . .

NEW YORK, July 12.—Could be a fine new "feud" in the making as a result of an exchange this week between Bob Sylvester of *The Daily News*, New York tabloid, and Ted Husing, WHN disk jock. Sylvester teed off Thursday (10) with a virulent open letter to Jimmy Petrillo, musicians' union head, slambanging the whole platter-spinning field. He praised Petrillo for the latter's drive against pancake players. Husing replied to Sylvester pretty much in kind.

The Daily News works closely with WNEW, regarded by many as the cradle of big-time disk jocks.

More Shuffles Foreseen Due In Y&R Radio

NEW YORK, July 12.—Altho speculation as to Tom Lewis's successor as Young & Rubicam's radio vice-president was ended this week when Sylvester (Pat) Weaver was named to the berth, the appointment did not end speculation as to the future of the agency's radio department. For one thing, reports persisted that several other execs might resign shortly. For another, it was said to be possible that some American Tobacco Company business might return to the agency.

Weaver, who was with Y & R years ago but became advertising manager of American Tobacco, is believed likely to carry a hunk of that firm's hefty radio budget with him. Y & R had ATC some years ago but resigned the account. Weaver takes over at Y & R August 15.

Sales Policy Shift Costs Symph Sponsor

NEW YORK, July 12.—A shift into direct selling of individual products, rather than institutional campaigning, resulted this week in U. S. Rubber dropping its sponsorship of the New York Philharmonic Symphony Sunday afternoon broadcasts on Columbia (CBS). It involved a \$1,000,000 time and talent deal annually, which the firm had undertaken four years ago.

CBS, which initiated the symph series many years ago, will keep it on the air next season, even if it is unsuccessful in nabbing another bankroller.

RCA, Bendix Buy 2,600 Spots in N. Y.

NEW YORK, July 12.—What is regarded as the biggest post-war spot campaign in this area has been concluded by WNEW and RCA Victor and Bendix. Both companies have purchased a total of 2,600 spots to be broadcast over a 13-week period starting Tuesday (15). This will mean 100 spots per week for each account, or 14 per day. Spots range from seven seconds on up.

J. Walter Thompson handled the RCA Victor purchase.

T-H Muddle May Bring Radical Move

Seen as Simplest Course

NEW YORK, July 12.—A strong possibility exists that, following expiration of presently existing contracts, the major networks and the key talent unions with which they deal may operate without any formal contracts between them. This radical change in network-union relations may result from the complexities involved in the Taft-Hartley Act.

It has been learned from unimpeachable sources that in the many conversations held by executives of the American Federation of Radio Artists (AFRA), the non-contract plan has held high priority. It was also ascertained this week that at least some of the major networks believe they will be asked to operate along such lines and are prepared to do so. One web representative stated, "We expect that, following the present AFRA contract (which runs until October, 1948), no contracts will be signed, unless drastic revisions take place in present legislation."

Musicians' Union Is Key

Key element in the unions' thinking, relieved also to involve the musicians' union, is the "disciplined" membership theory. This will rely on members' integrity, coupled with the known integrity of network and advertising agency talent employers, to maintain present wage levels, or even higher levels, should they be negotiated under existing pacts. AFRA members, it is felt, would do nothing to cut their own wages and network representatives declare they obviously could not put themselves in a position where they would be chiseling.

Thus, while the no-contract theory might seem to have weaknesses, it is felt to be as reliable as present arrangements. An actor succumbing to the lure of increased work at cut fees would find himself tabooed by other thespis, who would check production sheets—records of employment even now in use—to insure maintenance of levels.

Simplified Procedure

This procedure would simplify many of the elements involved under the Taft-Hartley Bill and the restrictions it places on unions. Similar problems do not exist with individual stations, where staffs, etc., are much smaller.

Another indication of the plan's feasibility is the fact that the musicians' union, during the Lea Bill's interim period when it was before the Supreme Court, operated with many stations without contracts, but with it wages and conditions maintained.

Report Lever Bros. Eye 'Info, Please'

NEW YORK, July 12.—Report was current this week that Lever Bros. is interested in *Information Please* for the fall. Show's asking price, since dropped by Parker Pens, is still pegged at \$10,000 to \$12,500. It is owned by Dan Golenpaul.

Yarn could not be confirmed by week end.

New Ford Drama Seg Spurs Competish for Top Scripts

NEW YORK, July 12.—National Broadcasting Company (NBC) which has been trying to land a prestige hour dramatic show for some time, scored this week when it got the new *Ford Theater* series, to start the first or second week in October in the 5 to 6 p.m. Sunday afternoon time. The NBC symphony, which had occupied that spot for several years, will shift to Saturdays at 6:30 p.m.

NBC had been gunning either for *Theater Guild of the Air*, now on American (ABC) or *Lux Radio Theater* on Columbia (CBS). Each of these webs now has an hour drama show, while Mutual has its potent *Family Theater*, a half hour series.

Auto show will be a heavily budgeted series, directed by George Zachary, with George Faulkner as script editor, Lynn Murray on the music and

Kenyon & Eckhardt producing. Its entry into the drama sweepstakes may mean terrific competition for play script material, since *Theater* will use plays, films and original scripts. It will also follow a policy of repeats when indicated. It may mean higher royalties for writers and others owners of dramatic properties. Ford may also use a new gimmick, in doing two complete half hour shows in the one hour.

NBC is also slated to air another high rating drama seg this fall via acquisition of *Screen Guild Players*, relinquished by Lady Esther and bought by Camel cigarettes. It is headed for the 10 p.m. Thursday night time Camel has on NBC, formerly occupied by Abbott and Costello. Lady Esther may yield its Monday night CBS time to go into magazines and newspapers, with Lever Bros. likely to take that 10 p.m. CBS time for *My Friend Irma*. Latter would then follow Lever's *Radio Theater*, 9 to 10 p.m. *Irma* is currently airing at 8:30 Monday nights, with a five-minute newscast at 8:55 intervening.

NAB Speeds Referenda on By-Law Set-Up

See Most Proposals Adopted

WASHINGTON, July 12.—National Association of Broadcasters (NAB) will complete referenda on half a dozen additional changes in the association's by-laws within the next few weeks, well in advance of the September conclave at Atlantic City, it was indicated today. Virtually all proposals in the referenda are expected to be adopted as submitted by the NAB Board of Directions.

Considered one of the most important of the referenda proposals slated to go thru is one which clarifies the duties of NAB's top officers and, in effect, widens the power of the NAB president and executive vice-president. Latter proposal is considered an acknowledgment by the board of its confidence in the leadership of NAB President Justin Miller and his top sidekick, Executive Vice-President A. D. (Jess) Willard.

Other proposals call for redefinition of the boundaries of the 17 districts, adjustment of the income brackets of NAB membership, redefinition of membership for AM and FM operators, shift in methods of nominating district directors, and an increase in the number of directors-at-large from 6 to 10. Choice would be by nomination and election by all active members within the separate classification.

An alternative to the latter is being offered thru a proposal for nomination of directors-at-large by those within the separate classifications and election by all active members.

BG6, Campus Fave, Wrapping Package

NEW YORK, July 12. — Benny Goodman is preparing a package with his sextet for fall presentation. The show would be a quarter-hour, three-a-week session, combining jazz and chamber music. Mark Hanna, Goodman's manager, is handling.

The Goodman sextet, as reported in the last issue of *The Billboard*, was voted the top jazz group among college students.

CBS Takes Bow

NEW YORK, July 12.—Cornell University's bouquet to the radio industry was particularly gratifying to the Columbia Broadcasting System (CBS) whose statisticians estimate that the web has broadcast 76 programs dealing with the atom bomb since September, 1945—when the first such missile was dropped on Hiroshima. These programs have dealt with social, cultural and economic aspects. Additionally, other programs have touched on phases of atomic energy.

"Girl Marries" Shifts From B&B to Y&R

NEW YORK, July 12.—Product reshuffling by General Foods is slated to shift *When a Girl Marries*, soap, from Benton & Bowles to Young & Rubicam next fall. New item to be plugged is not known.

A further realignment of GF programs and products is expected to materialize within the next two months.

Toni's Annual Web Time Hits \$1,720,000 With Torme Show

By Sam Chase

NEW YORK, July 12.—With the advent of *Torme Time*, featuring crooner Mel Torme over National Broadcasting Company (NBC), Toni Home Permanent Wave Company, which did not have a single national network show on the air at the first of the year, will bring its web time and talent expenditures to about \$1,720,000 annually. The Torme program will be Toni's third national network show, each on a different web, besides one regional network show and considerable local, co-op and other radio sponsorship.

Toni itself has been selling to consumers only for about three years, and did not complete its national distribution set-up until the beginning of 1947. Six months earlier, they began sponsorship of *Meet the Missus* on the Pacific network of Columbia Broadcasting System (CBS), covering 26 stations in 11 Western States. Show then was heard three quarter-hours weekly. When Toni had worked out its sales apparatus in the East, it set up its first half-hour full network show, *Give and Take*, heard Saturday afternoons over CBS. In April, Toni took on another daytime audience participation show, *Ladies Be Seated*, aired three quarter-hours weekly over American Broadcasting Company (ABC). Couple of weeks ago, on June 30, it expanded this show to five times weekly, at the same time cutting its Pacific program to one quarter-hour weekly.

Time and talent costs for these shows now runs, in round figures, as follows:

Meet the Missus—\$50,000; *Ladies Be Seated*, \$945,000; *Give and Take*, \$400,000; *Torme Time*, \$325,000. Total: \$1,720,000.

Fast Rise

The Torme show climaxes the swift rise of the Toni outfit, which estimates it will double, in 1947, the \$5,000,000 gross it did last year. Already the company has exceeded its entire sales quota for 1947. Considerable credit for the rocket-like ascendency is due to its advertising-minded officials, sparked by Phil Kalech, former Lever Brothers veepee, who has laid special stress on ads, promotion and publicity.

Toni's home wave package was first introduced locally in Minnesota in July, 1944, and expanded to additional markets gradually. Firm is owned by the youthful Harris brothers of St. Paul, Richard and Irv—(See Toni's Annual Web on page 10)

May-June Biz Off 2 Million In Seasonal Dip

WASHINGTON, July 12.—Seasonal slump in radio time sales is beginning to show up in figures compiled by the department of commerce, it was revealed this week. First returns for May and June indicate that total time sales for these two months will be some \$2,000,000 less than was reported for the same period last year.

Latest complete figures for April show total time sales amounting to \$15,548,000. This amount represents a nose dive of more than \$1,000,000 from March figures. Radio's advertising income for April, however, still remained nearly double the average for 1935-39.

Toilet goods and medical supplies sponsors continued to be the biggest buyers, contributing one-third of radio's income. Food products, soap, and tobacco trailed in that order in time sales.

CBS Gives Up 20G To Air Documentary

NEW YORK, July 12.—Columbia Broadcasting System will cancel two programs involving time costs of approximately \$20,000 when the web airs the documentary, *We Went Back*, August 14, 10-11 p.m. Exact broadcast time was not set until this week.

Shows blotted out are *Reader's Digest*, sponsored by Hall Brothers, and *Man Called X*, bankrolled by General Motors. *We Went Back* will trace the route of the G.I.'s and examine conditions since the war.

Radio Tops as Info Medium Cornell Finds

Leads Press and Other Media

NEW YORK, July 12.—Radio collectively took a bow this week when Cornell University published results of a study indicating that the American public gets more information on the atom bomb from broadcasting than any other medium. Newspapers run a close second in the report, with mags, films and newsreels in the rear.

Titled *Public Reaction to the Atomic Bomb and World Affairs—a Nationwide Survey of Attitudes and Information*, the report states that "more people regard radio as their most trustworthy source of information about the bomb than so regard newspapers."

Questions in the poll taken by the researchers included: (1) Where would you say that you had gotten most of your information about the atomic bomb? (2) In general, which of these ways of getting information has given you the best idea of how destructive the bomb is? (3) Which of these ways has been most important in helping you make up your mind about who should have the secret of the bomb?

Radio led other media on all three questions, scoring higher than newspapers not only on the first query but also on the second and third. On the latter two questions, broadcasting took first place with a percentage of 24 and 22, respectively, as against newspapers' tally of 23 and 21 per cent.

Leading Single Source

Report added, "As many as 10 per cent of the people, however, have obtained, their information about the bomb thru only one of these media (radio, newspapers, mags, etc.); most commonly this single source has been radio."

The Cornell study resulted from a proposal made in 1946 by the Committee on Social Aspects of Atomic Energy of the Social Science Council to examine public opinion and attitudes on the atom bomb. Cost of the study was underwritten by Carnegie Corporation of New York and the Rockefeller Foundation, each of which granted \$23,875.

Jimmy Byrnes Buys In Station WORD

WASHINGTON, July 12.—Highlighting the trend of big names going into radio, the Federal Communications Commission (FCC) revealed this week that former Secretary of State James F. Byrnes is one of the purchasers of Station WORD in Byrnes's home town of Spartanburg, S. C. Walter J. Brown, prominent political leader, is majority stockholder of Spartan Radiocasting Company, which bought WORD and a conditional FM grant for \$85,000. Byrnes is listed as holding 2.5 per cent of the stock, later to be increased to 5 per cent.

To take over control of WORD, Brown was forced to dispose of his interest in another Spartanburg station, WSPA, entire station stock going to Surety Life Insurance Company for \$450,000. Of this amount, Brown received \$89,475 for his interest plus \$25,000 to come at a later date. The various transactions were unconditionally approved by FCC Thursday (10).

CBS INTO STATION REPPING

Radio-Education Gets Lift In WFIL-Temple U Tie-Up

CHICAGO, July 12.—An arrangement between a commercial radio station and an educational institution that creates a plane of mutual understanding has been worked out between WFIL, Philadelphia, and Temple University in that city. The plan, which has been in formative stages for many months, will be put into practice this fall. Details were released for the first time to *The Billboard* recently, when Armand Hunter, chairman of Temple's radio, speech and theater department and WFIL's educational consultant, was in Chicago to receive a Ph.D. degree from Northwestern University.

Hunter and others at Temple, as well as WFIL executives, believe their plan is unique. They feel it not only benefits both parties concerned but may help remove barriers of antagonism which frequently have stood between commercial radio and educators.

Annenberg-Johnson Team

The plan was discussed first by Walter Annenberg, publisher of *The Philadelphia Inquirer*, and Walter Johnson, president of the university. Initial details were worked out by Roger Clipp, general manager of WFIL, and Dr. Millard Gladfelter, provost of the university. Later, Hunter was brought in to complete plans and supervise.

Initially, WFIL contributed \$25,000 to Temple to get the plan under way. WFIL is building for the university complete AM and FM studios and some video equipment. With dedication of the studios to take place in October, the actual working of the plan will get under way in the fall.

Radio-television students at Tem-

ple will be able to use WFIL facilities and will receive actual show-building supervision from WFIL personnel. In addition, station will have first refusal on the services of all upon their graduation and has already indicated it will hire some. In return for supervision, instruction and use of facilities, students actually will program AM public service, FM and video shows for the station, handling them from the creation stage to actual airing, including writing, acting, directing and technical effects.

For the entire project, the university and station have received union clearance, so no labor trouble is expected. Under the new set-up, the school will be able to graduate students with B. A. degrees in radio. Students also will perform research projects for WFIL.

Early Decision Due on WOKO

WASHINGTON, July 12.—With the August 1 deadline fast approaching for WOKO (Albany, N. Y.) to cease broadcasting, Federal Communications Commission (FCC) is hoping for an early solution to a three-way scramble for the WOKO frequency. FCC officials indicated that the first hearing on the frequency, scheduled for today in Albany, is likely to be followed up by a series of relatively brief proceedings which may make it possible for the commission to reach a decision by the month's end.

Requesting construction permits for 5,000-watters on the valuable 1460-kc. frequency in Albany are Van Curler Broadcasting Corporation, the Joseph Henry Broadcasting Company and Governor Dongan Broadcasting Corporation. In addition, Joseph Henry Broadcasting Company has a separate bid to acquire the existing facilities of WOKO.

Senate Group Restores 400G of FCC Budget Cut

WASHINGTON, July 12.—Federal Communications Commission (FCC) is certain to get more money for its operations in the 1948 fiscal year than it received in 1947 despite recommendations of the House Appropriations Committee for a record slash. FCC's favorable fiscal prospect, which had long been discernable, finally was clarified late yesterday when the Senate Appropriations Committee recommended restoration of \$400,000 of the \$1,260,000 cut which the House Appropriations Committee had proposed.

Altho the Senate fiscal group's restoration is not as ample as FCC officials had been hoping for, it is sizable enough to put the commission's total budget figure well above the 1947 total of \$6,236,900. The Senate Appropriations Committee's recommendation is seen likely to be approved by the Senate, with just an outside chance that the amount of restoration might even be increased

Detroit Stations In Publicity Shifts

DETROIT, July 12.—Radio publicity staffs of major local stations were somewhat scrambled this week, with James Quello, publicity director at WXYZ, ABC-owned station, moving over to WJR, where he assumes the combined posts of advertising and publicity July 14. Quello replaces Bob Anthony, the first man to hold down this specific assignment when the WJR staff underwent earlier organization changes. Anthony is understood to have several other offers.

At the same time, Loren C. (Bud) Watson resigned as publicity director at WWJ, effective July 19, and will open an independent publicity office. No successor has yet been appointed.

Further major radio row shift rumored was that of Harry Heilmann, sportscaster at WXYZ, who is reported slated for sports director's post at WJR. No confirmation on this report could be obtained but it was further inferred, on the basis of the rumored report, that WJR would take over play-by-play broadcasts of Detroit Tigers games next season.

RCA Board Accepts Harbord Resignation

NEW YORK, July 12.—Board of directors of Radio Corporation of America at a meeting Friday (11) accepted the resignation of Lt. Gen. James G. Harbord as chairman of the board. David Sarnoff was elected to serve as chairman, in addition to holding the presidential post. Harbord, who joined in 1923, has been named honorary chairman and will continue as a member of the board.

Maj. Gen. Harry C. Ingles (retired), president of RCA Institutes, has been elected a director of RCA and its subsidiaries, including the National Broadcasting Company, succeeding Edward W. Harden, retired.

Signs WRVA In Richmond

Move is step in widening of interests beyond network operations and own stations

NEW YORK, July 12.—In a development of top significance to networks, station reps and station personnel thruout the country, CBS Radio Sales, the spot broadcasting division of the Columbia Broadcasting System (CBS), headed by J. L. Van Volkenberg, this week inked a pact to represent WRVA, its affiliate in Richmond, Va., effective October 1. Deal is of interest in various ways and is in line with Columbia's widening interest in other than purely network operations. Heretofore the activities of Radio Sales have been limited to the web's seven owned and operated stations, plus WBT, Charlotte, N. C., which the web once owned and has continued to represent, and WAPI, Birmingham, Ala., in which CBS has a 45 per cent interest.

Web's Radio Sales division, however, has decided to branch out into the non-CBS field and has in mind repping several high power outlets. WRVA, a 50,000-watter repped by Paul H. Rayner for 11 years, is the first step in this direction, and additional stations picked up by Radio Sales probably will be of the same wattage. Reasons for this are inherent in the CBS pitch, which is, briefly, that the spot broadcasting division is aiming at a very high type of service which can be most advantageously used only by top stations.

Broad Service Offered

Aspects of this service will include, in addition to time sales, the functions of program building and research. In other words, a station repped by the sales division will have available a considerable portion of the radio know how in the collective noggins of the entire CBS staff. In line with this, it's interesting to note that in April Columbia added Robert Kennett to the pay roll as director of commercial program development for Radio Sales, a position analogous to that held by Herschel Williams in relation to network shows. In research, too, CBS figures it will have a lot to offer—one exec pointing out that, altho station reps now give clients a research service, CBS pioneered in this field in its relations with web-owned outlets.

Another angle to CBS's plans for limited expansion in this field is the web's belief that, thru such representation by Radio Sales, new radio ad- (See *CBS Station Repping*, page 15)

Sperry Exits Long To Enter Own Biz

CHICAGO, July 12.—E. J. Sperry, for the past seven years with W. E. Long as director of radio, leaves that firm July 18 to set up his own business. Lloyd Wolff, director of the firm, will take over Sperry's work for the present. Sperry said terms of his contract with Long make it impossible for him to divulge details of his new venture until he has left his present employer.

Sperry has a long background in the record and transcription field.

FM, Fax Included In WHN Quarters

NEW YORK, July 12.—WHN's operation when it moves into its new quarters at 711 Fifth Avenue, New York, will include FM and facsimile, in addition to AM. Fax equipment already has been ordered, but date of delivery is not known. Experimentation in the medium will start as soon as possible, however.

The metro 50,000-watt indie's lease on the studios, now held by World Broadcasting Company, is for a period of 10 years starting January 1. The quarters once were occupied by the National Broadcasting Company.

'Arthur' Holds Place On CBS for Borden

NEW YORK, July 12.—Reports that Borden was considering replacing *Arthur's Place*, which it recently debuted on Columbia (CBS) are completely off base. Show got off to a poor start and unfavorable critical reception, but has been given considerable doctoring since its preem.

Result is that both Borden and Kenyon & Eckhardt, agency on the show, figure that *Place* has a good chance to click, and the show will therefore be retained. Some published reports had the series taking a powder.

Hey, bub, you've



dropped something!

THE other day a certain network (let's call it network "B") published some special arithmetic about its national circulation based on BMB data. It counted only those listeners to its network who lived in areas where 75% of the radio families listened to network "B" at least once a week. And it did the same for the other networks.

It dropped out all listeners in all other areas.

It dropped out listeners, for instance, in New York City, the largest in the nation.

— In New York City *no station* reaches the 75% level in the daytime. (Oddly enough, in selling its New York station, network "B" bases its argument on a 50%-or-better level.)

It dropped out listeners, for instance, in Philadelphia, the third largest city in the nation.

— In Philadelphia CBS is *the only network* that reaches the 75% level in the daytime.

Why did network "B" so casually disenfranchise the daytime listeners in New York and Philadelphia? BMB defines circulation as the number of families listening in all areas above 10%. It must be fairly obvious that circulation is circulation — *wherever it exists*. Circulation is *all listeners* — at the 35% level, the 50% level, the 90% level.

Could it be that network "B" was straining for a lead out of all proper proportion?

Why strain?

BMB data offer a perfectly valid (and perhaps far more useful) basis for measuring the potential audience a network delivers. It can properly be called a measurement of *effective coverage*, and is readily defined as all radio families in areas where 50-to-100% listen.

This particular level stems from the fact that virtually all stations effectively cover their home cities. And BMB itself established that 92% of all

stations attain the 50-100% level in their home cities. This level provides the traditional yardstick used by broadcasters to reveal their potential value to advertisers.

This level includes the listeners in New York City and Philadelphia which network "B" blandly chose to drop.

By this yardstick of *effective coverage* you obtain quite a different picture... quite a different relationship between the four networks from the one calculated by network "B".

Here's what you really get:

EFFECTIVE NETWORK COVERAGE*

Nighttime Radio Families

CBS	32,400,150
NETWORK "B"	33,869,330
NETWORK "C"	26,518,730
NETWORK "D"	23,281,760

Daytime Radio Families

CBS	31,685,080
NETWORK "B"	33,457,250
NETWORK "C"	26,255,660
NETWORK "D"	24,982,230

*Based on BMB Study No. 1 conducted in March, 1946 and projected to the BMB estimate of 33,998,000 U.S. radio homes (January, 1946).

You discover clearly — and perhaps for the first time — that CBS and network "B" are virtually on a par in their ability to supply effective coverage of the U.S. radio market.

The Columbia Broadcasting System

PROGRAM AVAILABILITIES

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

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

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

Networks

NAT'L BROADCASTING CO.

The Adventures of Frank Merriwell
10-10:30 a.m., Saturday

Rep.: NBC Program Sales

A 30-minute dramatic show designed for family and juvenile listening, dealing with the adventures of Frank Merriwell, collegiate hero of the first decade of the 20th century. It is founded on the long series of books of the same name. Frank Merriwell typifies the American ideal of the sound mind and the healthy body, of clean living and good sportsmanship, qualities which appeal to old and young alike. The program attracts old friends and makes new ones.

Radio Stations

Illinois

WJJD, Chicago

Ernie Simon Show

8-10 a.m. and immediately after baseball games, 5 times weekly.

Rep.: Avery-Knodel

Chicago's newest conversational topic, ERNIE SIMON, has room for only two more sponsors on his morning and afternoon shows. Completely uninhibited, ERNIE SIMON has captured the fancy of Chicago radio listeners with his rapid chatter, spontaneous humor and latest "hit" tunes. Spot charges for this favorite comedian on Chicago's next 50,000-watt station, WJJD, begin at \$21.50 for one and scale down to \$18.50 for 104.

Maryland

WFBR, Baltimore

World Tours (Radio's Global Quiz)

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

Rep.: John Blair & Co.

WORLD TOURS features Lt. Col. George Hutchinson and his famous family, the "Flying Hutchinsons." This unique quiz show boasts the largest electric world map in existence. Studio audiences are enchanted by many visual attractions, including: illuminated travel routes; tiny rocket ships flying across the map; a flashing, electric totalizer board, and Super Bonus Bowl. Cash prizes total \$100 per broadcast. Col. Hutchinson, traveled in 51 countries, is well qualified to M. C. this educational program.

Massachusetts

WSPR, Springfield

Rhythm Society

4:30-5 p.m., 5 times weekly

Ed Peck presents "The WSPR Rhythm Society," a popular music record show five days a week immediately after ABC's "The Paul Whiteman Club". The "Society" was revived July 29, 1946, and has run since then 4 to 5 Eastern Time. It has vacated one half its former time in favor of Whiteman. It has a large list of volunteer members and a proven record of popularity. It is the area's outstanding afternoon popular record show.

Toni's Annual Web Time \$1,720,000 With Torme Show

(Continued from page 6)

ing, with Howard Bloomquist, formerly of Pillsbury flour, serving as advertising manager. As Toni expanded from one market to another, it set up co-operative advertising deals with leading retailers and drug chains in the new areas, involving radio, newspaper and other advertising. In the set-up, Toni paid most, and sometimes all, of the store-product advertising cost.

Today, Toni is spending even more money on this co-op advertising than it did in its early days, totaling about \$200,000 annually. But this sum is far exceeded by the firm's own radio and other advertising. Slightly over 50 per cent of Toni's total advertising budget now is spent in network radio. The firm spends 92 per cent of all advertising money put out by

Montana

KBOW, Butte

Sports Spotlight

6:15 p.m., 6 times weekly.

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.

New York

WKBW, Buffalo

Sig Smith's Sports Review

6:30-6:45 p.m.

Rep.: Avery-Knodel

When Sig Smith entered military service he gravitated to his natural medium and for many months was the "GI Voice of Sports" in the European Theater of Operations. Discharged in March, 1946, he returned to WKBW and resumed as Sports Editor. In eleven months he raised his rating an even 1000%. Featuring local and national sports news, plus interviews with celebrities and race results from major tracks, the program is a "must" for Buffalo fans.

Washington, D. C.

WRC

Robert Ripley's Believe It or Not

Mon. thru Fri., 1:45-2 p.m.

Rep.: NBC Spot Sales

The new Robert Ripley show presents the best of his stories, dramatized in an attractive 15-minute daily package. Ripley's popularity in Washington is long established thru his newspaper cartoons, books and movie shorts. His new radio appearance provides an excellent opportunity to reach "prepared" audience in Nation's Capital. Ripley does program with Courtney Benson, one of radio's leading dramatic personalities. This availability a natural entree into valuable Washington market.

WTOP

Let's Play Baseball

10-10:30 a.m., Sat.

Rep.: Radio Sales, the SPOT Broadcasting Division of CBS

LET'S PLAY BASEBALL is an exciting quiz program in which boys and girls from 10 to 13 form two teams of nine players each, and answer amusing, carefully chosen questions on a variety of subjects. Guest stars "coach" the teams and call the "play" before each question. Correct answers score hits and runs. Popular Washington emcee and sportscaster Eddie Gallaher acts as umpire. Packed with the thrills and suspense of America's national sport, it's an ideal program for reaching Washington's younger listeners. Call us or RADIO SALES, the SPOT Broadcasting Division of CBS, for more details.

the home wave industry, and does nearly 70 per cent of the industry's total business.

Survey Cues Campaign

Torme's show was added to the Toni stable following an extensive survey in Minnesota indicating that young girls in their teens and 20s are heavy users of home wave preparations. Switch from audience participation format to Torme's torchy personality, plus the back-to-back position with Wildroot Shampoo's King Cole Trio Time, adds up, to Toni execs, as the way to reach this field. Wildroot's show is aimed at comparably aged male customers.

Toni's plans for the future indicate that while it may take a brief breather before further expansion, it still intends to hypo sales by further radio activity. There is a strong possibility that Toni may enter the nighttime radio field in the not too distant future should the right show offer itself. Assistant account exec, Bill Anderson, of Foote, Cone & Belding Agency's Chicago office, which now represents Toni, also said this week

Transcribed Services

PARAGON RADIO PRODUCTS

131 W. 52 St., New York 22, N. Y.

George Raft in The Cases of Mr. Ace

George Raft starred in a fast-paced, hard-hitting vehicle worthy of his great movie reputation. Millions of Raft fans will love him as "Mr. Ace" in this network caliber half-hour show. Top Hollywood cast. Top script, Jason James of "Sam Spade" fame. And what music! Not an organ—a full orchestra! Show package includes impressive merchandising designed to take full advantage of this big time, big name attraction. Write or wire today!

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 weekly.

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.

HARRY S. GOODMAN

19 E. 53d St., N.Y. 22, N.Y.

Your Gospel Singer

Edward MacHugh, Your Gospel Singer, now available to local and regional sponsors. 420 fifteen-minute transcribed programs consisting of hymns known and loved by young and old. Featuring Edward MacHugh, who is said to have the most perfect diction of any singer without sacrificing warmth of expression. His many years on the networks have created a loyal ready-made audience. Newspaper mats, glossy prints, press releases, etc., are available for publicity purposes. Write, wire or phone for availabilities and audition disk.

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.

Mr. Anthony Turns Santa, Maj. Bowes

NEW YORK, July 12. — Admiral Radio has developed a new live half-hour show called *Opportunity Hour*, featuring John J. Anthony in the role of a combo Santa Claus and Major Bowes. Idea of the show is to air the aspirations of various people and have emcee Anthony grant them, a new twist on giveaway shows.

Admiral, which conceived the idea and worked it up with A. & S. Lyons, has spent \$3,000 to cut auditions records, and is hunting a fall time slot. A weekly budget of \$8,000 is planned for the program, which is directed by Herbert Moss.

that Toni is considering early use of fem participation programs, beginning with the nation's 25 largest markets.

MAURICE C. DREICER, PRO-GRAMS

998 Fifth Ave., New York, N. Y.

Are You a Heel?

Nothing personal. Just the most exciting type of conduct testing ever devised, based upon the copyrighted feature the "HEEL-OMETER," which sizes one up from the louse to the angel stage. Complete copyrighted instructions make show entirely workable with local panel and contestants, and MC. Can be run 15 minutes across boards or half hour weekly. Combines quiz for the curious, with forum for the serious and judgment for all by the one and only "HEELOMETER."

FREDERIC W. ZIV CO.

1529 Madison Rd., Cin. 6, O.

Favorite Story, with Ronald Colman

Shirley Temple, Orson Welles, Spencer Tracy, Bing Crosby pick their FAVORITE STORIES, which are brilliantly dramatized in the most lavish series of half-hour productions ever transcribed. All-star cast: Ben Alexander, John Beal, Janet Waldo, Vincent Price, Lurene Tuttle, William Conrad in addition to Ronald Colman. Fifteen-piece orchestra, under the direction of Claude Sweeten, brilliant musical scores by Robert Mitchell. Stories include "Wuthering Heights," "Cyrano de Bergerac," "Dr. Jekyll and Mr. Hyde." Available transcribed.

KASPER-GORDON, Inc.

140 Boylston St., Boston 16, Mass.

Gloria Carroll Entertains

Gloria Carroll, heard for long time over CBS mornings, coast-to-coast, in a musical series "out of this world"—backed by novelty trio "Frank Bell and the Belltones" in special arrangement of top tunes of all times, especially from musical shows. Very little talk in this series of 78 ¼-hours—most music from beginning to end, open both ends for commercials. Guaranteed to hold attention of all listeners from the start. Wire for samples, rates.

HOPKINS SYNDICATE, INC.

11 S. LaSalle St., Chicago 3, Ill.

Dr. George W. Crane, M.D., Ph.D.

"The San Hygiene Co. has renewed with Dr. Crane for 6 more months," writes Sales Mgr. Fred Bock, WADC, Akron, Ohio. "In the winter and spring reports, he nearly doubled the audience of the preceding program when his show came on the air. It peaks the audience and is one of our best features." Typical of results wherever Dr. Crane's programs are broadcast. Over 200 open end 15 min. programs now ready; more in preparation. Contact John R. Knebone, Andover 2833, for sample transcriptions.

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 that they will be with THE TED LEWIS SHOW . . . a transcribed half hour that is strictly "top-hat" radio entertainment. What's it got? EVERYTHING. Ted's terrific 18-piece orchestra . . . big name vocalists . . . top supporting cast . . . and TED himself, the real TED LEWIS that everybody loves. Who will this show appeal to? EVERYBODY . . . young or old, rich or not-so-rich, big-town folks, small-town folks! All set to start on August 15. For audition platter, write Chartoc-Colman Productions, 360 N. Michigan Ave., Chicago.

To All Producers of Transcribed Radio Shows

Our national sales organization is now ready to accept up to three additional transcribed shows for sales representation. Only completed shows will be considered.

FINLEY TRANSCRIPTIONS, INC.

8983 SUNSET BOULEVARD
BRadshaw 2-2711

GET GOING ON FM SHOWS'—FCC

July 19, 1947

'GET GOING ON FM SHOWS'—FCC

and Adults Have Programs

series of group interviews conducted in co-operation with education and psychiatric groups, etc. Important point here, according to Miss Druce, is that the questionnaire and interview processes must be done on a large scale. Also, in addition to group interviews, a questionnaire will be worked up which will be suitable for older or adolescent youngsters.

Various angles of the survey are of importance. One is the survey's recognition of the necessity of enlisting the aid of parents in an attempt to establish standards for kid shows. Another is the implicit recognition of a difference between the reactions of parents and their children to the program under question. Point the researchers like to keep in mind in this complicated situation is that the child is the ultimate consumer, the shows are for him rather than his parents, and that while parents' criticism may be sincere they are only groping and perhaps attempting to mould the child to their own likes and dislikes.

Once the info on all these problems is at hand, it's believed that floundering and groping will be minimized and a more positive approach to kid shows developed.

Fairs and Radio

There's big promotional value—dollars, too—for radio in the fair-exposition field. A round-up of stations' plans for fair participation, together with what a pacemaking State fair is doing to provide the utmost in facilities for radio outlets of its State, and the views of one of the nation's foremost fair execs on how radio co-operation can be improved are presented in the Fair Department.

Demands More Live Programs

Commission warns licensees quality of FM broadcasts must be on par with AM

WASHINGTON, July 12.—Federal Communications Commission (FCC) is applying a vigorous new policy calling for FM programming on a footing as rigid as standards set for AM, *The Billboard* has learned. Taking a view that FM "is now mature enough to walk by itself," FCC is beginning to warn FM broadcasters in an unobtrusive but pointed way to develop live programming and get away from the heretofore accepted practice of depending on record-playing and AM program duplications.

Feeling at FCC is that, with American Federation of Musicians (AFM) restrained under the Taft-Hartley Act from forcing employment of "stand-by" musicians, there is nothing now to stop FM from doing its own programming. The commission has sent warning letters to several individual FM broadcasters who now use no live talent. The letters inquired into future plans of the FM stations and pointed to the advisability of developing live programs. FCC (See GET GOING ON on page 13)

FC&B Switches J. Fonda to Chi

HOLLYWOOD, July 12.—Jim Fonda, talent buyer in the Hollywood office of Foote, Cone & Belding, has been upped to radio director of the agency's Chicago office, replacing Stu Dawson, who resigned to enter the transcription biz.

In his new berth Fonda will handle shows for Pepsodent, Frigidaire, Armour, Toni Products and Hallmark Cards as well as other Chi office biz. He takes over the Chi operation in September, meanwhile continuing to produce *Philip Marlowe*, summer replacement for Bob Hope from Hollywood.

Group Interviews
From the children's end, information on reactions, emotional responses, etc., will be obtained from

why you get more

for less on WOR

We have said in previous ads...

1. WOR has not raised its daytime rates since November 14, 1937.
2. WOR's discounts to sponsors have not decreased. In some cases they have been extended 25 to 30%.
3. WOR's nighttime rate has not changed since November 1, 1943.
4. WOR delivers the second lowest cost-per-thousand rate in the United States.

Good —

But, let's dig a little deeper. Let's show you, more minutely, why you get more for less on WOR.

Let's talk about programs; how very economically they get into people's homes and minds when you use WOR.

★ A WOR show, weekdays, 1:30 P.M., is heard in 538,489 homes at a cost to the sponsor of 1/12th of 1 cent per home!

★ A WOR show, weekdays, 11:15 A.M., is heard

in 589,774 homes at a cost to its sponsors of 1/5th of 1 cent per home!

★ A WOR show, weekdays, 8:15 A.M., is heard in 1,630,853 homes at a cost to its sponsors of 1/27 of 1 cent per home!

Little wonder why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

Little wonder that WOR frequently carries more accounts than the combined total carried by New York's three other major stations.

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

mutual

Part 1

The Billboard



TOP BONUS-AUDIENCE DELIVERING STATIONS

ON FIRST 10 DAYTIME AND TOP THREE SATURDAY DAYTIME SHOWS BASED ON DECEMBER, 1946, THRU APRIL, 1947, HOOPERATINGS.



DAYTIME

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

Program	Hooperating Report	City	Station	Five Month Rating	Competition
OUR GAL, SUNDAY	6.8	Worcester	WTAG	22.2	WAAB, WBZ, WORC
		Rochester	WHEC	15.0	WHAM, WSAY
		Harrisburg	WHP	14.8	WHGB, WKBO
		Columbus	WBNS	14.3	WCOL, WHKC, WLW
		Nashville	WLAC	14.0	WKDA, WSIX, WSM
MA PERKINS (CBS)	6.4	Worcester	WTAG	19.7	WAAB, WBZ, WORC
		Harrisburg	WHP	17.5	WHGB, WKBO
		Rochester	WHEC	11.9	WHAM, WSAY
		Minneapolis-St. Paul***	WCCO	11.7	KSTP, WDGY, WLOL, WMIN, WTCN
		Jacksonville	WMBR	11.4	WJAX, WJHP, WPDQ
ROMANCE OF HELEN TRENT	6.4	Worcester	WTAG	18.7	WAAB, WBZ, WORC
		Peoria	WMBD	16.9*	WBBM, WGN, WLS-WENR, WMAQ
		Harrisburg	WHP	14.7	WHGB, WKBO
		Jacksonville	WMBR	12.6	WJAX, WJHP, WPDQ
		Rochester	WHEC	12.6	WHAM, WSAY
YOUNG WIDDER BROWN	6.2	Nashville	WSM	14.6	WKDA, WLAC, WSIX
		Jacksonville	WJAX	14.3	WJHP, WMBR, WPDQ
		Atlanta	WSB	12.3	WAGA, WATL, WBGE, WGST
		Dallas	WFAA-WBAP	12.1	WGKO, KRLD, KSKY, WRR
		Buffalo	WBEN	12.1	WBNY, WEBR, WGR, WKBW
PORTIA FACES LIFE	6.1	Hartford	WTIC	15.3	WDRG, WONS, WTHT
		Nashville	WSM	15.2	WKDA, WLAC, WSIX
		Jacksonville	WJAX	13.3	WJHP, WMBR, WPDQ
		Milwaukee***	WTMJ	12.3	WBBM, WEMP, WFOK, WGN, WISN, WLS-WENR, WMAQ
		Dallas	WFAA-WBAP	12.1	WGKO, KRLD, KSKY, WRR
AUNT JENNY	6.0	Worcester	WTAG	13.9	WAAB, WBZ, WORC
		Lincoln	KFAB	12.6	KFOR, WOW
		Detroit	WJR	12.5	CKLW, WJBK, WWJ, WXYZ
		St. Louis	KMOX	11.7	KSD, KWK, KXOK, WIL
		Syracuse	WFBL	11.1	WAGE, WNDR, WOLF, WSYR
STELLA DALLAS	6.0	Nashville	WSM	13.6	WKDA, WLAC, WSIX
		Atlanta	WSB	12.5	WAGA, WATL, WBGE, WGST
		Memphis	WMC	12.0	KWEM, WHBQ, WIHM, WMPG, WREC
		Fort Worth	WFAA-WBAP	11.9	KFJZ, KGKO, KRLD, WALE, WDAE, WSUN, WTSP
		Tampa-St. Petersburg	WFLA	11.9	
BREAKFAST IN HOLLYWOOD (Kellogg)	5.9	Seattle	KJR	14.6	KOMO, KEVR, KIRO, KOL, KRSC, KVI
		Birmingham	WSGN	13.9	WAPI, WBRC, WJLD, WKAX, WTNB
		Erie	WLEU	13.8	WERC, WJR
WHEN A GIRL MARRIES	5.8	Nashville	WSM	14.8	WKDA, WLAC, WSIX
		Buffalo	WBEN	13.1	WBNY, WEBR, WGR, WKBW
		Jacksonville	WJAX	13.1	WJHP, WMBR, WPDQ
		Atlanta	WSB	12.9	WAGA, WATL, WBGE, WGST
		Oklahoma City	WKY	12.7	KOCY, KOMA, KTOK
YOUNG DR. MALONE	5.6	Worcester	WTAG	16.9	WAAB, WBZ, WORC
		Rochester	WHEC	16.5	WHAM, WSAY
		Harrisburg	WHP	12.5	WHGB, WKBO
		St. Louis	KMOX	10.5*	KSD, KWK, KXOK, WIL
		Cincinnati	WLW	9.4	WCKY, WCPO, WKRC, WSAI

TOP THREE SATURDAY DAYTIME PROGRAMS:

STARS OVER HOLLYWOOD	7.5	Minneapolis-St. Paul**	WCCO	12.4	KSTP, WDGY, WLOL, WMIN, WTCN
		Buffalo	WGR	11.3	WBNY, WEBR, WKBW
		Chicago	WBBM	10.5	WAAF, WAIT, WCFL, WGN, WIND, WJJD, WLS-WENR, WMAQ
		Cleveland	WGAR	9.3	WTAM, WHK, WJW
GRAND CENTRAL STATION	6.3	Peoria	WMBD	16.0*	WBBM, WGN, WLS-WENR, WMAQ
		Minneapolis-St. Paul**	WCCO	13.2	KSTP, WDGY, WLOL, WMIN, WTCN
		Buffalo	WGR	12.0	WBNY, WEBR, WKBW
THEATRE OF TODAY	5.9	St. Louis	KMOX	11.6	KSD, KWK, KXOK, WIL
		Salt Lake City	KSL	10.6*	KDYL, KALL, KNAX, KUTA
		Peoria	WMBD	14.9	WBBM, WGM, WLS-WENR, WMAQ
		Des Moines	KSO	0.0	WHO, KRNT
		Chicago	WBBM	9.9	WAAF, WAIT, WCFL, WGN, WIND, WJJD, WLS-WENR, WMAQ

* Program not broadcast consistently, but during a majority of the months surveyed.
 ** January thru April, 1947.
 *** February thru April, 1947.

Station, City and Power	Total Bonus Points Delivered Over National Averages (On Top 10 Daytime and Top Three Saturday Daytime Shows)
1. WTAG Worcester—5,000	63.7
2. WHP Harrisburg—5,000 Local Sunset 1,000 Night	31.3
3. WSM Nashville—50,000	34.1
4. WHEC Rochester—5,900	30.8
5. WMBD Peoria—3,000 Local Sunset 1,000 Night	29.2
6. WJAX Jacksonville—5,000 Local Sunset 1,000 Night	29.2
7. WSB Atlanta—50,000	19.7
8. WFAA-WBAP Dallas—50,000 and 5,000	17.8
9. KMOX St. Louis—50,600	17.7
10. WCCO Minneapolis-St. Paul—50,000	17.1
11. WGR Buffalo—5,000 Local Sunset 1,000 Night CP 5,000 Unlimited	13.5
12. WBEN Buffalo—5,000	13.2
13. WMBR Jacksonville—250	11.2
14. WTIC Hartford—50,000	9.2
15. KJR Seattle—5,000	8.7
16. KOIL Omaha—5,000	8.7
17. WSGN Birmingham—5,000 Local Sunset 1,000 Night	7.5
18. WLEU Erie—250	7.0
19. WBNS Columbus—5,000 Local Sunset 1,000 Night	7.5
20. WLAC Nashville—50,000	7.2
21. WAKR Akron—5,000	7.1
22. WBBM Chicago—50,000	7.0
23. WKY Oklahoma City—5,000	6.9
24. KFAB Lincoln—50,000	6.6
25. WJR Detroit—50,000	6.5
26. WTMJ Milwaukee—5,000	6.2
27. WMC Memphis—5,000	6.0
28. WFLA Tampa-St. Petersburg—5,000	5.9
29. WFBL Syracuse—5,000	5.1
30. KSL Salt Lake City—50,000	4.3
31. KSO Des Moines—5,000	4.1
32. WLW Cincinnati—50,000	3.8
33. KMBC Kansas City—5,000	3.5
34. WGAR Cleveland—3,000	1.8

Some Outlets Travel Wooping W1



NEW of station. Audiences exceed average is very and high po

top three Saturday da grams. Comparison of cent chart with that appe the July 12 issue of The B will show that stations' total points on daytime shows are erally considerably fewer th bonus points accruing from nigh time listening. This is expected, in view of fact that nighttime listening is markedly greater. Despite this, some of the bonus delivering outlets on daytime programs score totals which would show up very well on an evening chart.

There's WTAG, Worcester, Mass., for example, a 5,000-watter which scores 63.7 points over the national average. Closest station to WTAG is WHP, Harrisburg, Pa., 5,000 local sunset and 1,000 night power, with a score of 34.3 bonus points. WSM, Nashville 50,000-watter, closely follows and is in turn trailed by WHEC, Rochester, N. Y., and WMBD, Peoria, Ill.

It will be noted of the 34 stations delivering bonus points, 12 are 50,000 watters, with the majority 5,000-watters and two, WMBR, Jacksonville, Fla., and WLEU, Erie, Pa., 250-watt percolators. There's plenty of moral there for the advertiser. In fact, WMBR ranks 13th on the list with a bonus total of 11.2, whereas WLEU scores 18th, with a total of 7.9. They both beat out a number of 50,000 and 5,000-watters.

The interpretations of the chart's statistics require only brief study, it should be borne in mind that the tabulation is based only on the five stations which delivered the highest rating over the national average for each of the top 10 Hooperatings daytime programs and the top three Saturday daytime programs. Rank order was derived by determining, in the case of each station and each program, the difference between the national average Hooperating and the rating delivered by the station. For each station, those differences were added up to arrive at the total of bonus Hooperating points. It must be realized that other stations—not listed in this chart—also delivered bonus audiences above the national average and that some stations might possibly deliver a greater total of bonus points than some of the listed stations. The device, however, of including only the five stations which delivered the five highest ratings on each of the top 10 daytime and three Saturday daytime programs is an arbitrary one, arrived at as a logical and expedient method for presenting this feature.

As Goes East, So, in Faves, Goes Nation

2 Sets of Top 15's Jibe

NEW YORK, July 12.—Eastern listeners to daytime radio are closer to the average national taste than those from any other section of the country. This conclusion may be drawn from comparison of national Hooperatings of daytime radio shows with those of five geographical sections for the five-month period between December, 1946, and April, 1947. Where the Eastern top 15 Hooper list included only two shows not on the national top 15 list, the other sections varied all the way to the eight programs included on the Mountain top 15 list which were not on the national tally.

Accompanying charts show that only three daytime shows on the national top 15 Hooper list were able to make the lists of all five sections. These were *When a Girl Marries*, rated No. 2 nationally; *Young Widder Brown*, third on the national list, and *Ma Perkins* (CBS), tied for fourth on the national Hooper ratings.

Listeners in the East offered insufficient support to Kellogg's *Breakfast In Hollywood* and to *Stella Dallas*, both on the national list, to place them on the regional top 15. In their place they had *Big Sister* and *Front Page Farrell*.

Next closest to the national taste were the Pacific and North Central listeners, both regions differing by four shows from the national average. The Coast top 15 did not include the national's *Our Gal Sunday*, *Kate Smith Speaks*, *Romance of Helen Trent* and *Stella Dallas*, substituting *Pepper Young's Family*, *Procter & Gamble's Breakfast In Hollywood*, *County Fair* and *Backstage Wife*. In the North Central area, listeners turned to *Let's Pretend*, *Adventurers Club*, *Road of Life* and *Rosemary* instead of the generally more popular *Portia Faces Life*, *Right to Happiness*, *Lorenzo Jones* and *Stella Dallas*.

The Southern region, with seven choices different from the national, and the Mountain area, with eight, proved the most independent in listening taste. In the South listeners bypassed such established faves as *Stars Over Hollywood*, *Grand Central Station*, *Theater of Today*, *Aunt Jenny*, *Our Gal Sunday*, *Kate Smith Speaks* and *Romance of Helen Trent*. Instead they choose *Let's Pretend*,

Part II

The Billboard



5-Month Sectional
"Program Hooperatings"
FIRST FIFTEEN — DAYTIME



ALL FOR PERIOD FROM DECEMBER, 1946, THRU APRIL, 1947

NATIONAL AVERAGE	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN	PACIFIC
1. Stars Over Hollywood 9.0	Stars Over Hollywood 8.7	Stars Over Hollywood 9.9	When a Girl Marries 10.5	Masquerade 10.0	Breakfast In Hollywood (Kellogg) 9.5
2. When a Girl Marries 8.2	When a Girl Marries 8.2	Theatre of Today 9.6	Stella Dallas 10.4	Right To Happiness 9.9	Breakfast In Hollywood (P. & G.) 9.3
3. Young Widder Brown 7.9	Kate Smith Speaks 8.0	Grand Central Station 9.2	Young Widder Brown 10.3	Tom Mix 9.2	Stars Over Hollywood 8.9
4. Grand Central Station 7.6	Grand Central Station 7.6	Our Gal, Sunday 9.2	Backstage Wife 10.0	Light of the World 8.4	County Fair 7.7
5. Ma Perkins (CBS)* 7.6	Romance of Helen Trent 7.8	Ma Perkins (CBS)* 8.9	Right To Happiness 9.8	Breakfast In Hollywood (P. & G.) 8.1	Ma Perkins (CBS)* 7.2
6. Portia Faces Life 7.6	Portia Faces Life 7.5	Let's Pretend 8.8	Pepper Young's Family 9.6	Young Widder Brown 7.9	Grand Central Station 7.0
7. Theatre of Today 7.4	Our Gal, Sunday 7.3	Aunt Jenny 8.7	Life Can Be Beautiful 9.3	Ma Perkins (CBS)* 7.6	Portia Faces Life 6.9
8. Aunt Jenny 7.3	Young Widder Brown 7.3	Adventurer's Club***** 8.6	Ma Perkins (CBS)* 9.3	Life Can Be Beautiful 7.5	Right To Happiness 6.6
9. Breakfast In Hollywood (Kellogg) 7.2	Aunt Jenny 7.2	Romance of Helen Trent 8.5	Portia Faces Life 9.2	Superman 7.4	When a Girl Marries 6.6
10. Our Gal, Sunday 7.2	Theatre of Today 7.1	Young Widder Brown 8.3	Just Plain Bill 9.0	Jack Armstrong 7.2	Backstage Wife 6.4
11. Right To Happiness 7.2	Ma Perkins (CBS)* 6.9	Big Sister*** 8.2	Lorenzo Jones 8.9	When a Girl Marries 7.2	Aunt Jenny 6.3
12. Kate Smith Speaks 7.1	Big Sister** 6.8	Kate Smith Speaks 8.1	Ma Perkins (CBS)* 8.6	Breakfast In Hollywood (Kellogg) 7.1	Theatre of Today 6.2
13. Romance of Helen Trent 7.1	Lorenzo Jones 6.6	Breakfast In Hollywood (Kellogg) 7.7	Breakfast Club (Philco) 7.3	Portia Faces Life 7.0	Young Widder Brown 6.2
14. Lorenzo Jones 6.9	Front Page Farrell 6.5	Road of Life (CBS)**** 7.7	Betty Crocker (NBC) 7.2	Pepper Young's Family 6.9	Lorenzo Jones 6.1
15. Stella Dallas 6.9	Right To Happiness 6.4	Rosemary 7.7	Breakfast In Hollywood (Kellogg) 7.2	Stella Dallas 6.9	Pepper Young's Family 6.1
		When a Girl Marries 7.7	Let's Pretend 7.2	Woman in White 6.9	

* Program canceled January 3rd, 6th and March 6th.
** December, 1946, thru April, 1947.
*** Program canceled January 8th and March 6th.
**** Program canceled January 2nd and January 6th.
***** Broadcast February thru April.

Backstage Wife, *Pepper Young's Family*, *Life Can Be Beautiful*, NBC's *Ma Perkins*, *Just Plain Bill*, Philco's *Breakfast Club* and NBC's *Betty Crocker*.

The top 15 of the Mountain zone included six shows which failed to make either the national list or that of any other region. These were *Masquerade*, which ran first, *Tom Mix*, *Light of the World*, *Superman*, *Jack Armstrong* and *Woman in White*. Also on this top 15, but not on the national average list, were *Pepper Young's Family*, *Life Can Be Beautiful*, and *Procter & Gamble's Breakfast In Hollywood*. These substituted for national top 15 shows *Stars Over Hollywood*, *Grand Central Station*, *Theater of Today*, *Aunt Jenny*, *Our Gal Sunday*, *Kate Smith Speaks*, *Romance of Helen Trent* and *Lorenzo Jones*.

"Get Going on FM Shows," Says FCC

(Continued from page 11)
spokesmen emphasized that, while FCC exercises no actual control over program content, the quality of programming will be a determining factor in license renewals.

It has been learned that Commissioner Clifford J. Durr is one of the top exponents of the new policy which Chairman Charles V. Denny Jr., is willingly espousing as a means to bring FM "into its own." Durr, who has voted against several FM renewals in recent weeks on the ground that the applicants offered nothing but disk-playing, told *The Billboard* that "if FM is to succeed, it will have to develop its own separate programming."

"I don't believe the public is going to be very much interested in a medium that is nothing more than

Mountain Goat

NEW YORK, July 12.—Comic Robert Q. Lewis, who reversed the trend by quitting a disk jockey stint for his current Columbia Broadcasting System (CBS) spot, apparently is determined to be different even when he's sick. Lewis this week was felled by Rocky Mountain Spotted fever, which is uncommon.

Replacing Lewis on his half-hour across-the-board CBS show from 7 to 7:30 p.m. starting next week will be Bill Cullen, emcee of *Winner Take All*, who has comedy ambitions himself.

a record-player," said Durr. "FM must do something beyond using transcriptions."

Other FCC officials pointed out that under the Taft-Hartley Act, AFM no longer can force broadcasters to pay double fees for use of duplicate live music over FM and AM stations. This same argument was outlined recently in a telegram to the major networks by the FM Association, asking the webs to make live music readily available to FM.

Better FM Quality

However, top FCC officials are making no secret of their intention to stiffen the "quality" requirements for FM in view of the fact that 244 FM stations are on the air, while 392 others are ready to start. In addition, 831 FM grants have been approved conditionally by FCC, and 67 applications are pending, while 83 others are in hearing.

Altho bigwigs are indicting they have no intention of "making things tough," one high FCC official explained "the whole idea is to encourage and not discourage FM, and

A New Labor Push in FM

(Continued from page 3)

eration before the end of the year. International Ladies Garment Workers' Union also has several FM stations under construction.

When the stations near completion, AFL and CIO leaders are expected to call a conference with execs of all showbiz unions to get a green light on the use of musicians, actors and actresses, engineers, etc., in the shortest possible time. It is the intention of the unions, according to the reports, to offer listeners programs equal to or better than standard broadcasts so that as large an audience as possible can be built up by the time the political campaigns get underway in 1948.

According to the T-H Bill, unions are prohibited from making an "expenditure" in connection with an election of federal officers. Lawyers, in analyzing the new law, believe that it was the intention of Congress to exclude any form of participation by unions in an election. Labor legal advisors are of the opinion that they will be able to test legally the constitutionality of the entire law on the ground that the election proviso prohibits free speech. With the radio stations as a focal point, they intend to make the '48 campaign the major legal test.

Unions, which have been slow to apply for FM stations, are now expected to step up this phase of activity, too.

the best way we know how to do that is to insist on the best kind of service by the broadcasters to the public."

Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

WINS

CROSLY BROADCASTING CORPORATION

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.



Mystery in the Air

Reviewed July 10, 1947

R. J. REYNOLDS TOBACCO COMPANY
W. T. Smither, Adv. Mgr.

Thru William Esty & Company, Inc.

Via NBC (158 Stations)

Thursdays, 10-10:30 p.m.

Agency Director, Don Bernard; Agency contact, Mr. Foster; writer, free lance; production director, Cal Kuhl; cast, Peter Lorre, varying supporting actors.

Current Hooperating for the program (Premiere)	None
Average Hooperatings for shows of this type (Mystery drama)	7.3
Current Hooperating of show preceding (Jack Haley and Eve Arden)	7.4
Current Hooperating of show following (Eddie Cantor)	11.6
CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS	
ABC: "Best Things in Life"	2.7
CBS: "Readers Digest—Radio Edition"	8.7
MBS: Sustaining	None

Marking time for Camels until the fall, when *Screen Guild Players* takes over the spot formerly occupied by Abbott and Costello, is horror expert Peter Lorre in a series titled *Mystery in the Air*. Show caught was a tour de force for Lorre, in an adaptation of a tale about a man who fought a war against ants.

Primarily a psychological study in fear, the drama offered opportunities for dramatic use of music and sound, and these were widely, if not always effectively used by Director Don Bernard. Yarn itself was concerned with the battle put up by Lorre and a group of 400 men against an invasion by millions of man-eating ants that swept down on them in an army that covered an area 10 miles long and two miles wide.

There was horror implicit in the struggle against the insect adversaries, and much of it came thru. However, action was on the sluggish side, with the bulk of the show a monolog by Lorre, which he paced well with fine shadings in tone and expression. Suspense revolved around success of human devices, such as burning oil and opening dams in the path of the herd.

Shrieks Provide Excitement

Apart from emoting by Lorre, major excitement came from occasional shrieks from unfortunates who were seized and devoured by the ants, and from yells of fear or joy from the mob as they alternately gained or lost in the fight. Also a bit hammy was the dramatic introduction of the show thru Fear, who introduced himself and promised the audience a taste of what the characters in the show experienced. Again, after the midway mark, Fear took the mike and intoned, "I am Fear. You know me now, but you will soon know me better."

Three commercials, at the start, halfway mark and conclusion of the drama used three different pitches. First talked about the product's ease on the "T-Zone," second aimed at getting smokers to try Camels for the experience, and third brought in a poll which shows that more doctors use Camels than any other brand.

Sam Chase.

Candid Microphone

Reviewed June 28, 1947

Sustaining Over ABC

Saturdays, 7-7:30 prior to July 6.
Sundays, 7-7:30 thereafter.

Estimated Talent Cost: \$1,000; producer-reporter, Allen Funt; director, Joe Graham; narrator, Lamont Johnson; music, Ralph Norman; editor, Don Witty; announcer, Dorian St. George.

Average Hooperating for shows of this type (Miscellaneous-Evening)	3.8
Current Hooperating of show preceding (Sustaining)	None
Current Hooperating of show following (Sustaining)	None
CURRENT HOOPERATINGS OF SATURDAY SHOWS ON OPPOSITION NETWORKS	
CBS: 7:30-7:45 Sustaining	None
7:45-8 "Jean Sablon"	3.7
NBC: Sustaining	None
NBC: "Curtain Time"	6.7
CURRENT HOOPERATINGS OF SUNDAY SHOWS ON OPPOSITION NETWORKS	
CBS: Gene Autry	5.6
MBS: Sustaining	None
NBC: Jack Parr	8.8

The idea of reporters scouting the town with hidden mikes, picking up vignettes via wire recorder to be aired later, after they have been edited, reads well. The first program of ABC's *Candid Microphone* didn't come up to great expectations, however. The reason is that the aired sequences consisted simply of "forced" situations rather than incidents during which the mike accidentally acted as an eavesdropper.

Typical of the forcing of a situation was the first one on the show, in which a man's honesty was purportedly tested by a reporter's insisting that he dropped a \$10 bill. The reporter kept insisting in merry-go-round fashion that the man had dropped the 10 bucks and the latter was just as adamant that he hadn't. Finally, when things seemed to have reached an impasse, the man, still insisting that the tenner wasn't his, offered to split it with the reporter, who with an almost audible sigh of relief gave up and accepted the offer.

Assorted Situations

Other situations included a reporter approaching a woman who had just purchased a hat and telling her that the bonnet didn't suit her (she invited him to return to the store with her and tell the clerk that and even proposed that the reporter buy the hat for her); asking an electrician if he would build an electric chair and how much it would cost, a rather unproductive sequence; a dull conversation between two prospective fathers in a doctor's office; a disillusioning interview with a private eye; and a somewhat more entertaining session in which the reporter offered a guy \$25, then \$50, to cut off his mustache and in which the censor finally got a chance to blot out the final you-know-what-you-can-do-with-it.

ABC has a fine idea in this show, one that can produce hilarious top-notch entertainment, but it will take better interviews for it to go over with the listeners. The situations will have to be sprightlier and much more appealing in order to keep the

Gramps

Reviewed July 2, 1947

Sustaining over NBC

Wednesdays, 8-8:30 p.m.

Estimated Talent Cost: \$1,000; director, Daniel Sutter; writer, Welbourn Kelley; star, Edgar Stehli.

Average Hooperating for shows of this type (Dramatic)	7.7
Current Hooperating of show preceding ("H. V. Kaltenborn") MTWTF (7:45-8 p.m.)	4.0
CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS	
ABC: "Lum 'N' Abner" (8-8:15 p.m.)	2.2
Sustaining (8:15-8:30 p.m.)	None
CBS: "Jack Carson"	5.4
MBS: Sustaining	None

The National Broadcasting Company (NBC) seems to be having a mite of trouble with its summer packages, and neither a long life nor a merry one can be forecast for *Gramps*.

The comedy drama was unveiled Wednesday (2), with Edgar Stehli playing the lead, a crotchety grandfather, much attached to and loved by his family, but with a penchant for getting into trouble. The in-law family relationship is strained, but via a hackneyed plot *Gramps* wins his way, temporarily at least, into the good graces of his son-in-law.

Trite Dialogue

Chief trouble with the package is in the writing. The dialogue is artificial, particularly the exchanges between *Gramps* and his son-in-law. Additionally, the story develops along trite lines so that the program fails to hold interest. There are no high levels of dialogue or plot construction, with the result that *Gramps* doesn't come into focus as much of a character. Neither does the family group come to life as a family.

Shows of this type can generally be strengthened after an initial weak performance, but plenty of doctoring of the script is a necessity. Given better lines, director Daniel Sutter's job would be more challenging.

Paul Ackerman.

audience entertained for a half-hour. They also will have to be genuine incidents, not provoked ones. A couple on the first show had a slight phony touch, altho they undoubtedly were not, because they were pushed by the reporter.

Names Not Used

The wire recorder, while an indispensable tool for this type of program, apparently is not a high fidelity recorder under all conditions in the field, judging from the results obtained.

ABC does not use the names of the people interviewed on the show, but the net permits each person to listen to the record and obtains his consent for its use on a broadcast. Maybe there are a lot of good-natured people in this world, but the way in which the reporters work seems to be asking for a sock in the kisser—which, incidentally, might make a swell sequence if and when it does happen.

George Berkowitz.

WCCO Staff Draws Kudos For Civic Seg

Hail Tolerance Document

MINNEAPOLIS, July 12.—Staffers at WCCO, 50-kw., Columbia Broadcasting System station, are throwing out chests as a result of the reception being accorded the station's top-drawer documentary job, *Neither Free Nor Equal*.

Program, being presented in a series of six once-a-weekers with WCCO bank-rolling it to the tune of \$2,500, deals with housing, employment and general discrimination practices against minority groups in Minnesota. With Minneapolis labeled as the "capital of anti-Semitism," the station has taken the bull by the horns in an effort to remove the tag, if possible, thru education.

For the first time in years, all newspapers of the Twin Cities have taken editorial cognizance of a radio show, patting the station on the back for a fine job. Newspapers and magazines representing minority groups in this area have written favorable editorials.

Big Response

Carl Ward, station flack, said numerous telephone calls as well as heavy mail have been received praising the station for undertaking the task. Only three listeners have objected, two by anonymous phone calls and one by an unsigned postcard.

Program has received widespread national note, too, Ward said. Carl Murphy, of Baltimore, president and publisher of Afro-American newspapers in Baltimore, Washington, Philadelphia, New Jersey and Richmond, has written praising station, reporting he plans a full-page feature and asking for scripts which he wants to show to stations in Baltimore and Washington.

Mrs. Ruth Abernathy, secretary of the St. Paul Council on Human Relations, reported she had received requests for scripts from 15 cities, including New York, Detroit, Pittsburgh, Columbus and others.

Fidler Gets 10:30 Sunday Night Slot

NEW YORK, July 12.—Carter Products and the American Broadcasting Company (ABC) this week amicably settled the time slot problem for Carter's Jimmy Fidler show by placing the flicker gossip in the 10:30 to 10:45 p.m. Sunday slot.

The agreement has Fidler following U. S. Steel's *Theater Guild on the Air* hour-long stanza, which pre-empted Fidler's old 9:30 time next fall. Both Fidler and the *Theater Guild*, which formerly aired from 10 to 11 p.m., will begin their fall airings September 7.

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Showbiz Bills Languish Near Congress' End

(Continued from page 4)

bill by Rep. William Lamke (R., N. D.), to shove the frequency modulation (FM) band back downstairs to its original 50-mc. spot in the spectrum. No positive action on the measure is expected, however, since similar bills have been kicking around Congress for a year and a half. One introduced late last session by Sen. Charles Tobey, (R., N. H.), died with the 79th Congress.

The chief measure affecting showbiz enacted this session is the Taft-Hartley Act, whose ramifications are still being conned by union lawyers. The attorneys generally agree, however, that the feather-bedding practices of American Federation of Musicians (AFM) fall under the act's prohibitions. It is also generally conceded that powers of the American Guild of Variety Artists (AGVA) are materially lessened under the Taft-Hartley Act. All showbiz union activities appear to be hampered to some extent.

Funds Cut Off

Several appropriation measures approved by Congress this session affect entertainment generally. The Interior Department's radio division was completely knocked out by economy cuts, and Agriculture's radio and video activities were sharply curtailed. Final FCC funds won't be decided for another week, but the agency appears likely to get off with a cut in the neighborhood of 15 per cent. The State Department received less than half what it asked to continue the *Voice of America* broadcasts.

Various congressional hearings drew a host of showbiz notables to Washington to testify, including Fred Waring, Gene Buck, Deems Taylor, Brock Pemberton, Ilka Chase, Marc Connelly, James Petrillo, Justin Miller, Eddie Duchin and Irving Berlin. Showbiz organizations represented at different hearings this session included ASCAP, the National Association of Broadcasters (NAB), American Federation of Musicians (AFM), National Association of Performing Artists (NAPA), International Alliance of Theatrical Stagehand Employees (IATSE), Music Publishers Protective Association (MPPA), Songwriters Protective Association (SPA), Decca Record Company, Dramatists Guild, FM Association, and Radio Manufacturers Association. A half dozen juke box organizations also appeared.

CBS STATION REPPING

(Continued from page 7)

vertisers can be trained in methods of broadcast advertising—particularly with such aids as a program and research service—and ultimately become full network advertisers. One example of this is Metropolitan Life, which Radio Sales developed from a series of announcements to a full web advertiser.

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.



CBS Is There

Reviewed July 7, 1947

Sustaining on CBS

Mondays, 9-9:30 p.m.

Writer-producer-director, Robert Louis Shayon; announcer, Stuart Metz; CBS newsmen, John Daly, Ken Roberts, Harry Marble.

Current Hooperating of show preceding ("Johns-Manville" MTWTF 8:55-9 p.m.) 5.5
Current Hooperating of show following ("Radio Theater") 16.7

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: Sustaining None
MBS: "Gabriel Heatter" (MWF 9-9:15 p.m.) 3.8
"Real Stories From Real Life" (MTWTF 9:15-9:30 p.m.) 3.5
NBC: "Telephone Hour" 5.0

CBS Is There has all that's needed to collect laurels—Ohio State, et al. It is many good radio things in one. It has good production, good performances, a vitality and realism far above the ordinary radio presentation of history, and an intriguing central idea. That is, to dramatize notable events in mankind's history—the signing of the Magna Carta, the discovery of America, etc.—as the Columbia's news staffers were actually on the scene and that the events were transpiring today, not yesterday.

For its debut, the program chose to report on the assassination of Lincoln. Thus, the opening scene presented John Charles Daly "speaking from the lobby of Ford's Theater in Washington," and took the listener thru the shooting and the dramatic events which followed. By quoting from the play which was being shown that night (*Our American Cousin*); by injecting an "interview" with Lincoln and by like touches thruout, the performance gained startling reality. Undoubtedly this was a basic reason for the fact that despite every listener's familiarity with the developments, it nevertheless built to an amazing tension.

For an all-round topdrawer job, credit certainly should go to Bob Shayon, CBS writer-producer-director on the show. His adept use of a wealth of research and a canny use of his medium, paid off in a rare manner. Daly, Ken Roberts, Harry Marble and the others involved similarly did well in bringing life to the show.

CBS Is There is fine radio, educational without being pedantic, yet intensely dramatic without contrivance. *Jerry Franken.*

Shadows of the Mind

Reviewed July 9, 1947

Sustaining on MBS

Wednesdays, 10-10:30 p.m.

Producer-director, Sherman H. Dryer; music, Chet Kingsbury; cast, Alex Scourbi (Dr. Gannon).

Average Hooperating for shows of this type (Miscellaneous) 3.9
Current Hooperating of show preceding (Sustaining) None
Current Hooperating of show following (Sustaining) None

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: Bing Crosby 13.6
CBS: "The Whistler" 5.5
NBC: "The Big Story" 7.9

Shadows of the Mind, reduced to simplest terms, is the marriage of the whodunit and psychiatry. At least, that was the impression given by the program caught Wednesday (9), which probed the motivation behind what was presented as a baffling murder. Thus, by the time the shooting ended, it was demonstrated that the killer was a paranoiac suffering from delusions of grandeur and ready to murder anybody who stood in his path.

Thruout the development of the yarn, opportunity was given the psychiatrist, played by Alex Scourbi, to familiarize the audience with aspects of mental and emotional illnesses. This was done thru the device of having the doc chat with his fem assistant, the latter character being patterned after the numerous bright women who give aid and comfort to male detectives tracking down criminals on the air waves. The device, of course, is an obvious one, lending a touch of sameness to the Sherman H. Dryer production.

Clumsiness in Plot

Script-wise *Shadow* was not too impressive on the Wednesday show. The trouble seemed to be not so much in the actual writing as in the plot structure. That phase of the plot development which brought the psychiatrist into the story, for instance, seemed clumsily done. Another rather forced aspect of the plot was the implication that the psychiatrist himself was suspect.

Notwithstanding these rough edges, there's a good idea behind Dryer's program, and it was indicated in a brief spiel at the show's close pointing up the necessity for a changed attitude on the part of the public with respect to mental illness. The moral, of course, is that early psychiatric treatment might have prevented the patient from developing into a killer.

It remains to be seen whether the whodunit format will prove a good

Colonel Humphrey Flack

Reviewed July 3, 1947

Sustaining over NBC

Thursdays, 8-8:30 p.m. EDST

Estimated Talent Cost: \$750; writers, Sheldon Stark, Tom Dougall; director, Ed King; cast, Wendell Holmes, Frank Maxwell.

Average Hooperating for shows of this type (Dramatic) 7.7
Current Hooperating of show preceding "Grand Marquee" 5.1
Current Hooperating of show following ("Francis Langford") 6.1

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: "Lum 'N' Abner" (8-8:15 p.m.) 1.7
"Monitor Views the News" (8:15-8:30 p.m.) 2.0
CBS: "Suspense" 9.2
MBS: Sustaining None

There's not much to *Humphrey Flack*, the 30-minute summer show written by Sheldon Stark and Tom Dougall and aired over the National Broadcasting Company (NBC) Thursday at 8 p.m.

Program caught impressed as a very contrived piece, weak in characterization and trite in formula.

Flack, portrayed by Wendell Holmes, is intended as a loveable, pompous old scoundrel who lives by his wits. His partner and companion is Garvey, a harassed, ulcer-ridden character played by Frank Maxwell. On the Thursday (3) program, it was plain that altho the colonel and Garvey live beyond their means and are not beyond nefarious schemes to make ends meet, the colonel nevertheless has a heart of gold. This is proved when he snatches the old homestead, Pine Tree Inn, from the hands of villains and returns it to the lovers and rightful owners, who presumably live happily ever after.

Corny, of course, but this kind of program apparently is intended as that hybrid, comedy-drama, and might be enjoyable if the characterizations were better drawn and the plot developed with a sprightlier touch. This proper touch, however, is lacking, with the result that the program doesn't quite come off. The colonel, it's true, has plenty of pomp, and the circumstances he finds himself in sometimes approach comedy and interesting plot construction, but the artificiality of the whole proves a tough hurdle.

A lot of work by all hands, writers, producers and cast, could improve this one. *Paul Ackerman.*

vehicle as a purveyor of popularized, tho authentic, psychiatry.

The cast did a fair job on this show. *Paul Ackerman.*

Amer. Tob. Denies Joan Edwards Beef

NEW YORK, July 12.—American Tobacco Company and Foote, Cone & Belding, agency handling the former's *Hit Parade*, this week made a general denial of charges by singer Joan Edwards in her \$75,000 damage

suit, according to papers filed in U. S. District Court. Sponsor and agency also ask for dismissal of the complaint. Original suit, charging breach of contract, was filed in New York Supreme Court, but defendants had it removed to jurisdiction of federal court last week on the ground of Miss Edwards's California residence.

While filing a general denial, American Tobacco and FC&B also filed notice for the examination of Miss Edwards before trial, and at-

torneys for the plaintiff filed notice for examination of sponsor and agency.

Defendants contend they are without knowledge as to whether Miss Edwards or her husband, who is co-plaintiff, were subject to all the inconveniences set forth in the complaint, but they admit they did not exercise their option to renew her contract under the amended 1944 contract.

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Part IV

The
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Reviews & Analyses

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Premiere Performance

("My Favorite Husband")

Reviewed July 8, 1947

Sustaining on KFI, Hollywood
50,000 Watts—NBC Affiliate

Tuesdays, 8-8:30 p.m.

Estimated cost of show if sold commercially, \$4,000. Producer, Don W. Sharp Agency. Director, Nat Wolff. Adapted for radio by Betty Hopkins and Dick Carroll from original stories by Elizabeth Scott Rorick. Music by KFI staff orchestra directed by Bob Mitchell. Announcer, Rollie Thomas. Cast: John Beal, Nancy Kelly, Barton Yarborough, Norene Gammill, and Sanford Bickert. Hooperatings unavailable.

Answering air critics who condemn lack of new ideas, KFI banded together with six talent agencies to offer a new series of showcase segs designed to give radio packagers a chance to air pet projects. KFI contributes rehearsal and air time, plus services of staff ork, with agencies bearing any talent costs.

This seg, second in the series, was a new radio version of the popular *Mr. and Mrs. Cugat* stories, first introduced in the *New Yorker* mag. As airfare, show has little to offer scriptwise, being nothing more than a tired rehash of the now-familiar pattern set by *Claudia and David* stage and movie series.

Even top production and acting, of which show could well boast, couldn't lift seg out of the dreary pattern of silly situations and unlikely happenings.

As George Cugat, film and stage actor John Beal, tries hard to convince listeners that he is a long-suffering but understanding gent who loves his wife (played by Nancy Kelly) despite her wackiness. Nevertheless, it is unbelievable that a rising young bank exec such as George Cugat would stay blissfully wedded to a bird-brained wife who can't even handle a checking account. Episode takes the couple from one minor crisis to another, struggling thru a dense forest of ridiculous and generally unfunny situations. Really, radio scripters shouldn't insult listeners' intelligence and hope to get away with it.

Director Nat Wolff did a workmanlike job in his attempt to put some life into the silly script. Cast was uniformly excellent and tried hard. Beal and Miss Kelly showed plenty of talent and radio skill. Bob Mitchell's musical chores were handled well, with ork providing welcome relief at midway marker with run thru of *Penthouse Serenade*.

It seems a pity to waste the thesp talents of Beal and Miss Kelly on a second-rate story. With complete changeover in character conception, series can be turned into an enjoyable, light comedy piece. As for KFI, station deserves praise for giving time and energy to ferret out new ideas. With a completely different show skedded each week, chances are that station and agencies will come up with a show or two worthy of sponsorship. At any rate, it's a giant step in the right direction.

Alan Fischler.

1170 Club

Reviewed July 8, 1947

HAGE'S ICE CREAM AND DAIRY
PRODUCTS

Thru the Tolle Company

Via KSDJ, San Diego, Calif.
5,000 Watts—CBS Affiliate

Monday thru Friday, 11:45-12 noon.

Talent Cost: \$125 per 15-minute seg. five times weekly. Writers-producers-emsees, Dan Cubberly and Deane Long; Betty Lou Carlson, vocalist, and Don Hatch, organist. Hooperating unavailable.

ABOUT THE ADVERTISER

Hage's is the oldest and one of the largest dairies in the area. Its commercials on this daytime seg are slanted straight at the housewife, indirectly tying into the firm's black and white ad campaign. This is the company's only use of radio.

Only one of San Diego's outlets to have an audience studio, nine-month-old KSDJ (*San Diego Journal*) is making full use of its facilities by giving the town its first and only audience-participation show. It's something new for the townfolk and they're eating it up. Seat warmers pack the studio daily. Outlet is using the old kilocycle number gimmick for the show's tag to pound home its spot on the dial. Airing fills the 11:30 to noon slot, with Hage's taking the latter 15-minute seg and spot plugs being used in the 11:30-11:45 slot.

Members of the studio audience are brought mike-side to answer such questions as the number of inches the Statue of Liberty measures, etc. In addition, emsees Cubberly and Long resort to the old telephone quiz gimmick of calling San Diegoans while the show is on the air. Whoever answers with the outlet's call-letters gets a money prize. If the password is missed, \$5 prize money is added to the next day's prize. Another phone call is made, with chirp Betty Lou Carlson serenading whoever answers. Phone numbers are picked at random. This makes both studio audience and listener participation. In addition to cash prizes, seat warmers as well as dialers are given the usual free tickets to shows, purchase certificates for local stores, etc. These, of course, are contributed by local merchants in return for the resulting air plugs.

Cubberly and Long keep things hopping at a high pace. Their only weakness is tired gag material. But altho Joe Miller is worked overtime and many of the routines worked on the studio participants have long lost their edge, those who crowd the studio still seem to be getting a bang out of them. Miss Carlson's warbling is easy to take but far from exciting. She possesses a sweet voice but sounds unrelaxed and mike-conscious. Hammond organ accompaniment turns in an adequate job.

Lee Zhito.

The Kuhns

Reviewed July 5, 1947

Sustaining on WNBC, New York
50,000 Watts

Saturdays, 1-1:15 p.m.

Producer-director, Clay Daniel; announcer, Tex Antoine; cast, Irene and Rene Kuhn.

There have been husband-wife teams aplenty on the air, and a father-son combo is in the offing with Ed and Keenan Wynn. But one of the few mother-daughter radio shows to hit the local airwaves has debuted recently over WNBC, New York, featuring Irene and Rene Kuhn.

Not only is the idea fresh and promising, but people involved are remarkably equipped to make the program a novel and potentially valuable contribution to WNBC's local programming fare. Mrs. Kuhn is a veteran newspaper woman, film writer and staffer at National Broadcasting Company (NBC), and has traveled widely. Daughter Rene, at 24, has authored two novels, one of which was an Avery Hopwood Award winner, with the other to appear shortly. She, too, is widely traveled in her own right.

With this lively background and the participants' records of attainment, intellectual and otherwise, the listener had a right to expect some sparkling adult dialog, with the mother-daughter twist heightening the exchange. In considerable measure, this was present on the first broadcast, but it is likely that their individualities will be more clearly delineated on future shows.

Premiere Tenselessness

There was a bit of premiere tenselessness visible in the opener which occasionally tripped the tongues of the gals who were working entirely without scripts. Nevertheless, the subject matter had good balance and was tastefully selected. Topics which came up included comments on vacationing in the city, with several interesting suggestions of things to do in New York. A new book on quick cookery, which in turn led to a few tips on cookery short cuts and tricks. Some remarks on the new film, *Fiesta*, took the talk into Mexican Philosophy on bullfighting and love-making.

To wind up the show, the Kuhns discussed a letter they received from a mother asking whether her 17-year-old daughter should be allowed to smoke. Altho they straddled this issue by suggesting a heart-to-heart talk and postponement of the problem until the girl was 18, the listener letter gimmick is a good one, and should furnish an interesting sounding board for other common problems.

The Kuhns offer excellent voice contrasts and an intelligent approach to a wide variety of topics. They also promise early visits from guest experts. There's room for such a show and the Kuhns seem likely people to make it a good one.

Sam Chase.

It's Tough To Be Young

Reviewed July 2, 1947

Sustaining Over WBZ, Boston
WBZA, Springfield—50,000 Watts
NBC Affiliate

Wednesdays, 8-8:30 p.m.

Estimated Talent Cost: Totals not available (AFRA scales paid). Co-producers and directors: Gene Kilham, John McLean. Writer: Ralph Giffen. Hooperating not yet available.

It's a sure sign that radio is becoming aware of its responsibilities when local stations and regional networks begin to give prize air time to studies in social problems and both juvenile and adult education. Since the turn of the year in Boston, the Lowell Institute Broadcasting Council's 15-minute adult educational programs over all Boston stations (who give the time free), the Yankee Network's Institute, which concentrates on sociological, legal and medical matters, and now the WBZ (Westinghouse and National Broadcasting Company affiliate) program studying child problems, *It's Tough To Be Young*, are proof of the trend.

It's Tough To Be Young is one of the most imaginative and solid air studies of juvenile problems (and delinquency) to be offered the public. Within a half hour, the program presents about a 20-minute dramatization (script by Ralph Giffen) of a specific incident which illustrates a problem, and the remainder of the time is devoted to discussion of the particular case by local experts.

Authentic Cases

All cases used are drawn from official files (which cannot be revealed) and they have a ring of authenticity. The experts who take part in the discussions come from juvenile courts, colleges and other agencies dealing with children and adolescents.

The opening program of *It's Tough To Be Young* offered a telling tho not always clearly expressed drama about the father who was too busy to give the proper attention, love and affection to his son. It had the rough spots one can expect from a first script. Some of the acting was corny or ineffective and the script did not make clear the transition of the boy's feelings from love to hate for his father, altho the action was clear enough. But the script made its main point—that ignoring and nagging a sensitive child can drive him to drastic ends he does not intend at all.

Forum Okay

The wind-up was a discussion of the case by Judge John J. Connelly, of the Boston Juvenile Court, and Dr. A. Warren Stearns, famed psychiatrist who is professor of sociology at Tufts College. WBZ Educational Director Ben A. Hudelson, the sparkplug behind the program series, was moderator. His questions were pointed and the experts' discussion was articulate.

Programs to come in the near future will examine such problems as "the overbearing parent," "undiscovered health defects" and "children in the wrong type of school." This program, for whatever length of time it remains on the air, will perform a valuable and needed service. The beginning is promising indeed.

Bill Riley.

Pleased To Meet You—With Roy Neal

Reviewed Thursday (3), 8-8:20 p.m. Style—Guest interviews. Sustaining over WPTZ (Philco), Philadelphia.

Radio's familiar pattern of across-the-mike interviews with personalities is transplanted to the video studio with a high degree of effectiveness in this weekly *Pleased To Meet You* visit. Much measure of the show's success belongs to Roy Neal, mike regular at WIBG here, who brings to the television camera a pleasant personality and an air of informality that makes him a most welcome visitor in your home parlor. Moreover, Neal displays a fine gift of conversational gab, with voice and diction to blend in a manner that makes the onlooker feel more like an insider.

Hand-shakes across a blow-up of the familiar city landmark of William Penn's statue atop the City Hall set the informal stage for the show. Projecting his personality on the cathode tube, Neal established friendly relationships both with the viewers and studio visitors from scratch and it's all the more to his credit that he generates an even flow of conversation without dominating it. For the 20 minutes, he brought four different persons before the camera, taking each on for about five minutes, and maintained a swift pace that made the visit end all too soon.

No Q-and-A

Neal eschews the dribble associated with most mike interviews and gets right into the meat of the subject matter. And avoiding question-and-answer triteness, he makes it a running conversation. When caught, he presented four diverse and topical subjects. He started off on a serious note, inviting the area rent director to sit beside him in an easy chair to discuss the provisions of the new federal rent bill. He followed with last year's Miss Greater Philadelphia (Ginny Brown), who is coaching this year's contestants for the Miss America beauty pageant. The two assuming a standing position, the gal was able to demonstrate how a queen must strut before the judges.

Back to the easy chairs, Neal next brought on Cy Peterman, war correspondent for the *Philadelphia Inquirer* just back from a roving assignment across the pond. He talked about his recent junket to Russia without getting into any heavy political controversy, and ended up with a timely piece on the significance of Independence Day. And again contrasting the subjects and subject matter, Neal polished off with the general manager of the local bubble gum outfit, telling about the "blowing bubbles" contest to be held at the park next day. He took time out to synchronize his facial muscles with the off-stage recording of Spike Jones' bubble gum song, polishing off with two kids coming in to blow giant gum bubbles.

Maurie Orodanker

Coo-Coo Ranch

Reviewed Thursday (3), 8:30-8:55 p.m. Style—Hillbilly singing and playing. Produced by Stewart-Jordan Company, Philadelphia. Sustaining over WPTZ (Philco), Philadelphia.

Stewart-Jordan Company, Philly ad agency, produces this weekly excursion into the Western realm with a five-piece vocal and instrumental unit, the Coo-Coo Ranch Hands, who enjoyed a large following in the East before the war. While efforts are made to place them in a production setting, their eye appeal is as feeble as their instrumental and vocal efforts.

The stanza caught had a shy and frightened lad, presumably a "talent scout," calling at the ranch to audition the unit for a New York try-out. Already on the Western scene in their Western garb, the only live wire is the accordion-squeezing fem member (Dottie Bates), who calls on four lads (guitar, fiddle, bass and singer) to give forth. They sing and play the familiar sagebrush sagas, but it's only the gal who projects a pleasant and lively personality on the screen, even tho she's not a looker. And save for the bull fiddler, who kicks in with a comedy song and some light mugging abetted by a prop mule, the individual and collective efforts fall flat on the face of the cathode.

While their playing is tolerable, and they contrast the selections as to content and pace, their singing leaves much to be desired. Not helping matters is the fact that the solo singer lacks entirely in vocal quality, with no style or personality to make for song selling.

For those seeking out hillbilly fare, this will have to do only because there is nothing else on the tele tap. And for the others, it's a chance to rest the eyes away from the set for some 25 minutes.

Maurie Orodanker

TV Finds B.R. Best Bets in Own Back Yd.

NEW YORK, July 12.—Television, radio and appliance dealers are turning out to be among video's best sponsor bets, if local TV developments are any criterion. Winston Television & Radio Corporation, Brooklyn dealer, is currently sponsoring a DuMont series, and 31 DuMont dealers in New Jersey are planning to sponsor co-operatively the fights from Jerome Stadium here.

The new firm of Gamble-Hausler has just completed 12 one-minute commercial spots on films on Bendix washing machines for Winston, and is working on another dozen 60-second spots on the new RCA tele sets for the same sponsor. The Gamble-Hausler org is also completing a packaging job, wherein two solid hours (4,800 feet) of 16mm. scenic and pictorial film with appropriate music background are used. Proposed use for this film would be to replace the familiar test patterns all TV stations show prior to programing. Theory is that the scenic film would be much more interesting to watch (and thus draw more viewers to the set) than the never-changing test patterns. DuMont is said to be interested in the idea.

The Gamble-Hausler outfit consists of Bud Gamble, longtime TV and film producer and video consultant for Farnsworth Television, and Bill Hausler, formerly with WNBT's photographic division and pic producer for the U. S. Merchant Marine during the war. In addition to doing jobs on order (spot commercials, etc.) the firm is also prepping a number of longer films which it hopes to syndicate to video stations around the country.

Swing to Films for Video Gaining Favor Among Chi Stations, Sponsors, Agencies

Multiple Usage Brings Down Pic Costs, Advocates Argue

CHICAGO, July 12.—Whereas three segments of the video trade here—station, sponsor and agency—a few weeks ago were talking against television film, in the past two weeks the pendulum has begun swinging the other way, with sponsors buying or planning to buy video film for airing on local Station WBKB, as well as in other cities, and with agencies and production companies planning video film activity.

Just recently, for example, Television Advertising Productions (TAP), local production firm, received requests for video film presentations from about six sponsors. It has already sold two series—to Gobel Beer for airing in Detroit and to Dad's Old Fashioned Root Beer for airing here—with other sponsors expected to be signed for film series in the near future.

Agencies, such as Malcom-Howard here, which negotiated for Dad's spots, are coming around to the film idea and are putting out feelers asking for film shows and spots.

In answer to those in the trade who said a few weeks ago that film would never have a top place in television, there are plenty who say "nuts" and give reasons for their beliefs.

Al Griffin Upholds Films

Among the chief exponents of film usage is Al Griffin, president of Tele-America, Inc., video package and film company. Griffin says:

"The very fact that decriers of film complain of prices from \$100 to \$250 indicates that they are several years behind the times in their thinking. They are talking about renting old films. Apparently they never heard of what well-posted TV people mean when they think of film—tailor-made film.

"Film has no place whatever in the scheduling of television shows for local stations if it is to reach only one market exclusively. Old rental film just isn't good enough to be televised

and since any one station is nothing but a poor relation, it can't afford to program tailor-made film.

"As far as filmed commercials are concerned, most major agencies operate on a 6-to-1 principle. They find that if a filmed commercial is used more than six times the cost of making it becomes a negligible factor and that the net cost after that many (See *Swing to Films* on page 19)

U.S. Tele Mfg. Corp. Names 2 Sales Reps

NEW YORK, July 12.—As part of the nationwide sales apparatus being set up in cities which will have video, United States Television Manufacturing Corporation (UST) this week named Robert H. Rubin as sales representative for the Washington area. Rubin shortly will introduce the 1948 UST line to the Capital in the firm's own showrooms.

Appointment of James Gatling as sales representative for the Bronx, New York, also was announced by Francis H. Hoge Jr., UST's vice-president in charge of sales. Gatling will operate out of UST's Manhattan headquarters.

Farnsworth Distributes Ogle New Tele Sets

CHICAGO, July 12.—Farnsworth Radio & Television Corporation will hold a convention of its distributors here Thursday and Friday (17 and 18) to introduce its new line of TV receivers. The big push, on which the company expects to start shipments into New York and other key cities immediately, will be on the 10-inch screen table model.

Because WBKB, only local video station, will be off the air during the convention because of transmitter improvements being instituted, Farnsworth will demonstrate its sets via two hours of film on a closed circuit set-up.

NBC Polls TV Fans For Views on Shows

NEW YORK, July 12.—National Broadcasting Company (NBC) this week inaugurated a poll of video viewers to determine reaction to presentations over WNBT. Selected set owners were sent letters containing a card with a complete list of WNBT shows for the week of July 14 thru 20. Next to each of the 29 offerings were five boxes, grading the shows as excellent, good, fair, poor or not viewed.

The letter, signed by Noran Kresta, manager of the tele department, stressed that NBC will pay close attention to results of the poll.

REAL PROFESSIONAL 8x10 PHOTOS \$2.95 FOR 25

SEND NEGATIVE OR GLOSSY PRINT
Negative Charge \$1.50 first order
50% CASH ON ORDER BALANCE C.O.D.

100 POST CARDS \$2.95

GLOBE PHOTOS
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No Order Too Small or Too Large. Enlargements mounted, 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 2c. 24-hour service. Mail orders coast to coast. Write. Call. Free Sample Kit.

8 x 10 5c QUANTITIES

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168 W. 46 St., New York 19, N. Y. BR. 9-2490

RCA-Warners Ink Big-Screen TV Pact

NEW YORK, July 12.—RCA Victor Division of the Radio Corporation of America and Warner Bros. Pictures, Inc., this week inked a pact providing for a joint program of research on large-screen television. Harry M. Warner and Jack L. Warner, president and vice-president, respectively, of the film company, and Frank M. Folsom, exec vice-president of RCA, called the arrangement a historic step toward development of large screen video in the film industry.

RCA will ship new types of black and white video equipment to the Burbank studio and will provide technical and research information, engineering personnel, etc. Col. Nathan Levison, head of the studios' engineering and technical research staff, will direct the experimental program for Warners.

SPECIAL PRINTED TICKETS

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

100,000 FOR \$28.00

ELLIOTT TICKET CO.
409 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., Chicago
615 CHESTNUT ST., Philadelphia

STOCK ROLL TICKETS
One Roll... \$ 1.35
Ten Rolls... 6.64
Fifty Rolls... 21.75
Rolls, 2,000 Each
Double Coupons
Double Price.
No C.O.D. Orders Accepted.

STARS HAVE \$TARS\$ IN EYES

Talent, Agents Fight To Hold Big Salaries

Still Quoting Wartime Prices

By Alan Fischer
HOLLYWOOD, July 12.—Altho sponsors and their advertising agencies have been warning for some months that they would balk at high prices demanded by top radio stars, indications are that artists and their agents are fighting to maintain the all-time high price levels established during easy war years. That is the evidence gathered from a survey by *The Billboard* of top Hollywood talent agencies. With relatively few exceptions, prices now being quoted for shows and talent dropped during the past season are essentially the same as last year, altho several 10 percenters admitted that dough demanded was merely an "asking" price and subject to bargaining in "special" cases.

Talent salesmen based price position on the hope that pet properties will be grabbed up before the fall season is in swing, claiming that the trade is experiencing a very late buying season and that anything can happen. However, some cuts are being made.

For example, the Abbott and Costello seg, dropped by Camels, has cut asking price from \$17,500 to \$15,000. Talk has it that the show will be grabbed up shortly for a new time slot on CBS. Another expensive casualty, Joan Davis, cut cost from \$17,000 to \$15,000, with several bank-rollers reported actively bidding. But for the most part, the same price structure prevails, at least at this time of the buying season.

Several name stars who headed shows last year are now being peddled on a "featured" basis whereby they would be a main element in a show built by ad agencies or nets. Included in this category are Bob Burns, who headed a \$10,000 package last season and is now being offered for \$5,000 as a single. Dinah Shore is available at \$4,000 per seg, as is Cass Daley, who will settle for \$2,500 per week. Andy Russell can be bought for \$2,500 as can comic Danny Thomas. Talk is, however, that Thomas may head a new \$10,000 a week seg with Margaret Whiting. Ginny Simms, who topped a \$10,000 package last season, is reported set for a featured spot on a new Percy Faith show for Coca-Cola. Rudy Vallee, off the air since his Phillip Morris fiasco, is peddling several shows of his own, all in the \$5,000 (See *Satellites Have on opp. page*)

Program Changes Recommended by Lansing Listeners

LANSING, Mich., July 12.—Program changes recommended by respondents in the annual Michigan State College radio survey were reported as follows:

Suggestions	College	Lansing
Less Soap opera	77	32
More popular music	74	56
Fewer, better commercials	52	51
More classical music	33	—
More educational	21	—
More variety shows	—	18
Fewer quiz shows	15	—
Less singing commercials	15	—
More drama	14	—
More variation on stations	12	51
Less news	15	—
Less farm (WKAR)	10	—
Less mystery	13	26
More local talent	—	13

Robt. Jones Brings Conservative Touch To Roster of FCC

WASHINGTON, July 12.—Federal Communications Commission (FCC) is rolling out the red carpet for its newest member, Rep. Robert F. Jones, who is figured by FCC as certain to enhance the commission's already growing prestige among GOP majority bigwigs on Capitol Hill. Commission insiders are making no secret of the fact that Jones is certain to add a lot of "friendly association" with Congress inasmuch as the Ohio Republican is a protege of Sen. Robert A. Taft, GOP leader.

Jones' nomination was quickly approved by the Senate Interstate and Foreign Commerce Committee Thursday (10) and acted on in the Senate the following day. Jones is seen certain to exercise a restraining influence on the Commission, and his views are likely to be far more conservative than those held by his GOP predecessor on the Commission, Ray Wakefield.

Package Features Expands in N. O.

NEW ORLEANS, July 12.—Radio Package Features, radio writing and producing agency formed here last year, has expanded to include a booking agency, Southern Artists Bureau, and its own recording studio. The org intends to handle all types of radio advertising, from singing commercials to complete ad campaigns. The recording division of the firm, the Magnolia Recording Company, will wax the outfit's talent for the retail trade and jukes under two labels, Magnolia and Basin Street. New quarters for the enlarged operations are in the Godchaux Building.

British Mysteries Sub for WINS Quiz

NEW YORK, July 12.—A series of mystery shows starring top English names, produced by British Broadcasting Corporation (BBC), was lined up this week by WINS as replacement for its *Trans-Atlantic Quiz* series. Titled *BBC Mystery Playhouse*, the new series kicks off next Saturday (19), 8:30-9 p.m., with James Mason and Flora Robson starring in *The Diary of William*

Lowell Inst. Airs 150 Shows In Five Months

BOSTON, July 12.—From February 1 to July 1, more than 150 adult education programs of the Lowell Institute Broadcasting Council were aired free over five Boston radio stations which is believed to be something of a record.

The council is sponsored by the famed 100-year-old Lowell Institute, which finances and promotes adult education in metropolitan Boston, and by the five Boston colleges and universities who make up the council. The council prepares the 15-minute transcribed programs in series dealing with education, history and government, meteorology, social science, the humanities, and science. The talent is composed of professors and other experts from the local colleges and governmental agencies.

Current Series

The series now includes *Crossroads of the Future*, a half hour Saturday evening on WEEI (CBS), a study of the Middle East; *Our Weather* Saturday evenings on WBZ-WBZA (NBC); *Our Children*, thrice weekly studies of juvenile problems, WMEX, Monday, Tuesday and Wednesday; *Your Ideas*, currently readings and interpretations of Homer's *Odyssey*, WHDH, Sunday nights; *We Human Beings*, sociological matters, WCOP (ABC) Monday and Wednesday.

The prize air time and the frequency of the programs indicate that the council has been able to sell itself to the Boston radio stations.

The activities of the council have grown to the extent that four executives have been added to the staff in the past month or two.

The work of the council also has been noted by the Massachusetts State Department of Education, which has issued a second pamphlet devoted to a description of the radio courses.

Piped Music-News Perks WGYN Ears

NEW YORK, July 12.—Programming of popular music recordings and news exclusively is paying big dividends in securing a bonus audience for local FM Station WGYN. First New York FM station to operate full time (10 a.m.-10 p.m.), station's programs are piped via public address systems into a number of public places which desire a continuous flow of light music. Among these is Palisades Amusement Park, which airs WGYN's shows all day thru 29 speakers.

Station currently is seeking to expand its listenership among people who might not otherwise hear FM stations by arranging similar public address rebroadcasts at Playland Amusement Park and on all vessels of the Hudson River Day Line. Station knows of at least 25 factories piping its programs to its workers, and estimates there are many more of which it has no record.

Carpenter.

Presentations to follow in the series, which will last until October, include Sir Cedric Hardwicke playing Sherlock Holmes in *The Adventure of the Speckled Band*, H. G. Wells's *The Late Mr. Elvesham*, and three adaptations by mystery writer John Dickson Carr.

American Tobacco May Return to CBS

NEW YORK, July 12.—American Tobacco Company, which recently left Columbia Broadcasting System (CBS) as an account, is in line to return to the web this fall. It was stated this week that discussions were going on between CBS and Foote, Cone & Belding, smoke firm's agency, for a half-hour nighttime spot for Jack Parr.

Parr now is replacing Jack Benny for American Tobacco on National Broadcasting Company and his continuance in the fall is just about certain.

College Studes Form Talent Pushing Org

NEW YORK, July 12.—Ed Cooperstein, president of the Queens College Broadcasters and producer of *Lu's Teen Topics* over WWRL, New York, was elected program director of the newly-formed Intercollegiate Radio Guild of New York recently. Frank Iezzi and Herb Kaplow are continuity chief and casting director, respectively.

The Guild, whose purpose is to exploit college talent in the Metropolitan area thru a series of half-hour dramatic programs over New York stations, includes Brooklyn College, New York University and Hunter and Queens colleges. Other schools are expected to join.

'Gregory Hood' Sold By Petri to Cooper

NEW YORK, July 12.—Frank Cooper has bought the rights to *Gregory Hood* from the Petri Wine Company. Cooper, who intends to leave the package unchanged, will therefore use Elliott Lewis in the lead, with Ray Buffum doing scripts. Hood, which exited because of the wine depression, had a nine-plus Hooper opposite Joan Davis.

Cooper, who leaves for the Coast for a three-week stay, has added Louis Quinn to his stable of scripters under a personal management contract. Quinn did the Paul Whiteman show, *Hall of Fame*, over the American Broadcasting Company.

Bergen Re-Elected ATAS President

HOLLYWOOD, July 12.—Hollywood's Academy of Television Arts and Sciences (ATAS) re-elected Edgar Bergen president for a six-month term at the Academy meeting (8).

Other officers elected included: Ray Monfort, first vice-president; Earl Ebi, second vice-president; Don McNamara, treasurer; Gayle Gitterman, corresponding secretary; Miriam Lane, recording secretary; Barbara Furse, secretary to treasurer; and Dr. Ferenz Fodor, academy secretary.

100 8x10 PHOTOS for ONLY \$6.60
 Professional publicity photos reproduced in quantity. Superb quality on best grade paper at prices you would expect to pay. For cheapest cut rate work, enthusiastic, satisfied customers coast to coast.
250 POST CARDS \$7.15 NO NEGATIVE CHARGE
 Before ordering anywhere send for the facts, full price list, ordering instructions, etc.
COURTEOUS and HONORABLE TREATMENT Guaranteed!
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PHOTO POST CARDS
HI GLOSS PROFESSIONAL COPIES
 Best and cheapest for publicity give always, post card views, etc. Mail us your picture or negative. Protect between cardboard. Enclose check, cash or money order. NO NEGATIVE CHARGE.—WE PAY RETURN POSTAGE.
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LYNN PELTCHER Box F, Ocean Beach, SAN DIEGO 7, CALIF.

Satellites Have Star\$ in Eyes

(Continued from opposite page)

class. Hottest of these is a showbiz commentary seg, with Vallee doing the gabbing, which has had nibbles from CBS and Mutual.

Talent who suffered from the axmen last season are bucking stiff competition from a new crop of show ideas making the agency rounds. Bank-rollers can buy *Information Please* at \$12,500, for example, but they can also latch on to a new *Book of the Week* dramatic seg starring Robert Montgomery for \$10,000. The Alan Young show is on the market for \$9,500, but so is screen star Donald O'Connor (late of Ginny Simms show) in a new \$7,500 variety package. Phil Baker is building a \$12,500 audience participating seg, which is up against shows like Mark Hellinger's *Mark My Word* stanza for \$7,800. And Jimmy Saphier, one of the town's most active show packagers, is preparing an air version of the popular pic, *The Great McGinty*, starring Brian Donlevy for only \$7,500. *Vox Pop*, with Johnson and Hull, which ended a long air tenure last year, is also back in circulation at \$7,500. Jack Haley, who drew down \$3,300 a week last season with Sealtest is now being offered in a new package for \$9,000. Haley, incidentally, is still considered a candidate to take over Phil Baker's slot on *Take It or Leave It*.

Despite discouraging signs, however, talent men are continuing to develop a few big budget properties on the theory that big names deliver ratings and can still command top dough. A & S Lyons Agency, for instance, has announced a new \$15,000 package with Ed Wynn and son Keenan. At Berg-Allenberg, the Judy Garland show, quoted at \$15,000, is still active after nearly snagging the DeSoto account. And Old Gold cigarettes, thru Lennen & Mitchell, didn't hesitate to replace Sinatra with a \$17,500 package.

Percentagers, anxious to get airtime for clients not regularly in radio, are concentrating on low budget packages. Ken Dolan Agency is offering Barry Fitzgerald in *His Honor, the Barber* on a waxed basis only and at much less than cost of previous seg for Ballantine Ale. Susan Peters, former screen actress now making a comeback despite serious injury, is being prepped by the Sam Jaffe Agency in a new \$7,500 dramatic seg tagged *Opportunity Playhouse*. Screen character actress Fay Bainter is offered in a \$4,000 show based on the Mary Worth comic strip character. Screen-stage actress Ruth Hussey is available in a \$6,000 variety package. Mr. and Mrs. Adolph Menjou (Veree Teasdale) are available in a \$6,500 situation comedy package.

Regardless of the final outcome of current buying season, Hollywood's unemployed radio millionaires (and those working on their first million) are showing little signs of concern. Tradesters still feel, however, that the industry is in for some price cutting next month as deadliners approach and talent faces the prospect of a dreary, workless radio winter. As one topper put it, "Regardless of the magnitude of the star, smart Hollywood artists would still rather be employed at \$3,000 per week than unemployed at \$6,000."

John Royal to Europe

NEW YORK, July 12.—John F. Royal, vice-president in charge of television for National Broadcasting Company (NBC), left La Guardia Field by plane yesterday for an extensive journey around the continent and England. The trip marks Royal's 14th across the Atlantic since 1939.

Talk of the Trade

SID SHALIT, *New York Daily News* radio columnist, taking a three-week vacation in Miami. Penny Stevens is pinch hitting. . . . Bill Henry, CBS newsman, left Friday (11) for the West Coast for three weeks. He'll originate his five-a-week news show for Johns-Manville from there, and on August 14 he'll take a three-week vacation, with Ned Calmer filling in from web's New York news bureau. . . . Announcer Russell Naughton, emcee on *Music Off the Record* over WDRC, Hartford, Conn., now writing *Record Rambblings for The Hartford Sunday Courant*. . . . David H. Harris has joined the staff of the New York State Radio Bureau as program director. Harris, who was once program-production manager at WTAG, Worcester, Mass., originated the *Worcester and the World United Nations* project, which won for WTAG the DuPont, Peabody, *Variety* and *The Billboard* radio awards in 1945.

Fred Farr, disk jock who conducts the 1600 Club on WWRL, New York, has been named emcee of the *Fiesta Girl* contest in Loew theaters thruout Queens County. Loew's will plug the contest in daily newspaper ads, with WWRL airing plugs on the disk show.

PAUL DENIS, radio editor of *The New York Post*, takes a vacation from columning when he goes to the Coast for a three-week stay starting August 1. . . . Dave Driscoll, news and special events chief at WOR, New York, sailed on the S.S. America for a combination business and vacation trip to Europe. Slated to return August 14, Driscoll will confer during his trip with officials of British Broadcasting Corporation, and will gather broadcast material on conditions in France and England. . . . William H. Ensign, an account exec with the Columbia Broadcasting System for the last 18 years, has joined the network sales staff of Louis G. Cowan, Inc., program producers in New York. . . . Ed Begley, recently starred in *All My Sons*, has joined the cast of the Phil Silvers show, aired Wednesdays over American Broadcasting Company. . . . Ted Husing and Guy Lebow elected presi-

DuMont Tele Net Gets Autonomy Under Phillips

NEW YORK, July 12.—DuMont television network, consisting at present of WABD, New York, and WTTG, Washington, this week was placed virtually on independent footing from other DuMont activities with appointment of Lawrence Phillips as web director. Phillips, former executive vice-president of USO-Camp Shows, Inc., will take over network responsibilities from Leonard F. Cramer, executive vice-president of DuMont, and will supervise the web's expansion from the current two o.-&-o. stations. DuMont has a video construction permit in Pittsburgh and applications pending in Cleveland and Cincinnati, and also plans to add independent affiliates thruout the nation as interconnecting facilities are extended.

Meanwhile, WABD has rounded out its time sales staff with the addition of three new account men. Angus D. MacIntosh has joined WABD after being radio director for Ward Wheelock Agency, as well as with Young & Rubicam, and John Blair & Co. Lee Bergmann, former program production director at National Broadcasting Company and producer for Funt Radio Productions, also joined the WABD staff.

dent and vice-president, respectively, of the Sports Broadcasters Association.

Tommy Owen, assistant news editor of WMFJ, Daytona Beach, has been elected chairman pro tem of the newly organized YMCA Men's Club of that city. . . . WTIC, Hartford, Conn., last week aired special programs dedicating the station's new \$100,000 transmitter. . . . Elliott Miller, announcer on staff of WKNE, New Britain, Conn., will be married in August to Janis Stevens.

Ad Agency Notes

F B. RYAN JR., president of Ruthrauff & Ryan Agency, left for England July 6 with L. G. Frierson, the agency's vice-president, via American Overseas Airlines. They will attend meetings in London and study conditions in Europe in preparation for R&R's expected expansion of operations in England. . . . Carter Products, Inc., has named the Sullivan, Stauffer, Colwell & Bayles Agency to handle campaigns for the deodorant, Arrid, in Canada as well as the United States. . . . Paul E. Newman, who formerly headed a Los Angeles agency bearing his name, has joined the Kudner Agency, Inc., as a member of its plans board.

Seidel Advertising Agency, Inc., New York, has been named to handle advertising for A. H. Schechner & Son, Inc., manufacturing furriers, and for Druher Jewels, with Russ Fradkin as account executive on both accounts. . . . The Smalley, Levitt & Smith Agency, of Los Angeles, has been elected to membership in the American Association of Advertising Agencies. . . . The Arnold Cohan Agency, of New York, has been appointed to handle the Edgelite Fluorescent Point-of-Sale Displays account.

J. Walter Thompson has placed a daily schedule of six time signals plus one spot announcement for Elgin Watch Company with New York FM Station WGHF. . . . Clarke R. Brown has joined the Harry B. Cohen Agency, of New York, as media and research director. . . . The Radio Advertising Company has been named national sales rep for WGAT, ABC affiliate in Utica, N. Y., and for WARK, ABC outlet in Hagerstown, Md. . . . The William G. Rambeau Company has been appointed national rep for WNAM, indie of Neenah-Menasha, Wis.

Higher Fidelity TV From British Firm

WASHINGTON, July 12. — A British firm is receiving orders from South America for video transmitters and receivers that will carry a picture of greater fidelity than that of standard American equipment, the Department of Commerce reports.

According to Commerce, South America is asking for equipment to handle 600 lines per picture, while American manufacturers are offering equipment for only 525 lines. Commerce asserts that the additional number of lines can provide a greater degree of picture definition. Telecasting from Britain's Alexander Palace, however, is using only 405 lines per picture, Commerce says.

Commerce Department add: "The 600-line transmissions, altho much better than the 405-line, will not equal the definition of the cinema, for which it is claimed a 1,000-line picture will be necessary."

Swing to Films For Video Gains Favor in Chicago

(Continued from page 17)

airings is a fraction of a live commercial's cost.

Anti-Film Argument

"The anti-film crowd's final 'argument' is that television is obligated to develop local talent as a contribution to local cultural growth. What do you want to do—junk their co-axial cable in keeping with this noble policy? It is obvious that, if such a crowd has been in control of radio, that industry never would have stooped to develop anything as commercial as their networks of today."

In speaking of high cost film, Griffin obviously was talking about some film programs. TAP, for example, has been able to make video spots for \$200 plus talent for one minute, a price that makes airing in even one market feasible when greater advertising impact of television is considered. TAP also says it will make video films for \$1,600 plus talent per half-hour.

In upholding film for television, Jack Gibney, production manager for TAP, had the following to say:

"It has been said that what video needs to boost it at the moment is a wider audience appeal. Sports have proved their worth to the television audience beyond a doubt, but any idea that the public is pleased with video's studio production, including most film programs shown to date, is wishful thinking. It would seem, therefore, that what television can do in this situation, would be to turn to a method that would insure sound, sure programing, with the audience appeal of top-notch production and talent.

Increased Usage Lessens Cost

The film approach offers this, postulated always by the fact that television must be kept rigidly paramount by the director and producer. The use of filmed programs by a number of non-competing stations not only lessens their costs per program but also permits use of better talent and scripting than would be possible to the individual station on a live basis.

In the strictly commercial line, film seems to be the only economical answer. The sponsor has a sales point to get across, and regardless of the artistic sensibilities that may be offended by the repetition, television can expect that sales message, if proved successful, to be repeated by the sponsor. With live production, the unit cost remains unchanged; with film it drops with each repetition.

"Still another factor to the budget-conscious account executive is the policy of most stations in setting a lower time rate for filmed material as against live. With the advent of the open-end films similar to syndicated transcriptions, this alone becomes an important consideration to the sponsor looking for a good show, properly and soundly produced, that will not cut the heart out of his video appropriation."

YOUR PHOTO IS YOUR CALLING CARD

And a gleaming glossy photo to a performer is as important as an engraved card to an executive. I specialize in glossy photos for professional use—make over 50,000 daily.

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.

MOSS PHOTOS
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BRYANT 9-8482 N. Y. C. 19



PETRILLO'S CONGRESS 'PAROLE'

Gets 2-Month 'Chance To Be A Good Boy'

Web-Diskery Sitch Is Hot

(Continued from page 3)

making of records when the present AFM contracts expire at the end of the year, Nixon asserted that "if Petrillo calls a general strike against record companies just because he doesn't like canned music—as he testified—he might be charged even with violation of the anti-trust laws for joining a conspiracy in restraint of trade." Nixon further declared that if AFM goes into the record business, it would "probably lose its rights as a labor union under the Wagner Act."

Asked whether Petrillo's statements before the House group this week could be used against him in a court case, Nixon replied: "Probably not, but his remarks could be made part of the court record, and he could be questioned about them as a matter of establishing his intent in calling any strike."

Work Something Out?

Subcommittee Chairman Carroll Kearns (R., Pa.), also told *The Billboard* he believes present laws are sufficient to curb Petrillo, but added: "If not we may write some new ones." Rep. Fred Hartley (R., N. J.), chairman of the full House Labor Committee, declared that one of the reasons for holding off additional hearings was that "some of the star witnesses against Petrillo took a run-out powder and decided not to testify."

During the two-day public hearing this week, Petrillo started off by boasting he would end both chain broadcasting music and record manufacturing, but later adopted a more conciliatory attitude, stating: "I hope something can be worked out so we won't have to do this." Petrillo also promised to devise some method whereby school musicians could broadcast without being hindered by AFM.

Rep. Arthur Klein (D., N. Y.), who is not a member of the investigating committee, put in a brief appearance to ask Petrillo: "If you do take these steps it will be for the sole purpose of protecting musicians, will it not?" Petrillo replied: "Correct."

Originally, the House group planned to call another hearing Monday (14), but committee members said this would be called off unless there were a change of heart over the week-end.

Petrillo to Chi

NEW YORK, July 12.—American Federation of Musicians (AFM) informants here indicated that James C. Petrillo, union prexy, will head back to Chicago as soon as he completes his appearances before the Congressional Investigating Committee. According to present plans, Petrillo is expected to make Chi his headquarters until the WIND trial (court action which originally started the Lea-Vanderberg snowball) gets under way.

Flying Saucer Seeks Loving Cup

NEW YORK, July 12.—Music biz's contribution to "flying saucer" week was inevitable. Mills Music, never one to pass up a no-expense stab at topical novelties, had staffers Sid Tepper and Roy Brodsky bang out a *Flying Saucer* ditty and wangled a United Press story on the wire (UP man originally had called for a song tie-in with a yarn) and two or three small-label recordings—almost before the West Coast saucers had reached the East. Then in Nashville, radio Station WSM execs Owen Bradley, Eddie Birnbryer and Bill Graham had their *Flying Saucer Blues* debut over NBC's *Grand Ole Opry* with Red Foley on vocal.

But the gags and wags in the music biz soon played the saucer circuit out. Things like "flying disk jockeys," "Those were nothing but returns flying back to disk firm warehouses," "They're all the Como, Crosby, Sinatra records publishers say they've gotten but nobody ever sees," etc., prompted tradesmen to greet Henry Morgan's radio opener, "This will be the only program in America without a flying saucer joke," with intense relief.

MPPA Warns Indie Diskers On Double Export Royalty

NEW YORK, July 12.—In a move aimed at the export of platters by independent record companies, Harry Fox, agent and trustee of the Music Publishers' Protective Association (MPPA), reports that the org plans to send out a letter shortly to the indies explaining that they are liable to find themselves paying double pubber royalties on disks shipped abroad for resale. Explaining that under existing copyright laws the diskeries are given the right to manufacture and sell records only in the United States, Fox said the letter would point out that responsible to pay publishers here for records cut in this country, then shipped overseas. In addition, overseas pubs who hold foreign rights would legally be in a position to demand royalties for themselves. Larger firms that send masters overseas and handle all pressing abroad, are not liable for the double expense.

Fox stressed the letter was intended to advise the indies on the legal questions involved and was being sent out as an MPPA service, not as a threat. He said that several recent instances where smaller diskeries had run into this problem had prompted MPPA to prepare the letter.

Dizzy Gillespie Inks a Victor Pact

NEW YORK, July 12.—Dizzy Gillespie, kingpin of the be-pop tootler clan, this week signed an RCA Victor waxing paper after obtaining his release from Musicraft Records, for which firm he had been recording. It is understood that the new pact runs for two years guaranteeing Gillespie eight sides annually on a straight percentage deal.

The trumpet-tooting leader currently is fronting a full-sized big band and is handled by the Gale Agency.

MGM Puts Eye On Foreign Tallow Mart

NEW YORK, July 12.—Frank Walker, MGM diskery topper, this week revealed that MGM is investigating the possibility of expansion into the foreign disk market. As in the case of Capitol Records' current peek into foreign field possibilities, Walker indicated that MGM would attempt to steer clear of the virtual international disk grip held by Britain's Electrical Music Industries (EMI) and English Decca.

Just how either diskery would go about by-passing the EMI and Decca outlets (which between them handle the international market for more than half a dozen American diskeries) hasn't been revealed. Walker intimated that the MGM foreign mart invasion should be ready to start in several months.

Col. Records Talent Mounts

NEW YORK, July 12.—With Frank Sinatra renewal paper momentarily up for signing, Columbia Records talent tabulations continue to mount. Disk firm this week signed Hazel Scott, pianist-songster, who left Signature label over a month ago. Scott gal was signed to three-year paper and probably will turn all her efforts to albums.

Sinatra renewal, erroneously reported as being clinched earlier, should be signed early this week. Just last week Columbia wrapped up a pact with Duke Ellington in which the orkster gets a straight 5 per cent royalty on deal, with a three-figure advance against each side but with no annual guarantee. Ellington's previous deal with Musicraft had provided for a \$75,000 minimum yearly guarantee.

Disk Jockey Ass'n for N. Y.

N. E. Band Biz Fails To Rally

NEW YORK, July 12.—Band bookers here report that biz in New England summer spots is 'way off despite the recent improvement in weather conditions, which had been poor for more than a month. Agents say some spots will fold within the week, while others are going to revert to a week-end biz, instead of the full week-end skeds most had set up. They blame the current situation on fact that too many spots had opened for the season in the territory and those that are in trouble were unable to withstand the competition.

Weems, Bridgeport, \$1,867

BRIDGEPORT, Conn., July 12.—At Pleasure Beach Ballroom here last Sunday (6) Ted Weems drew 1,245 persons for a gross of \$1,867.50. Ducts were priced at \$1.50.

Disk Jock Manual Being Authored By Rush Hughes

ST. LOUIS, July 12.—Rush Hughes, pioneer "syndicate" disk jockey here, currently heard over more than 73 stations from Cincinnati to Portland, Ore., is working on a textbook for jockeys, radio announcers and copywriters in which the oral impact of spoken words will be measured. Hughes, working in conjunction with a local university research department, claims a series of tests have proven that, for radio purposes, there are distinct attention-getting differences between various synonyms. When his book is completed, he believes, he will have a lengthy thesaurus worked out which will be an invaluable reference volume for scrippers and airwave spielers.

In radio for 20 years (seven and a half on NBC network, where he won (See Hughes Authoring on page 26)

Better Public Relations Aim Of Spinners

Housecleaning Also Planned

NEW YORK, July 12.—Reliable sources here confide that plans currently are being laid for the organization of a New York disk jockey association. Similar groups have been formed in the past in Hollywood and Chicago and the reported New York effort is believed part of a plan to link spinners in one national association.

Primary objective of the spinner group is said to be a public relations program which would combat the unfavorable daily press which jock- (See Disk Jock Ass'n on page 27)

BMI READIES SCRIBE BAIT

Racks Are Hit By Sheet Music Sales Slump

NEW YORK, July 12.—The current slump in sheet music sales has hit the racks, altho operators report sales have not dropped as sharply on the racks as they have in music stores. The major rack, operated by Music Dealers Service and distributed by International Circulation Company, has decided to combat present conditions by cutting down on initial orders and stepping up the re-order mechanism. First shipments to some racks are now only three or four copies per song, but roadmen are under orders to keep in constant contact with the racks and to rush thru re-orders immediately. The system has worked out so well to date, according to Walter Douglas, that it will be continued. As biz improves, initial orders will be increased, but stress will continue to be placed on the re-orders.

Ops of racks, including MDS and Moe Gale, report that few, if any, songs are now sheet best-sellers on a nationwide basis, a condition, according to Douglas, usually indicative of a business slump. However, ops feel that business should swing back to normal in a few months, when the heavy vacation season winds up.

Fina, Ex-Mercury, Inks MGM Disk Pact

CHICAGO, July 12.—Jack Fina and his ork, who parted company last week with Mercury after a year's association, this week signed a one-year pact with MGM platters, as reported earlier in *The Billboard*.

Fina leaves for New York next week, where details of the contract will be worked out. Deal was set by Larry Barnet, of MCA's Gotham band staff.

"Peg" Zooms Indie Into Million Class, Harmonicats Into Big \$

NEW YORK, July 12.—By the end of this week, authenticated figures indicate, the Vitacoustic label in Chicago should pass the coveted 1,000,000 mark for sales of its *Peg o' My Heart* (Harmonicats) hit. The feat gains showbiz importance in view of three points: (1) It's probably the first time any independent diskery has hit the million class; (2) sales velocity was attained in a few months, and (3) for the first time in years the Harmonicats smashed thru on a platter, transforming the once-obscure Harmonicats into a well-paid attraction working choice locations.

The million mark appeared virtually certain by week-end, with royalties to Robbins Music, publisher of *Peg*, already dispatched for over 829,566 disks — 796,566 for the Vitacoustic label plus 33,000 Universal platters. Universal was the original company to put out *Peg* and was taken over shortly afterwards by Vitacoustic, now headed by Prexy Lloyd Garrett. Garrett and Jack Buckley bought into Vitacoustic after the first Universal recording went out.

Pressing Totals

Pressing plant figures indicate that over 842,791 *Peg* platters have been delivered to distributors (Vitacoustic currently has 20), with orders on hand in five supplying plants raising the total to at least 1,133,000. Master Record Company, Chicago, has pressed up 137,111 Vitacoustic *Pegs*; Gennett Records, Richmond, Ind., clicked off 325,300; Perfection Plastics, Los Angeles, accounted for 201,030; Long Island Plastics, New York, 146,350, and Master Record Company, Chicago, 33,000 of the Universal version. The week of June 30, deliveries were running 129,400, from which emerges the certainty that Vita's *Peg* won't miss milliondom.

The history of *Peg's* zoom has made even hardened tradesmen cluck in surprise. A new record company without any distribution set-up at its beginning drops in with three harmonica players, an old tune, an echo-chamber waxing and a lot of hard disk jockey plugging in Chicago and the St. Louis area! Not only have results been gratifying to the expanded company, but the Harmonicats have ridden on their new-found record power into such "name" spots as the Sherman

BVC-Lombardo Combo Bows

NEW YORK, July 12.—The Lombardo music pubbery, owned in a 50-50 partnership by Bregman, Vocco, Conn (BVC) and Guy, Carmen and Lebert Lombardo, teed off officially this week following its entry into the American Society of Composers, Authors and Publishers (ASCAP). Expansion of BVC via the partnership route with Lombardo has been hatched by the pubbery's recent activation of its pubbing deal with the Decca diskery. Initial tunes under the latter deal are *The Old Chaperone* and *How Soon*, both amply recorded by Decca and other majors.

The professional staff for the Lombardo firm will not be set until fall, with the regular BVC pluggers squad due to work on the new pubbery's first two tunes, *The Echo Said "No"* and *Love Will Keep Us Young*, the latter based on a Brahms Waltz (Opus 39). This is the second Lombardo-partnered pubbery, the other being the London Music, an affiliate of Broadcast Music, Inc.

Hotel and Oriental Theater, Chicago, and the Chase Hotel, St. Louis, at a stipend far above what they commanded prior to *Peg*.

The "sleeper" hit didn't get by *The Billboard*, however. As far back as April 4 the Vita-*Peg* platter was (See "*Peg*" Zooms Indie on page 26)

Royalty Plus Performance Deal Pending?

Pub Co-Op'ing Sought

NEW YORK, July 12.—Recognizing the lack of competent writers within its ranks as a major weakness, Carl Haverlin, president of Broadcast Music, Inc. (BMI), is working toward a system which would allow tunesmiths a form of perpetuity or at least a more lasting form of security than the licensing org now offers.

Stressing that BMI is anxious to avoid writer squabbles which have heckled the American Society of Composers, Authors and Publishers (ASCAP), Haverlin said he hopes BMI eventually will be able to formulate a co-operative deal with its publisher affiliates whereby writers could be offered a number of ready outlets for their works, with resultant increased immediate benefits.

Pointing out that the average publisher now can work on only a handful of tunes during a full year, Haverlin claims his plan would assure publication thru one or more affiliates, or thru BMI itself, almost as fast as a prolific writer could turn out tunes.

Non-Producer Problem

One of the major headaches involved in setting up a system offering perpetual benefits, and a problem which has stumped BMI officials for five years, according to Haverlin, is how to preserve funds for writers but still not allow these funds to be eaten up when scribes stop turning out successful songs. Altho the firm is known to have plenty of dough to work with, Haverlin says the money should be paid to those who made it for the publisher—and that as far as BMI had been able to determine to date, the best method of paying off that they could devise is thru regular royalties, plus per-performance awards.

Soon in Operation

While the writer problem, and its solution, is still in the discussion stages, Haverlin expressed the hope that after further talks with affiliate members, to be held in the near future, either his plan, or some alternate plan could be placed in operation as soon as possible. The majority of the larger affiliates already have been informally approached by Haverlin and other BMI officials on the subject, and are reported in favor of getting a system in the works fast.

ASCAP Penners' Secret Bloc

Group Seeks Better Break From Society

Switch to BMI Is Scouted

NEW YORK, July 12.—While Broadcast Music, Inc. (BMI) was formulating plans to attract better writers who would remain in the fold on a more permanent basis, reports spread thru the trade that a group of 25 or 30 middle-class American Society of Composers, Authors and Publishers (ASCAP) members, together with an official of a licensing org, were holding secret meetings in members' homes to discuss their situation within the Society, and what steps could be taken to better their (See *ASCAP Penners* on page 26)

Changes Continue In Contact Staffs

NEW YORK, July 12.—Contact staff changes at the pubberies continue to fan thru the summer doldrums. Ben Bornstein, who resigned as professional manager of Harms last week, moved over to Bourne Music where he took the place vacated by Jerry Johnson, now general professional manager of Southern.

Meanwhile, Bourne staffer Abe Bloom is said to be going over to the Melody Lane firm in August, working under Johnson. Further strengthening of pluggers staffs out-of-town by Broadcast Music, Inc. (BMI) was indicated with Julie Stern, BMI professional manager, heading for Chicago and the West Coast Monday (14).

Harry Garfield, professional manager of Witmark, will take over Bornstein's post at Harms, with Sylvan Spiro stepping into Garfield's job with Witmark.

AFM Nixes Request Of Disk Firm for Eight Re-Recordings

NEW YORK, July 12.—National diskery wound up second best in a decision handed down by American Federation of Musicians (AFM) last week which denied the firm's request to re-record eight sides recently cut by Billy Eckstine to fulfill his now-completed National diskery pact. AFM ruled that the diskery would have to pay Eckstine about \$5,000 advance money for the cut wax.

Disagreement was due to National's rejection of the eight sides on the grounds that firm wanted Eckstine (now with MGM) recorded differently. But since diskery lost the AFM decision, firm will issue the sides, all of which feature standard songs.

Eckstine currently is working as a single at the Onyx Club here.

Leader Gray Gordon Switches to Booking With Mus-Art, N. Y.

NEW YORK, July 12.—Orkster Gray Gordon this week gave up his baton to become a booker for the new Mus-Art Booking Corporation. He will work out of the firm's New York office, under Jack Whittemore, and will sell cocktail units and small groups for the org.

Mus-Art this week also signed the Jimmy Palmer ork to a management pact after Palmer had obtained his release from General Artists' Corporation.

Berle Adams Finally Parts With Mercury

New Director Set-Up Pends

NEW YORK, July 12. — Berle Adams and Mercury Records parted company this week after several weeks of friction between Adams, the diskery's chairman of the board, and other directors, including Irving Green, prexy; Nat Hoffman, Jerry Fischer and Art Talmadge advertising-publicity chief, reached a sudden climax.

Adams said he was leaving because other directors resented his strong personal ties and dealings with artists and repertoire functions; wanted to sit in on contract and talent decisions, and disliked the idea that tradespeople thought of Mercury as "Berle Adams" Company." The 30-year old Adams felt he wanted to retain his close supervision of such artists as Frankie Laine, Vic Damone and others, and finally called it quits. He has offered his 26 per cent Mercury stock holdings to the directors, but "will sell it on the outside" if they don't buy him out.

Adams says he has no immediate plans but will head for a short California vacation after trekking to New York Monday (14) to check on litigation involving his personally managed attraction, Louis Jordan and ork. With recording duties now off his shoulders, he intends to expand personal activities with his three publishing firms: Preview (BMI), Champagne (ASCAP) and Pic (ASCAP).

New directional set-up has not yet been announced by Mercury, but it was only a short time ago that Irving Green and Adams reversed positions as chairman of the board and president of the firm.

In charge of future artist and repertoire duties, under the supervision of the board, will be Jimmy Hilliard.

The departure of Adams, which has been rumored for weeks, probably will have no immediate effect on Mercury's talent stable, altho several artist reps here have expressed concern on the basis that their dealings "had always been with Berle direct" and they wondered now what the new set-up would mean.

Signature Diskery Not in a Jam, Just Retrenching--Thiele

NEW YORK, July 12.—Denying rumors that Signature diskery was in serious financial straits, firm prexy Bob Thiele admitted this week that the plattery was tightening its belt in order to buck the summer slack. The diskery has cut some of its field sales force, clerical personnel and its advertising budget until the expected return to normal in September or October.

Meanwhile Thiele says that as part of the summer plan, Signature is laying off in recording of pop tunes to supplement a cut in the number of waxing sessions. The firm is cutting standards, novelties and kidisks, and is now prepping material for the Christmas season.

The diskery, which is planning to issue a 60-cent label in the fall (not a price drop from its current 75-cent 14,000 series as previously announced), will begin next week to service disk jockeys with vinylite pressings of its disks. Firm also has waxed several of its artists on special vinylite platters doing opening and closing announcement specially designed for disk jockey shows.

Perry Alexander Organizing Small BMI Pubbers Into Committee for Mutual Aid

NEW YORK, July 12.—Disclaiming any outside help, and assuming full responsibility for his actions, Perry Alexander, who last week circulated a letter to small Broadcast Music, Inc. (BMI) pubbers in which he strongly questioned policies of the parent org and urged the formation of a committee for their mutual aid, stated that more than 50 publishers had answered his letter within 48 hours, all pledging their support in his fight. Reporting, in his letter, that he had spent more than \$12,000 in forming his firm, building his catalog (which includes six songs) and exploiting his tunes, while receiving an initial royalty statement of 65 cents and a total royalty since 1944 of less than \$20, Alexander, as chairman of the BMI small publishers committee, urged the pubbers to band together to get a new shake from BMI.

ASCAP Wins Round in Bout With Theaters

NEW YORK, July 12.—Theater-owner resistance to licensing fees collected by the American Society of Composers, Authors and Publishers (ASCAP) received at least a temporary setback this week when Federal Judge Gunnar Nordbye, of Minneapolis, denied the motion for summary judgment entered last December 4 by Benny Berger, Minnesota-Wisconsin theater-chain operator. Berger's motion came in response to an action brought by ASCAP members for alleged infringement of their copyrights.

Berger had alleged that the ASCAP system of theater licensing violated the Sherman "restraint-of-trade" Act. The court dismissed the claim and upheld all of ASCAP's contentions, including the view that synchronization rights obtained from music publishers by motion picture producers did not grant the exhibitor public performance rights.

Decision by a Federal Court against Berger holds much significance for the society, in view of the recent and still threatening attempts by various State legislatures to ban the performance rights collections within State confines. The ASCAP counter-attack to such State actions has always been the promise that if ASCAP could not collect for performances, individual members would promptly sue music users, such as ballroom operators, for infringing the copyrights on selections played. The Berger case stemmed out of a similar ASCAP move where individual members sued the op for monies that the licensing org was forbidden to collect in Berger's home territories.

The case, which has been set for fall, may prove a pivotal point in ending all anti-ASCAP State actions, or it may bring on a flood of new moves. The ASCAP lawyer in the suit was Louis D. Frohlich, of Schwartz & Frohlich, general counsel for the society.

June Christy Seems Lost to Stan Kenton

HOLLYWOOD, July 5.—When Stan Kenton reorganizes his band in September, chances are that his former thrush June Christy (just voted top band vocalist in *The Billboard's* Ninth Annual College Poll) will not rejoin the crew. Since the ork's fold some months ago, the chirp has been working as a single on the Coast and in the Midwest and this week saw her first solo disk released by Capitol.

Both Kenton and his personal manager, Carlos Gastel, feel that her return to the ork after singling might bring disparaging showbiz remarks and have a damaging effect on her career. But if biz conditions preclude strong bookings for the Christy gal and if Kenton fails to find a suitable replacement, she may be returned on a temporary basis.

Commenting on the letter, Carl Haverlin, BMI prexy, said that Alexander held a per-performance contract, and that he had been paid royalties in accordance with established BMI practice. Haverlin reiterated previous statements that BMI was in business to get hit songs—and that publishers who held incentive contracts with BMI had proven that they intended to and were capable of fully exploiting their songs before they had been granted those contracts. Haverlin said BMI's doors were open at all times to affiliated pubbers. Those who sought incentive contracts could present their case when they had professional staffs hired and plug songs ready. If BMI approved their professional staffs, there was money available to advance on an incentive agreement.

Alexander formed the Perry Alexander Music Company in 1944 and signed a five-year, per-performance royalty pact with BMI at that time. Approximately one year later he opened the Dubonnet Music Publishing Company as an American Society of Composers, Authors and Publishers (ASCAP) firm. Alexander, in his letter, retorts the ASCAP firm, started from scratch, now earns approximately \$1,000 a year.

Alexander's Claims

In discussing his two pubberies, Alexander told *The Billboard* his BMI firm has been inactive for approximately two years, while he has concentrated on his ASCAP catalog. However, he claimed that his BMI tunes had received performances during that two-year period, but that many of those performances had failed to show up in the accounting. Alexander said he had questioned BMI in this regard and had been told that if he could show proof of the performances, BMI would pay him at the rate of four cents per performance per station as stipulated in his contract. Alexander admitted it would be impossible, both financially and from a physical standpoint, to check each local performance. He had requested an incentive pact and offered to hire a contact staff, but had not actually put any pluggers on the pay roll.

While Alexander, who hopes to have every pubbery not operating on an annual guarantee included in his committee, was planning to set up a meeting with BMI early in August, BMI officials were sitting back waiting to hear from him. Larger BMI affiliates, who did not receive the Alexander letter, showed no interest in the situation other than to express accord with BMI's stand.

Mar-Kee Records in Debut

NEW YORK, July 12.—Newest diskery entry is Mar-Kee Records, owned by Lawrence Jones. The firm has initial disking out by the Milt Page Trio and the Bobsters, a radio vocal group. Eastern & Clark is doing the firm's pressing, while Jerry Blaine's Cosnat Distrib outfit is handling jobbing for the new diskery.

Mills Brothers In Comeback On Campuses

Win Poll Over Newcomers

NEW YORK, July 12.—Final part of *The Billboard's* Ninth Annual College poll—the favorite vocal groups contest—reveals the phenomenal comeback of the well-seasoned Mills Brothers. This group, seemingly washed up some years ago, gained new life via the Decca disking route and rode home winner over comparative newcomers, the King Cole Trio, Ink Spots, Pied Pipers and the Modernaires. The Mills group's disking of *Across the Alley From the Alamo* is currently riding high on *The Billboard's* disk charts.

King Cole's second place rating in this section of the poll was a tribute to the group's versatility, since the trio also placed second in the top jazz group voting.

9TH ANNUAL COLLEGE POLL

FAVORITE VOCAL GROUPS

1. Mills Brothers 657
2. King Cole Trio 433
3. Ink Spots 374
4. Pied Pipers 219
5. Modernaires 132

Marks Sued by Mills Over Renewal Rights To 'What's the Use?'

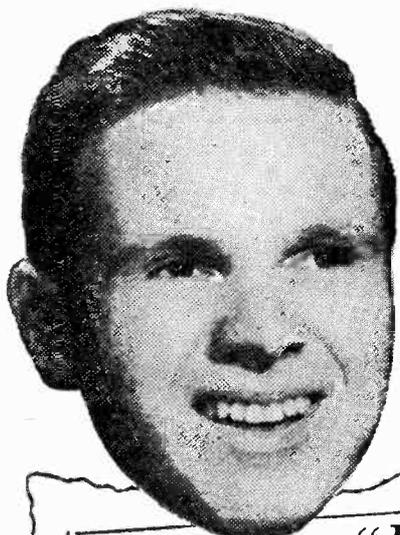
NEW YORK, July 12.—The Mills Music Corporation filed suit against the Edward B. Marks Music Corporation and songwriter Joe E. Howard in U. S. District Court this week over ownership of the renewal rights to the tune *What's the Use of Dreaming?* Mills seeks a court order declaring it owner of these renewal rights.

Mills claims ownership of the renewal rights thru an assignment from the writer June 19, 1933, which, it is alleged, was duly recorded in the U. S. Copyright Office. Plaintiff charges that Marks filed a subsequent assignment from Howard March 4, 1936. Mills claims that the firm notified Marks of its prior assignment and purchase from Howard of the renewal rights and stated it would take steps to protect those rights. The plaintiff charges that Marks refused to acknowledge its rights and threatens to publish and grant licenses for performance and recording of the song.

Marks currently is entangled in another renewal rights tiff on another Howard ditty, *I Wonder Who's Kissing Her Now* (*The Billboard*, July 12)

MacRae Is Reported Seeking Apollo 'Out'

NEW YORK, July 12.—Crooner Gordon MacRae, star of the NBC *Teetimers* and other airers, who recently signed with Apollo Record after he left the Musicraft fold, is reportedly seeking an out on his Apollo deal. He is said to be close to completing a disking deal with Capitol Records, altho Walter Rivers, Cap's Eastern artist and rep man, alleges that MacRae hasn't been signed and will not be until biz shows signs of returning to normal. Apollo's Hy Seigal says that MacRae is seeking a release and he saw no reason why he should hold the singer if he is unhappy with his set-up at the diskery.



Thanks for a wonderful gift on our 1st Birthday!

(The 9th Annual Billboard College Poll)

Lawrence "Most Promising" Ork

Collegians Go for Modernists

NEW YORK, July 5.—Elliot Lawrence rules as campus choice for most promising ork, outdistancing Eddy Howard, Ray McKinley, Boyd Raeburn and Claude Thornhill, according to *The Billboard's* Ninth Annual College Poll.

**9TH ANNUAL COLLEGE POLL
MOST PROMISING NEWER ORCHESTRAS**

(Likely To Reach the Top)

- 1. Elliot Lawrence 683
- 2. Eddy Howard 196
- 3. Ray McKinley 155
- 4. Boyd Raeburn 152
- 5. Claude Thornhill 148

(Remaining votes were scattered among several dozen crews.)

Crowning of Lawrence as most promising ork of the year by the collegiate connoisseurs comes as an anniversary present to the 22-year-old maestro, for it was exactly a year ago this week that the youngster threw himself into the ork sweepstakes for keeps with the first of a 10-week engagement at the Hotel Pennsylvania's Cafe Rouge.

Following the sweet-with-a-beat Lawrence was the equally sugary Howard, who earned second place mainly on the strength of his best-selling Majestic disks. But it was modernism that prevailed with Ray McKinley, Boyd Raeburn and Claude Thornhill, coming in third, fourth and fifth with seven points separating them.

9TH ANNUAL COLLEGE POLL

TOP SWEET ORCHESTRAS

- 1. Tex Beneke 510
- 2. Tommy Dorsey 455
- 3. Elliot Lawrence 327
- 4. Claude Thornhill 278
- 5. Les Brown 232

9TH ANNUAL COLLEGE POLL

FAVORITE BANDS (All Styles)

- 1. Stan Kenton 910
- 2. Tex Beneke and Glenn Miller Band 510
- 3. Tommy Dorsey 406
- 4. Vaughn Monroe 192
- 5. Elliot Lawrence 187
- 6. Duke Ellington 153
- 7. Les Brown 111
- 8. Eddy Howard 101
- 9. Harry James 94
- 10. Claude Thornhill 92

Elliot Lawrence

and his Orchestra

Many, many thanks to the collegians who helped make our first anniversary such a happy one.

We are sincerely grateful to them for selecting us as their "Most Promising Orchestra" by such an overwhelming margin, and for

voting us third in the "Sweet" division and fifth in the "All Bands" division.

We've thoroughly enjoyed the privilege of playing in person for the students of more than fifty colleges this past year, and look forward to seeing them again in the future.

Opening July 21st

STEEL PIER
ATLANTIC CITY

Latest Columbia Record Release

AS YEARS GO BY
Backed with
THE ECHO SAID NO

Direction—

GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON



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'KOKOMO' *

(INDIANA)



IT'S A NATURAL FOR JUKES!
IT'S A NATURAL FOR SALES!
IT'S A NATURAL FOR

'TWO TON' BAKER

Backed By
CHICK-A-BIDDY-BOOGIE

MERCURY CELEBRITY 5055

*Available for Release August 1st

**MERCURY'S Latest and
Greatest Release**

Midwest Terp Biz Still Spotty But Maestri Lend Helping Hand

CHICAGO, July 12.—With one-night dance biz still inconsistent thruout the Midwest territory, especially during the early part of the week, reports are coming in from grateful ballroom ops that they have received kickbacks on guarantees from band leaders who failed to pull necessary terpers into the locations to cover the nut.

Ballroom ops indicate that fronters, especially vet names with whom they have been doing biz for years, have on occasion taken pity when they saw only a handful of payees in the place. In most instances, ops report that the sparse crowds have been due to the siege of unusually inclement weather during the past spring.

Several ballroom ops indicated that while the fronter was dropping \$50 to \$75 in paying them out of his own pockets, they will probably be ahead in the long run because of the good will which accrued from the action. One op reported that he has already booked two more dates on a particular band because of the fronter's generosity.

In one instance, the fronter shared the bill with the agency, with each kicking in half to make up the \$75

which the op lost. Ops report that they are getting kickbacks from the smaller commercial crews, but that the big names which got the heavier guarantees during the spring storms which cut biz down so badly, didn't put even a slight nick into their heavier guarantees.

Wilmington Patrons In Hiding; Holiday Show Series Fizzles

WILMINGTON, Del., July 12.—Initial attempt by promoter Jewel Steven to stage a series of Starlight Musical Reviews here over the holiday week-end fizzled when the Robert Miller tee-off ended in a hassle between the singer and the promoter. Miller, upon arrival at the Blue Hen arena on July 3, found approximately 100 customers instead of an expected 6,000 capacity, and, after a backstage confab with the promoter, canceled out.

Promoter claimed lack of cash customers was due to bad publicity job preceding the date, which had been booked only a few days before the scheduled appearance. National Concert Artists Corporation, which booked the appearance, was to have supplied the promotion, but Miss Steven claimed it had been misdirected to Wilmington, Calif., and did not arrive back in Delaware until too late.

Customers received their refunds, and a two-day concert July 4-5—by the Don Cossack Chorus also was canceled.

Ashley Sues 3 Firms Over Sheet Returns

NEW YORK, July 12.—Ashley Music Supply Company, Inc., thru its attorneys, Miller and Miller, has started actions against Saunders Publications, Inc., Viking Music Corporation and Chelsea Music Corporation to recover \$976.06 allegedly owed to Ashley for returnable sheet music. According to Ashley officials, the firm had return privileges with the three publishers, but when sheet music was sent back, Ashley was not given credit or reimbursed.

The actions will be tried individually in Municipal Court next September or October. The three defendant firms are owned by Irving Gwirtz.

Late Flashes

NEW YORK, July 12.—Unconfirmed report late this week indicated that MGM diskery was going to move its recording activities into the World e.t. studios, since parent org's radio station, WHN, has taken three floors in the World Building. . . . Another last-minute rumor had the Meadowbrook, Cedar Grove, N. J., due to open August 21 with a combination singer-ork bill featuring Mel Torme, now at the Copa here, and the King Guion Double-Rhythm ork, which is currently being reorganized and rehearsed in New York. . . . Jack Robbins' new puberty this week signed Dr. Raymond Burrows to do a series of piano instruction books. . . . Columbia Records signed hot jazzman Sidney Bechet, soprano sax and clary specialist, to a three-year pact.

Foullon Denies Charges by Marks

NEW YORK, July 12.—Seva Foullon, United Masters and Bard Record Company, generally denied all allegations in a suit filed several weeks ago by the Edward B. Marks pubbery, according to papers filed in U. S. District Court. The Marks suit was one of the test cases levelled by lawyer Arthur Garmaize at diskers in an effort to prove that disk execs who "dominate" a corporation should be responsible for the org's debts.

Defendants claim that they violated no contract governing copyright nor infringed on the tune, *Malaguena*, on which this particular suit is based. They asked for dismissal of the suit. Similar request was made recently by another of the sued diskers, Harry Bank and Cosmo Records.

Arnett Cobb and Crew

Booked Into September

NEW YORK, July 12.—Arnett Cobb, former hot tenorist with Lionel Hampton's ork and recent signee with the Apollo diskery, was booked with a six-piece crew this week by the Gale Agency for a succession of dates thru mid-September.

Cobb is due to open at the Apollo Theater here July 25 for one week, following a current one-week run at the Howard Theater, Washington. Savoy Ballroom, Boston, follows the Apollo on August 1 for two weeks, with two more weeks at the New York Savoy terperly afterward. Cobb goes into the Bengazi Club, Washington, August 29 for three weeks, after doing a Baltimore one-nighter on the 28th for the Chick Webb memorial.

Rustic Cabin To Remain

Open Thruout Summer

NEW YORK, July 12.—Rustic Cabin, which had been skedded to shutter for the summer, has reversed itself and will continue thru the hot months with Glenn Carr's ork. Spot, formerly open Mondays and closed Tuesday, will now remain dark Mondays, but open Tuesdays after a two-week test revealed biz increase warranted the switch.

3 Groups Inked By Vitacoustic

CHICAGO, July 12.—George Tasker, repertoire and talent exec of Vitacoustic platters, this week inked pacts with three more musical groups for the firm's roster. Henry Busse and his ork, once with Decca and more recently with 4-Star Records, received their release from the latter firm and signed a one-year paper with Vitacoustic, calling for a minimum of 12 sides. Sid Fisher, guitarist heard on the echo-chamber effect of *Peg o' My Heart* by the waxery's Harmonicats, and his New Yorkers, a quartet spotting the fronter's guitar, plus clary, bass and piano, were also inked to a one-year paper.

In an experimental move, ex-name band pianist Jan Arnold, who recently formed an unusual instrumented full ork, consisting of three fiddles, viola, two cellos, B-flat clary, trumpet, four rhythm and a harp, was also signed to a one-year paper. His first sides will feature radio singer Tommy Port, of the WMAQ *Musical Milk-wagon show*.

McConkey-Moss Tiff Re Venturo Settled

CHICAGO, July 12.—The hassel between Harry Moss and McConkey Music Corporation's Chi office over the latter's booking of Charlie Venturo's ork into the College Inn of the Hotel Sherman, Chi (*The Billboard*, July 12), was settled here Friday (11).

Moss, after seeing an authorization, signed June 11 by Don Palmer, manager of the Venturo crew, giving MMC booking rights to Venturo in the Midwest, agreed to a 50-50 split of all commissions with Dick Shelton, MMC Chi office manager.

New Haven Symphony Ork Attracts 15,000 to Bowl

NEW HAVEN, Conn., July 12.—Nearly 15,000 persons massed in the Yale Bowl the other night for the second series of summer pop concerts by the New Haven Symphony Orchestra, breaking the ork's attendance record.

The music shell erected in the bowl by the New Haven Junior Chamber of Commerce was dedicated as the Carrol Hincks Music Shell in honor of Judge Carrol C. Hincks, of U. S. District Court, president of the symphony society.

The next concert is scheduled for July 15.

Hampton St. Louis Socko

ST. LOUIS, July 12.—Lionel Hampton, en route to the Coast to make a movie with Danny Kaye, played a one-nighter here Sunday (6), drawing 5,800 people. With tickets at \$1.25 in advance and \$1.50 at the door, gross was \$8,200. Hamp broke all attendance records at Kiel Auditorium with the exception of a one-nighter several years ago by Harry James. The Horn drew over 8,000 people on that occasion at a \$2.40 top.

Agreed!

NEW YORK, July 12.—You haven't heard this one in a long time. The recording executive who told a music publisher: "I'll do your song on three conditions: (1) It's exclusive with me; (2) you're not to show it to any other disk firm, band-leader or singer, and (3) you'll give it a No. 1 plug."

Lo, the Poor Tallow Turner! He Needs Name

CHICAGO, July 12.—Dave Garroway's (WMAQ, NBC) campaign to find more appropriate term than "disk jockey" to describe the platter-chatter boys is hitting on all eight. More than 500 suggestions for new tags have come in and Garroway has already categorized some of the recommendations.

Here's how:

Most likely: Side-winder, Rotarian, discharacter.

Clumsiest: Reomancer (recordings-commercials-announcer).

Fanciest: Gyrostatic genius.

Most abstruse: Angel of the night.

Most common: Platterpusher.

Most poetic: Traveler-in-Jazz.

Most mysterious: Ardisc cutie.

And *The Billboard*, seeking a new tag from tradesters (in conjunction with Garroway's listener drive) continues to receive its share of suggestions. Latest are these from press agent Jay Russell: Wax spinsters, flip artists, flipperos, needlers and discourers.

What would you call the spinach-inners?

Revamped Musicraft Still Up in the Air Seeking Contracts

NEW YORK, July 12.—Musicraft diskery, following its recent refinancing, still is busily trying to renegotiate contracts with its artists. The firm has invited Artie Shaw, the diskery's most expensive artist, to talk over a new pact, but the claryist-leader, thru his attorney, Andrew Weinberger, has delayed the conference because of the illness of Irving Felt, former chairman of the Musicraft board of directors. Felt is expected to remain out at least another week.

Diskery still hasn't hired an artist and rep man. The post is being temporarily filled by Prexy Jack Meyerson, Music Chief Walter Gross and several of the firm's other execs, with this combination already having wax dates with Sarah Vaughan and Mel Torme under its belt and others skedded for next week with Phil Brito and Torme.

Diskery, in addition to releasing Dizzy Gillespie (see other story in this section) this week also released Slam Stewart, the singing bassist, and his small jazz group.

Skip Towne Ork Mich. Sensation

DETROIT, July 12.—Local music circles are talking about a new college graduate orkster, Harold (Skip) Towne, who has just been busting box office marks all over this territory the past couple of weeks. Towne's new and young ork just finished playing to two weeks of packed houses at Spike's Keg of Nails, famed Michigan resort spot at Grayling. Previously Towne broke a house record at Casino Gardens, Kalamazoo, grossing \$4,400 for a one-nighter June 28 and topping a Jimmy Dorsey gross of \$3,700 achieved just for four weeks earlier.

Towne, who is now dickering for a date at Eastwood Gardens here and is trying to set a one-nighter tour thru Ohio, has declared that he will not sign with any booking agency and refuses to accept agency-booked dates. He is continuing to handle his own bookings direct.



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Backed By
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(The Dove)
AY! AY! AY!**

Chucho Martinez . . Orch. under
direction of Jerry Jerome

No. 150

**WALKIN'
WITH SID
TOP FLIGHT**

Arnett Cobb & His Orch.
World's Wildest Tenor Man!

No. 770

**SWINGIN'
THE CAT
I GOTTA GO BABY**

The Trumpet Sensation
with his own new Band
Cat Anderson & His Orch.

No. 771

**MINUET BOOGIE
66 STOMP**

Piano Solo by
Pete Johnson

No. 768

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#37*



Pauley To Head FB Chi Office

CHICAGO, July 12.—Following a four-day meeting of Frederick Bros. agency execs here this week, Herb Pauley was named v.-p. and general manager of the Chi office. Pauley, who joined FB here a year ago following a decade as a Lincoln, Neb., ballroom op and business man, supplants Milo Stelt as office manager. Stelt left FB last week and set up a booking corporation, together with ex-FB employees Rudy Schlachta and Ed Hall.

Pauley will have complete charge of the Chi outlet and made the first of several personnel additions this week. Tommy Mack, once of the cocktail unit, the Three Macks and Terry Shannon, was hired to assist cocktail department chief, Joe Musse, while Roy Carlson supplants Schlachta as publicity man for the Chi FB outlet.

Sid Blake, for the past two months in the act section of the Chi FB outlet, will join the Stelt org, July 15. His successor has not yet been named by Pauley.

ASCAP Penners Seek Better Break

(Continued from page 21)

lot, either in or out of ASCAP. Every effort has been made by the members to keep their identities secret. However, several of those participating in the discussions are reported to have been at odds with the Society for a good many years over the promotion system now in force, but up to this time had done nothing concrete about it.

Reports of the proceedings at the meetings remained vague, but major emphasis, it was believed, has been placed on enlarging their numbers to a point where they will carry enough weight to present their demands to the Society and be assured of a hearing. Those present also are reported to have discussed the possibilities of setting up their own licensing org, which probably will be ruled out as members not only would lose out on all their published songs to date, the copyright being controlled by ASCAP, but their numbers would be far too small to buck ASCAP and BMI. Also discussed was an attempted mass resignation from ASCAP with a possible BMI tie-up following.

BMI Casts Doubt

BMI officials, when queried about the report, said they had not been approached on the situation and expressed doubt that they would be able to work out a deal, even if the writers could obtain a release from ASCAP, due to the complex copyright legalities involved.

ASCAP contracts now in force include an agreement by members to abide by classifications, and in order to get out of the pact they would have to prove "discrimination." The contracts do not expire until 1965, as the initial 10-year contract, due to expire in 1950, has been extended an additional 15 years.

Philly Harlem Ballroom Goes on Auction Block

PHILADELPHIA, July 12.—The Strand, one-time leading terperly in the city's Harlem sector, is up for sale. Formerly operated by Reese DuPree, house had booked all the top Negro bands. Sammy Price, boogie pianist, took the terp over earlier this year, but reportedly couldn't get off the nut.

DuPree has moved his operations uptown to the Mercantile Hall, where he'll stage weekly dances in the fall.

Tempo Puts Disks Into Cellophane

NEW YORK, July 12.—Tempo, the West Coast diskery which boasts a direct, electronic-recording technique whereby instruments play right into cutting equipment, has taken another "different" step. The wax house is packaging all its records in heat-sealed cellophane bags rather than conventional paper sleeves.

Company officials believe the new package will keep disks dust-free and help eliminate surface scratch caused by pre-sale handling.

Hughes Authoring Disk Jock Manual

(Continued from page 20)

prominence as a news commentator), the platter-piloting son of Rupert Hughes, the novelist, wandered into his current profession after actually going blind in the midst of a coast-to-coast net broadcast. Unable to see a printed word, Hughes retired from radio for nearly three years before new-type glasses enabled him to return. First he came to Station KWK, where his Hughesreel technique was translated onto a record show. Before long he was transcribing for WHB and soon had e.t.'s going on the entire Taylor-Howe-Snowden chain in Oklahoma and Texas. KWK didn't like his "syndicating," Hughes claimed, and he left, going back to KXOK (a year later) four times a day. Currently he holds Chi's WIND outlet 26 weeks a year among his 73-station "syndicate" and expects now to get WHB back when time opens up.

Rash of network jockeying and the prominence given the spinners by entrance of names such as Tommy Dorsey and Paul Whiteman has focused attention on Hughes' important Midwest coverage. But he maintains skeptical attitude toward reported big-figure earnings publicized by the "names"—"if they net more than \$50,000 a year, it's a miracle," he says, "and I ought to know just what's in it."

"Peg" Zooms Indie Into Million Class

(Continued from page 21)

tabbed as a record possibility with the quote that "record biz has seen everything but a harmonic platter hit—this may be the baby to do it."

Of interest to diskers is the current area sales strength of Peg, as shown by the reports of disks delivered to Vitacoustic's distrib. Jimmy Martin, Chicago, handled 254,000; Pan American, Detroit, took 148,700; Brooklyn outlet chalked up 138,000; Barnet firm in Baltimore handled 56,000; Milwaukee area grabbed 36,000, while remaining platters spread diversely among other territorial distributors.

Midwest strength of Vitacoustic is highlighted by the fact that the denser-populated New York area accounted for little more than half of the Chicago take.

CHICAGO, July 12.—As of July 1, Vitacoustic's stellar best-seller had gone past 1,016,000 platters, it was reported here, with the company now working diligently on overseas disk markets. Lloyd Garrett, Vita prexy, is working with a South American syndicate which operates 30 radio stations and wishes to buy pressing rights to Peg for S. A. Irving Mills' Royal Records in New York wants to peddle the disk via Parlaphone label in England and dickerings are currently going on with Australia, New Zealand and Cuba. Over 10,000 Peg waxings have already gone into Canada.

Stem Dancery Honeymoon Over; Rooms in Mad Rush for Buck

(Continued from page 4)

of them, Roseland and Arcadia, hiked the tariff last November with no noticeable effect at the b.o., so they all plan to sit tight. However, all but one, Arcadia, slashed their band personnel last year when Local 802, AFM, upped the scale.

From Jive to Sweet

All four spots emphasize the switch in dance music demand from jive to sweet and Latin numbers. They each play two bands, one for the pop stuff and the other for the wiggle tunes. Roseland, in addition, has a third band which works relief twice a week.

A study of the operations of the big Broadway ballrooms indicates how difficult it is to tell what holds up at one spot and fails to do so at another. Roseland, at 51st and Broadway, for example, has booked semi-name bands for a long time. Currently, the Chris Cross ork (14 men and 2 vocalists) and Bartolo rumba band (9 men) are playing there. Roseland formerly played bands of 19-22 men. The spot's prices now are Saturdays and Sundays, \$1.25 for women and \$1.40 for men; Fridays, \$1.10 for both; rest of the week, 98 cents. Wednesday and Saturday mats are 74 cents and the Sunday mat \$1.25. The Saturday price before the boost was \$1.10 for women and \$1.30 for men, and Friday a straight 98-cent charge for both.

Roseland Over Scale

Roseland is the only one of the four Stem majors to pay its band over scale. The band budget is \$2,835 a week, broken up as follows: \$1,700 for Cross, \$950 for Bartolo and \$185 for the relief unit. The ballroom's band budget will go even higher this fall. Jose Curbelo's ork has been booked to start September 16 at over \$2,000. Roseland's capacity is 2,000, and the spot may pull in as many as 2,600 depending upon turnover, on a heavy night. Friday, Saturday and Sunday are the peak nights. Attendance is off 20-25 per cent now compared with last summer. Bands playing Roseland get a break out of the four air spots (Monday, Thursday and Friday nights and Saturday afternoons) over WOR and the Mutual Broadcasting System (MBS).

Arcadia, at 53d and Broadway, however, has upped its biz playing the same bands Roseland had during the war (Les Elgart, Buddy Rich, George Paxton and Ray Anthony) and charging the same prices (the ballroom also upped its tab last November). This increase is attributed to the servicemen's dances held during the war and the return of the ex-G.I.'s, plus the name policy. Arcadia had the George Barry ork (14) for two years before playing names. The Anthony ork (14 men and a singer) is current at Arcadia, doubling with the Tarador rumba band (8 men). The spot's budget is \$2,400, Anthony getting \$1,600 and Tarador \$800.

Arcadia's Sitch

Arcadia's capacity is 3,300 and the spot averages between 8,000-10,000 dancers weekly. Friday, Saturday and Sunday are the top nights, same as Roseland. An average Saturday night in summer will see between 1,800-2,000 on the floor, and 2,400-2,500 in winter. Arcadia also has a WOR wire, going over MBS two or three nights a week.

The Rialto, across from the Times Building at 42d and Broadway, experienced a slump in biz after V-J Day and is currently getting about 20 per cent fewer dancers than last

summer. In fact, attendance has slumped below pre-war levels. The prices here are Tuesdays thru Thursdays, 90 cents per person; Fridays, 90 cents for women, \$1.10 for men; Saturdays and Sundays, \$1.10 for women and \$1.25 for men. The spot has no mats and is closed Mondays. The Monday closing was put into effect a few months ago because of poor attendance.

Frei and Mitchell

Chuck Frei's ork (9) plays the pops and Charley Mitchell's band (5) the Latin tunes at the Rialto. Last year, when the scale was upped, both bands were cut in personnel, the pop outfit from 14 and the Latin group from nine. Big nights at the Rialto are Friday and Saturday, with about 2,000 buying tickets on an average Saturday night. This ballroom has two floors, giving it a capacity of 3,500.

The Paladium, a half-block north of the Arcadia on Broadway, is currently playing the Machito ork and Kaye Brothers band. The budget is \$2,400-\$2,500 a week. The prices are Saturdays, \$1.20 for women and \$1.34 for men; Sundays, \$1.20 for everybody; 98 cents the rest of the week, and 60 cents for Thursday, Saturday and Sunday mats. The Paladium has a 750 capacity, with 1,000 average on the heavy nights, Fridays and Saturdays. The spot is closed Mondays. The weekly average is 2,300-2,500 dancers.

Altho a different type of operation, the Orpheum, biggest of the taxi danceries and probably the oldest ballroom on Broadway (29 years), at 46th Street, also has noted an upturn in business, 30 per cent more compared with last summer. The ops attribute this to the return of the college boy trade. The Orpheum has one band, Herbie Lee, who has been there for 26 years. The ork is paid scale.

The Orpheum has a capacity of 150 and averages about 75-100 dancers a night. The spot charges 60 cents admission and extra for each dance with one of the 25 girl partners. As a reflection of the times, it's no longer 10 cents a dance; the rate at the Orpheum now is 12 1/2 cents, eight for a dollar!

Disk Jock Ass'n For New York

(Continued from page 20)

eyes have been getting in recent weeks. It would also serve to aid the spinners in building an industrial niche for their trade in the music biz, with the jockeys currently worried about limitations on their craft being imposed by not only their own union, American Federation of Radio Artists, but the American Federation of Musicians (AFM) as well.

Other Objective

Secondary goal of a jockey group would be to clean house within the spinner clan. Most jockeys are anxious to squelch payola in their field before it takes too strong a grip and it is felt that by banding together they can build a strong enough voice to eliminate dishonest jockeys and keep diskeries, pubbers and press agents from attempting further payola efforts or vice versa.

But it would be primarily to fight the anti-jockey sentiments of AFM and its prexy, James Petrillo, that the spinners are said to be organizing. Others who would be bucked in a public relations drive include the National Broadcasting Company and Columbia Broadcasting System which have frowned on jockey activities.



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MORE JACK-POT HITS!

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CAP. 432

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Vocal by ROCKY COLUCCIO

Deft version of a daffy ditty!

Flipover:

"CUMANA"

CAP. 428



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 11

HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

Position This Week Position Last Week

- 1. PEG O' MY HEART** *By Alfred Bryan and Fred Fisher* **1**
Published by Robbins (ASCAP)
Records available: Clark Dennis, Capitol 346; The Harmonicats, Vitacoustic 1 and 2; Art Lund, MGM 10037; Ted Martin, De Luxe 1080; Red McKenzie, National 9027; Danny O'Neil, Majestic 7238; Floyd Sherman-The Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5025; Phil Regan, Decca 25076; Buddy Clark, Columbia 37392; Glenn Miller Ork, Decca 25075; Dolph Hewitt, Autograph 2033; Miff Mole Nickisland Band, Commodore C-1518; Eddie Heywood Ork, Decca 23960.
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* **2**
Published by Robbins (ASCAP)
Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143.
Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.
- 3. CHI-BABA, CHI-BABA** *By Mack David, Al Hoffman and Jerry Livingston; published by Oxford (ASCAP)* **3**
Records available: Blue Barron, MGM 10027; Connie Boswell, Apollo 1064; The Charloters, Columbia 37384; Perry Como, Victor 20-2259; Sherman Hayes Ork, Aristocrat 1001; Peggy Lee, Capitol 419; Ted Martin, De Luxe 1080; Louis Prima, Majestic 1133; Henry Rene Musette Ork, Victor 25-1085; George Towne Ork, Sonora 2023; Lawrence Welk, Decca 23878.
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.
- 4. THAT'S MY DESIRE** *By Carroll Loveday and Helmy Gresa* **4**
Published by Mills (ASCAP)
Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395.
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.
- 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.
Electrical transcription libraries: Les Brown, World; Lawrence Welk, Standard.
- 6. MAM'SELLE** *By Mack Gordon and Edmund Goulding* **6**
Published by Feist (ASCAP)
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 Laine, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Ego 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.
- 7. LINDA** *By Jack Lawrence* **7**
Published by E. H. Morris (ASCAP)
Records available: Bob Chester Ork, Sonora 2006; Glenn E. Davis, Skating Rhythms 225; Larry Douglas, Signature 15106; Chuck Foster Ork, Mercury 3058; Hollywood Rhythm-Aires, Hollywood Rhythms 1551; Gordon Jenkins Ork, Decca 23864; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362.
Electrical transcription libraries: Barclay Allen, MacGregor; Jack Pina, Standard; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Jack Lawrence, Lang-Worth; Leighton Noble, Standard; The Sweetwood Serenaders, NBC-Thesaurus; Art Mooney Ork, Associated; Charlie Spivak, World.
- 8. MY ADOBE HACIENDA** *By Louise Massey and Lee Penny* **8**
Published by Peer International Corp. (BMI)
Records available: Kenny Baker-Russ Morgan, Decca 23846; Glenn E. Davis, Skating Rhythms 231; The Dinning Sisters-Art Van Damme Quintet, Capitol 389; The Esquire Trio, Rhapsody RR-101; The Hammondairs, Mars 1037; Eddy Howard, Majestic 1117; Billy Hughes, King 609; Art Kassel, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150; The Coffman Sisters, Enterprise 174; Dolly Good, Radio Artist Records 205.
Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmie Wakely Ork, MacGregor; Barclay Allen, MacGregor; Mindy Carson-Hank D'Amico Sextet, Associated; Henry King Ork, MacGregor; Curt Massey, Standard.
- 9. ASK ANYONE WHO KNOWS** *By Eddie Seiler, Sol Marcus and Al Kaufman; published by Witmark (ASCAP)*
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.
- 10. WHEN YOU WERE SWEET SIXTEEN** *By James Thornton; published by Shapiro-Bernstein (ASCAP)*
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627.
Electrical transcription libraries: Foursome Quartet, MacGregor.

RCA VICTOR'S
TONY MARTIN!

with Victor Young and his Orchestra

You're Not so Easy to Forget

Tony's version of this hit from "The Song of The Thin Man" is the one that'll grab the coins.

Don't Tell Me

It's a catchy chant from "The Hucksters." Another Martin money-maker!
RCA Victor 20-2328

RCA VICTOR'S
SAMMY KAYE!

"A" has a tricky echo by the Glee Club to Don Cornell's vocal. The flip, sung with feeling by Dan, is another "Lamplighter's Serenade"!

The Echo Said No
AND
An Apple Blossom Wedding

RCA Victor 20-2330



RCA VICTOR'S
PAGE CAVANAUGH TRIO!

Love's Got Me in a Lazy Mood

Neat, chappy rhythm in slow fox trot tempo. Lloyd Pratt's bass and Al Viola's guitar lay down a solid beat.

Triskaidekaphobia

A tongue twisting lyric that will wow the customers. These boys are winning friends!
RCA Victor 20-2331



RCA VICTOR'S
ROSALIE ALLEN!

and The Black River Riders

On Silver Wings to San Antone

It's a sure hit delivered in fast, snappy style. Rosalie's trick yodeling will go over big.

I'll Never Grieve

(Oh, No, Oh, No)

Here's one with a slow dreamy lilt for the western jukes.
RCA Victor 20-2333



RCA VICTOR'S
EDDY ARNOLD!

and his Tennessee Plowboys

Don't Bother to Cry

Eddy gets off in fast tempo for a real nickel-shaker.

I'll Hold You in My Heart

(Till I Can Hold You in My Arms)
Moderate slow ballad with a strong sentimental pull.
RCA Victor 20-2332

RCA VICTOR'S
PAT FLOWERS!

and his Rhythm

Pat Flowers' great vocals and ivory massage, in top form. "A" has a frantic beat for the addicts. This coupling will start a coin blitz at the juke spots.

A Chocolate Sundae on a Saturday Night

AND

How Many Kisses

(Does It Take to Make You Fall in Love with Me)
RCA Victor 20-2334



**ALSO IN THIS WEEK'S
RCA VICTOR RELEASE:**

LARRY GREEN

and his Orchestra.

Bewitched

(vocal by Lee Rand)

AND

Spring is Really Spring This Year

(vocal by Gil Phelan)

RCA Victor 20-2329

BOB SMITH

with The Herman Chittison Trio.

Where is Sam? AND

You Must Have Been a Beautiful Baby

RCA Victor 20-2266

MUGGSY SPANIER

and his Ragtime Band. Muggsy Spanier, cornet; George Brunies, trombone; Rod Glass, clarinet; Nick Caiazza and Bernie Billing, tenor sax; Joe Bushkin, piano; Bob Casey, bass; and Don Carter, drums.

Relaxin' at the Touro AND

(I Wish I Could Shimmy Like My) Sister Kate

(vocal by George Brunies)

RCA Victor 40-0139

WALTER DAVIS

Blues singer with Guitar and Traps.

Things Ain't Like They Used to Be AND

Just One More Time

RCA Victor 20-2335

AL GOODMAN

and his Orchestra, co-starring Earl Wrightson, Mary Martha Briney, Donald Dame, Frances Greer, and The Guild Choristers.

"The Student Prince"

RCA Victor Album K-8 (P-180) \$3.75

Overture to

The Student Prince AND

Just We Two

RCA Victor 45-0033

Golden Days AND

Serenade

RCA Victor 45-0034

Drinking Song AND

Deep in My Heart Dear

(Pt. 2)

RCA Victor 45-0035

Student's March Song AND

Deep in My Heart Dear

(Pt. 1)

RCA Victor 45-0036

JEAN SABLON

with Toots Camarata and his Orchestra.

I Wonder Who's Kissing Her Now AND

Insensiblement

RCA Victor 25-0101

ERNIE BENEDICT

and his Polkateers

Jump Polka AND

Trinker Polka

RCA Victor 25-1092

— HEBREW — JEWISH —

SAUL MEISEL

with Orchestra Accompaniment.

1. Anu Olim Folk Song

(We Go To The Land)

2. Mi Yivne Folk Song

(Who Will Build)

AND

Im Tzet Hachamah

(Shepherd Song)

RCA Victor 25-5074

— LATIN AMERICAN —

SACASAS

and his Orchestra with vocals in Spanish by Rubén González and Octavio Mendoza.

Cosé, Cosé, Cosé —

Guaracha Calypso

(Sewing, Sewing, Sewing)

AND

Quizás, Quizás —

Bolero

(Perhaps, Perhaps)

RCA Victor 23-0651

Orquesta Ritmica Oriental

sung in Spanish by Trio Mnas. Márquez and Camila Rodríguez.

Las Cosas Del Encargado —

Guaracha

(The Ways of a Foreman)

AND

Por Causa de

Las Mujeres — Guaracha

(Because of Women)

RCA Victor 23-0648

PEDRO VARGAS

with Gabriel Ruiz' Orchestra.

Sin Motivo — Bolero

(Without Motive)

AND

Velare Tu Sueño — Canción

(Watching While You Sleep)

RCA Victor 23-0672

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS



**FOLLOWING FAST ON THE HEELS OF
MAM'SELLE
A GREAT NEW SONG TO REMEMBER!**

Featured song in M-G-M's "Song of The Thin Man"
Starring William Powell and Myrna Loy

*You're not
so easy
to forget*

Lyric by Herb Magidson • Music by Ben Oakland

Recordings by

TONY MARTINRCA-VICTOR Records

CLAUDE THORNHILLCOLUMBIA Records

JOHNNIE JOHNSTONM-G-M Records

And Many More To Follow!

AND HERE'S A TIP TO OPERATORS!

The greatest hillbilly comedy song of the year!
By the composer of "Wyoming"

**I CAIN'T GET
OFFA MY HORSE**

(Some Dirty Dog Put Glue On The Saddle)
By Morey Amsterdam

Leo Feist inc. • 1619 Broadway, N. Y. 19
HARRY LINK, Gen. Prof. Mgr.—GEORGE DALIN, Prof. Mgr.

The Billboard
MUSIC POPULARITY CHARTS

PART
II

Billboard
TRADE
SERVICE
FEATURE

Sheet Music

Week Ending
July 11

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	Last Week	This Week	POSITION	Publisher
8	2	1	PEG O' MY HEART (R)	Robbins
9	1	2	I WONDER, I WONDER, I WONDER (R)	Robbins
7	3	3	CHI-BABA, CHI-BABA (R)	Oxford
10	4	4	THAT'S MY DESIRE (R)	Mills
8	5	5	ACROSS THE ALLEY FROM THE ALAMO (R)	Capitol Songs
19	6	6	LINDA (R)	E. H. Morris
16	7	7	MY ADOBE HACIENDA (R)	Peer
16	8	8	MAM'SELLE (F) (R)	Feist
6	12	9	MIDNIGHT MASQUERADE (R)	Shapiro-Bernstein
15	10	10	IF I HAD MY LIFE TO LIVE OVER (R)	General
2	13	11	ASK ANYONE WHO KNOWS (R)	Witmark
1	—	12	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
26	12	13	ANNIVERSARY SONG (F) (R)	Mood
8	9	14	A SUNDAY KIND OF LOVE (R)	Peter Maurice
19	—	15	HEARTACHES (R)	Leeds

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	POSITION	Publisher
11	3	1	AMONG MY SOUVENIRS	Lawrence Wright .. T. B. Harms
8	5	2	PEOPLE WILL SAY WE'RE IN LOVE	Chappell .. Williamson
13	1	3	TELL ME, MARIANNE	Southern ..
11	4	4	TRY A LITTLE TENDERNESS	Campbell-Connelly .. Robbins
3	11	4	GOT THE SUN IN THE MORNING	Chappell .. Berlin
26	7	6	ANNIVERSARY SONG	Campbell-Connelly .. Mood
19	8	7	HOW LUCKY YOU ARE	Kassner ..
1	—	8	DOWN THE OLD SPANISH TRAIL	Peter Maurice ..*
11	2	9	A GAL IN CALICO	Feldman .. Remick
5	10	10	TIME AFTER TIME	Sinatra Songs .. Edwin H. Morris
2	9	11	THEY SAY IT'S WONDERFUL	Chappell .. Berlin
4	15	12	HEARTACHES	Campbell-Connelly .. Leeds
24	12	13	APRIL SHOWERS	Chappell .. Williamson
1	—	14	A RAINY NIGHT IN RIO	Feldman .. Remick
4	13	15	DEAR OLD DONEGAL	Leeds ..
12	6	16	YOU WENT AWAY AND LEFT ME	Box and Cox ..*
8	14	17	OH, WHAT A BEAUTIFUL MORNING	Chappell .. Williamson
6	18	18	COME BACK TO SORRENTO	Ricordi .. Public Domain
13	16	19	HEAR MY SONG, VIOLETTA	Dix .. Crawford
30	17	20	THE STARS WILL REMEMBER	Feldman ..*

* 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.

- ALEXANDER'S RAGTIME BAND** (Berlin), in 20th Century-Fox's "Alexander's Ragtime Band". Re-released—April, 1947.
- 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.
- 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.
- 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.

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending July 11



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, July 4, 8 a.m., and ending Friday, July 11, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in

the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive.

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

Rank	Title	Artist	Label
13	A Sunday Kind of Love (R)	Peter Maurice	ASCAP
7	Cross the Alley From the Alamo (R)	Capitol Songs	ASCAP
10	Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
7	As Long as I'm Dreaming (F) (R)	Burke-Van Heusen	ASCAP
3	As Years Go By (F) (R)	Miller	ASCAP
7	Ask Anyone Who Knows (R)	Witmark	ASCAP
4	Cecilia (R)	ABC	ASCAP
8	Chi-Baba, Chi-Baba (R)	Oxford	ASCAP
3	Feudin' and Fightin' (R)	Chappell	ASCAP
19	Heartaches (R)	Leeds	ASCAP
13	I Believe (F) (R)	Sinatra Songs	ASCAP
4	I Can't Get Up the Nerve To Kiss You (R)	Santly-Joy	ASCAP
10	I Do Do Do Like You (R)	Paramount	ASCAP
2	I Wish I Didn't Love You So (R)	Paramount	ASCAP
10	I Wonder, I Wonder, I Wonder (R)	Robbins	ASCAP
5	I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
5	Ivy (F) (R)	Burke-Van Heusen	ASCAP
18	Linda (R)	E. H. Morris	ASCAP
15	Mam'selle (F) (R)	Feist	ASCAP
17	My Adobe Hacienda (R)	Peer	BMI
7	Old Devil Moon (M) (R)	Crawford	ASCAP
5	Passing By (R)	Chappell	ASCAP
8	Peg o' My Heart (R)	Robbins	ASCAP
3	Red Silk Stockings and Green Perfume (R)	E. H. Morris	ASCAP
1	Smoke Dreams (R)	Stept	ASCAP
7	That's My Desire (R)	Mills	ASCAP
1	The Echo Said "No" (R)	Lombardo	ASCAP
1	The Man Who Paints the Rainbow (R)	Mutual	ASCAP
10	Time After Time (F) (R)	Sinatra Songs	ASCAP
6	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.

Position	Weeks Last to date	This Week	Title	Artist	Label
4	1	1	PEG O' MY HEART	Buddy Clark	Columbia 37392-ASCAP
6	3	2	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)	Capitol 412-ASCAP
				(Jerry Brent Ork, Modern Music 20-510; Bing Crosby (John Scott Trotter Ork), Decca 23754; Henry Busse Ork, Four Star 1139; Noro Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)	
3	15	3	SMOKE! SMOKE!	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001-BMI
4	9	4	PEG O' MY HEART	Art Lund (Johnny Thompson Ork)	MGM 10037-ASCAP
8	5	5	PEG O' MY HEART	The Harmonicats-Sid Fisher	Vitacoustic 1-ASCAP
3	10	5	PEG O' MY HEART	Ted Weems (Bob Edwards)	Mercury 5052-ASCAP
7	2	5	I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124-ASCAP
5	4	6	PEG O' MY HEART	Three Suns	Victor 20-2272-ASCAP
11	7	7	I NEVER KNEW	Sam Donahue	Capitol 405-ASCAP
5	11	8	ONE O'CLOCK BOOGIE	Count Basie	Victor 20-2262-ASCAP
3	—	8	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251-ASCAP
2	14	9	I WONDER, I WONDER, I WONDER	Martha Tilton (Dean Elliott Ork)	Capitol 395-ASCAP
7	8	10	CHI-BABA, CHI-BABA	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259-ASCAP
12	12	11	THAT'S MY DESIRE	Frankie Laine	Mercury 5007-ASCAP
4	11	11	I WONDER, I WONDER, I WONDER	Tony Pastor	Columbia 37353-ASCAP
23	10	12	LINDA	Ray Noble-Buddy Clark	Columbia 37215-ASCAP
2	13	13	TALLAHASSEE	Bing Crosby-Andrews Sisters (Vic Schoen Ork)	Decca 23885-ASCAP
				(Ray Dorey, Majestic 7239; Johnny Mercer-The Pied Pipers (Paul Weston Ork), Capitol 422; Vaughn Monroe (Vaughn Monroe-The Moon Maids), Victor 20-2294; Dinah Shore-Woody Herman (Sonny Burke Ork), Columbia 37337; Kate Smith (Jack Miller Ork) (Four Chicks and Chuck), MGM 10028)	
4	11	14	PEG O' MY HEART	Clark Dennis	Capitol 346-ASCAP
4	11	14	THAT'S MY DESIRE	Martha Tilton (Dean Elliott Ork)	Capitol 395-ASCAP
2	15	15	TALLAHASSEE	Dinah Shore-Woody Herman (Sonny Burke Ork)	Columbia 37387-ASCAP
1	—	15	BLOOP BLEEP	Alvino Rey (Rocky Coluccio)	Capitol 428-ASCAP

Coming Up

CHI-BABA, CHI-BABA The Charioteers... Columbia 37384-ASCAP

M-G-M RECORDS

"Hello Art Lund!"

FRANK LOESSER Calling From Hollywood"

"Hi'ya, Art... You've done it again! Your vocal of my song 'What Are You Doing New Year's Eve' is out of this world! You and M-G-M Records can chalk up another hit... right on the heels of 'Mam'selle' and 'Peg O' My Heart!'"



"Thanks, Frank... And M-G-M Records sure picked a winner when they recorded you singing your own novelty number, 'Bloop Bleep'. It's going to pay off straight across the board in popularity—and sales!"

Art Lund — on M-G-M Records — Sings

WHAT ARE YOU DOING NEW YEAR'S EVE Naughty Angeline

(M-G-M 10046)

Plus! 5 MORE M-G-M GREATS

FRANK LOESSER sings BLOOP BLEEP. SING A TROPICAL SONG (M-G-M 10044)

FOUR CHICKS AND CHUCK sing KATE (Have I Come Too Early, Too Late) WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (M-G-M 10048)

ZIGGY ELMAN and his orchestra AND THE ANGELS SING THREE LITTLE WORDS (M-G-M 10047)

KATE SMITH sings TOMORROW FEUDIN' AND FIGHTIN' (M-G-M 10041)

BUDDY WEED TRIO DREAM STREET I'M SO LONESOME I COULD CRY (M-G-M 10049)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

SPEAKING OF FLYING DISCS

... just keep an eye on the
"LADY FROM 29 PALMS" as played
by the lad with the high rate of climb...

VICTOR LOMBARDO

AND HIS ORCHESTRA

LADY FROM 29 PALMS and WHEN YOUR WEDDING RING WAS YOUNG

Majestic Record No. M-7250

Majestic RECORDS

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

The Billboard MUSIC POPULARITY CHARTS PART IV Retail Record Sales

Week Ending
July 11

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
9	2	1	PEG O' MY HEART <i>Fantasy Impromptu</i>	The Harmonicats-Sid Fisher... Vitacoustic 1
7	1	2	CHI-BABA, CHI-BABA <i>When You Were Sweet Sixteen</i>	Perry Como (The Satisfiers-Lloyd Shaffer Ork)... Victor 20-2259
4	4	3	PEG O' MY HEART <i>Across the Alley From the Alamo</i>	Three Suns... Victor 20-2272
7	3	4	I WONDER, I WONDER, I WONDER <i>Ask Anyone Who Knows</i>	Eddy Howard... Majestic 1124
2	5	5	TIMTAYSHUN <i>(I Love You) For Seventy Mental Reasons</i>	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)... Capitol 412
5	7	6	THAT'S MY DESIRE <i>The Red Silk Stockings and Green Perfume</i>	Sammy Kaye (Don Cornell-The Kaydets)... Victor 20-2251
4	6	7	PEG O' MY HEART <i>On the Spanish Trail</i>	Art Lund (Johnny Thompson Ork)... MGM 10037
3	—	8	I WONDER, I WONDER, I WONDER <i>It Takes Time</i>	Guy Lombardo... Decca 23865
9	8	9	ACROSS THE ALLEY <i>FROM THE ALAMO</i> <i>Dream, Dream, Dream</i>	Mills Brothers... Decca 23863
3	10	10	THAT'S MY DESIRE <i>By the River St. Marie</i>	Frankie Laine... Mercury 5007

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	Label
	Last Week	This Week		
26	1	1	Al Jolson Album <i>Al Jolson</i>	Decca 469
13	2	2	Dorothy Shay (The Park Avenue Hillbilly) Sings Album <i>Dorothy Shay (Mischa Russell Ork)</i>	Columbia C-119
4	2	3	Carle Comes Calling <i>Frankie Carle</i>	Columbia C-129
72	3	4	Glenn Miller <i>Glenn Miller and Orchestra</i>	Victor P-148
3	—	5	Waltzes Album <i>Guy Lombardo</i>	Decca A-509

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	Label
	Last Week	This Week		
93	1	1	Clair de Lune <i>Jose Iturbi</i>	Victor 11-8851
108	3	2	Chopin's Polonaise <i>Jose Iturbi</i>	Victor 11-8848
9	3	3	The Whiffenpoof Song <i>Robert Merrill</i>	Victor 10-1313
82	4	4	Warsaw Concerto <i>The Boston Pops Ork; Arthur Fiedler, conductor; Leo Litwin, pianist</i>	Victor 11-8863
66	2	5	Jalousie <i>The Boston Pops; Arthur Fiedler, conductor</i>	Victor 12160

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	Label
	Last Week	This Week		
44	1	1	Rachmaninoff Concerto No. 2 in C Minor <i>Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor</i>	Victor 1075
99	2	2	Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>	Columbia X-251
2	—	3	Chopin's Les Sylphides <i>The Boston Pops; Arthur Fiedler, conductor</i>	Victor DM-1119
2	—	4	Scheherazade Symphonic Suite Op. 35 <i>Pierre Monteux; San Francisco Symphony Ork</i>	Victor DM-920
48	—	5	Rachmaninoff Concerto No. 2 in C Minor, Op. 18 <i>Sergei Rachmaninoff, pianist; Leopold Stokowski and The Philadelphia Ork</i>	Victor DM-58

The Billboard
MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
July 11



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
12	1	1.	PEG O' MY HEART.....The Harmonicats-Sid Fisher... Vitacoustic 1
8	3	2.	I WONDER, I WONDER, I WONDER.....Eddy Howard.....Majestic 1124
4	4	3.	PEG O' MY HEART.....Three Suns.....Victor 20-2272
8	6	4.	I WONDER, I WONDER, I WONDER.....Guy Lombardo.....Decca 23865
8	7	5.	THAT'S MY DESIRE.....Sammy Kaye (Don Cornell-The Kaydets).....Victor 20-2251
7	2	6.	CHI-BABA, CHI-BABAPerry Como (The Satisfiers-Lloyd Shaffer Ork)....Victor 20-2259
11	5	7.	ACROSS THE ALLEY FROM THE ALAMO.....Mills Brothers.....Decca 23863
3	9	8.	PEG O' MY HEART.....Art Lund (Johnny Thompson)....MGM 10037
3	13	8.	TIMTAYSHUNRed Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)..Capitol 412 (Jerry Brent Ork, Modern Music 20-510; Bing Crosby (John Scott Trotter Ork), Decca 23754; Henry Busse Ork, Four Star 1139; Noro Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)
1	—	9.	SMOKE! SMOKE! SMOKE! (That Cigarette).....Tex Williams Western Caravan (Tex Williams-Trio).....Capitol Americana 40001
2	14	10.	TALLAHASSEEBing Crosby-Andrews Sisters (Vic Schoen Ork)..Decca 23885 (Ray Dorey, Majestic 7239; Johnny Mercer-The Pied Pipers (Paul Weston Ork), Capitol 422; Vaughn Monroe (Vaughn Monroe-The Moon Maids), Victor 20-2294; Dinah Shore-Woody Herman (Sonny Burke Ork), Columbia 37387; Kate Smith (Jack Miller Ork) (Four Chicks and Chuck), MGM 10028)
11	—	11.	THAT'S MY DESIRE.....Frankie Laine.....Mercury 5007
4	8	12.	PEG O' MY HEART.....Clark Dennis.....Capitol 346
2	15	13.	WHEN YOU WERE SWEET SIXTEEN.....Perry Como (The Satisfiers-Lloyd Shaffer Ork)....Victor 20-2259
13	9	14.	MAM'ELLE (F).....Art Lund (Johnny Thompson)....MGM 10011
3	—	14.	PEG O' MY HEART.....Ted Weems (Bob Edwards)....Mercury 5052
11	—	15.	MAM'ELLE (F).....Dick Haymes (Gordon Jenkins Ork).....Decca 23861

Coming Up

CHI-BABA, CHI-BABAPeggy Lee (Dave Barbour Ork).....Capitol 419

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.

Weeks to date	POSITION		Record
	Last Week	This Week	
4	3	1.	SMOKE! SMOKE! SMOKE! (That Cigarette).....Tex Williams Western Caravan (Tex Williams-Trio).....Capitol Americana 40001
5	2	2.	TIMTAYSHUNRed Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)..Capitol 412
8	1	3.	IT'S A SIN.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2241
1	—	4.	I'LL STEP ASIDE.....Ernest Tubb.....Decca 46041
7	—	5.	DOWN AT THE ROADSIDE INNAl Dexter.....Columbia 37303
2	—	5.	I COULDN'T BELIEVE IT WAS TRUE.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2241
19	—	5.	RAINBOW AT MIDNIGHT.....Ernest Tubb.....Decca 46018

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.

Weeks to date	POSITION		Record
	Last Week	This Week	
6	1	1.	JACK, YOU'RE DEAD.....Louis Jordan.....Decca 23901
16	2	2.	I WANT TO BE LOVED (But Only by You).....Savannah Churchill...Manor 1046
18	3	3.	OLD MAID BOOGIE.....Eddie Vinson Ork (Eddie Vinson).....Mercury 8023
5	5	4.	ACROSS THE ALLEY FROM THE ALAMO.....Mills Brothers.....Decca 23863
4	4	5.	I WANT TO BE LOVED (But Only by You).....Lionel Hampton and His Hamptonians.....Decca 23879

See how they spin



New hits by ***



LES

BROWN

AND ORCHESTRA

DON'T TELL ME

Vocal by Eileen Wilson
(From "The Hucksters")

EVERY SO OFTEN

Vocal by Ray Kellogg

COLUMBIA 37557



CLAUDE

THORNHILL

AND ORCHESTRA

YOU'RE NOT SO EASY TO FORGET

Vocal by Fran Warren
(From "Song Of The Man")

JUST PLAIN LOVE

Vocal by Gene Williams

COLUMBIA 37558

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On the Record

TWO NEW SONGS

BY

IRVING BERLIN

A Ballad LOVE and the WEATHER

- ★ Capitol—Jo Stafford
- ★ Columbia—Harry James

- ★ Decca—Kenny Baker and Russ Morgan
- ★ Victor—Dennis Day

A Novelty KATE

- ★ Columbia—Dick Jurgens
- ★ Decca—Guy Lombardo
- ★ Majestic—Eddy Howard

- ★ MGM—Four Chicks and a Chuck
- ★ Signature—Ray Bloch
- ★ Victor—Tommy Dorsey

IRVING BERLIN Music Corporation

1650 Broadway, New York 19, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending July 11



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.

NAUGHTY ANGELINE.....King Cole Trio.....Capitol 437
 Art Lund with Johnny Thompson
 Orchestra.....MGM 10046

A catchy tune that will attract the juke audiences without any trouble. King Cole breezes thru the lyrics in his usual listenable style, while the trio should please all their fans with their handling of the instrumental portion of the disk. Backing of the Cole platter is Nat Cole original, "That's What," featuring some excellent scat singing by King. The Lund biscuit is backed with "What Are You Doing New Year's Eve?" which also has strong possibilities of reaching the top.

OH, LADY BE GOOD.....Ella Fitzgerald with Bobby Haggart
 Ork.....Decca 23956

Ella Fitzgerald displays her versatility on this disking, going thru seven scat choruses of the Gershwin evergreen which are just as amusing as they are amazing. Disk already is breaking loose in race locations and stacks up as a strong item on the strength of the excellent performance and novelty of the scat idiom these days. Flip is "Flyin' Home" done with a Vic Schoen-conducted ork with some more fine scat by the great Lady Ella. This is jazz at its finest level.

(Love's Got Me in a) LAZY MOOD....Page Cavanaugh Trio....Victor 20-2331
 Frankie Carle with Gregg Lawrence
 vocal.....Columbia 37484

Very pretty tune based on an old Eddie Miller sax solo "Slow Mood" with Bob Crosby's old ork on Decca) with new Johnny Mercer lyrics give two pleasant new waxings. Trio disking has soft, clear lyricizing by Page Cavanaugh, while the Carle disking features the baritone pipes of Gregg Lawrence, plus the maestro's key-tinkling. Flip on the Carle disk is the "There's That Lonely Feeling Again" ballad with vocal by daughter Marjorie Hughes, while a novelty, "Triskaidekaphobia," makes up the Cavanaugh three's reverse.

ON THE AVENUE.....Andrews Sisters with Carmen Caval-
 laro Orchestra.....Decca 24102

An English Hit—"Accordion"—gets an American change of title and looks good for U. S. platter buyers. The Andrews gals do a faithfully clear, waltzy version with a bit of production tossed in via a whistling quartet which repeats at each end-measure. It's the kind of thing you sing after first hearing . . . and should bid fair to become a permanent community favorite.

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.

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 40. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.

CAB CALLOWAY (Columbia 37500)
Give Me Twenty Nickels for a Dollar—FT; VC.
The Jungle King—FT; VC.

Dropping the big band for the disking, Cab Calloway, corrals a small riff-riding band of Cab-Jivers, taking in Jonah Jones on trumpet and the saxings of Hilton Jefferson and Sam Taylor. But for the most part, the Cab-Jivers merely frame the rhythmic setting as Calloway pipes for both of these patter songs. Strictly in the Harlesem groove, and obviously intending to cut into Louis Jordan's corner, Calloway projects himself lyrically with full rhythmic force in his chant but without the insane scatology. And without creating any undue attention to his efforts, carries thru in jump fashion for "Twenty Nickels," innocuous ditty of trying to get a phone call thru to his chick, and with the band joining in on the refrains, for a novelty animal song in "The Jungle King." Song material leaves much to be desired. Race spots may shed some nickels for "Twenty Nickels."

ESTELLE LINDEN (Victor 25-1086)
Mahzel—FT; V.
My Yiddishe Momme—FT; V.

Singing it in English and in Jewish, with the accompanying Jewish Ensemble providing a modern rhythmic dress in the background, the full-voiced chanting of Estelle Linden rings the bell for both folk melodies. Sings it with a gay and rhythmic lilt for "Mahzel," and gives out with sincere feeling for the plaintive and melancholy "Yiddishe Momme" ballad. For nationality home buyers.

HARRY OWENS (Decca 25112)
Princess Poo - Poo - Ly Has Plenty
Papaya—FT; VC.
Happy Hawaiian Beach Boy—FT; VC.
 This is a re-issue of two hula favorites from the vast repertoire maestro Harry

Owens has contributed to the Hawaiian folios. Featuring a regular dance band with a lively beat for both of these novelties with the male trio chirping in breezy manner how "Princess Poo-Poo-Ly" likes to give her "Papaya" away. And in the same manner, the happy song about the "Happy Hawaiian Beach Boy."

Only for those seeking out the lively hula harmonies.

JOHNNY BOND (Columbia 37529)
Don't Look Now—FT; V.
Rock My Cradle Once More—FT; V.

The pathos piping of Johnny Bond registers best for the sad songs in this spinning, bringing a touching note to his needling of "Rock My Cradle" teary tale of the dying soldier for which a top tenor is added to his baritone on the refrains. Sustains the bright rhythm tempo for Ernest Tubbs' torcher, "Don't Look Now," on the mated side. His Red River Valley Boys, accenting mouth organ and electric guitar, provide satisfying support.

Country folk will flip these sides at home.

ROGER HOFFMAN (Aetna 302)
I'm Not the Reason Why Girls Leave Home—FT.
I'm Going Home Where I Belong—FT.

With full command of the grand organ and a rhythmic feel in his fingers, Roger Hoffman paints a colorful picture for both of these melodies. Starts off with a slow stanza and works it up to a lively pitch for "Girls Leave Home," also contrasting the tempo for the sentimental "Going Home" ballad. Nonetheless, spinning shows off no distinctive styling or technical wizardry to make it more than a conventional pleasantry for the select few who would like to hear a pleasant rhythmic melody played at the organ.

Nothing to lure coins in this cutting.

COUSIN JOE (Signature 1013)
Come Down, Baby—FT; V.
Don't Pay Me No Mind—FT; V.

It's the conventional race rhythm blues chanting by Cousin Joe for two Leonard Feather ditties with little meaning to the lyrics so that the singer can sink his teeth and tonsils into them. And while Cousin Joe has full rhythmic feel in his hoarse pipes, the spinning says little. Dickie Wells' Blue Seven provide a riff pattern in support with a better feel for the hot licks than for the low-down blues form.

Little coin character to this complet.

(Continued on opposite page)

(Continued from opposite page)

DICK FARNEY (Majestic 7246)

Too Marvelous For Words—FT; V.
Tenderly—W; V.

With plenty of soothing qualities in his soft and easy baritone, Dick Farney strikes a rich note of sincerity in needling both of these lyrical niceties. In the slow tempo, with Paul Baron's fiddles and harp strums painting a colorful musical bank, Farney sings it expressively for "Too Marvelous For Words," an old favorite getting a new lease via the "Dark Passage" screen score. And as the tune title implies, sings it tenderly for a lovely waltz melody, "Tenderly."

Plenty of coin power in Farney's pipes with the screen hyping in the "Marvelous" music.

LARRY DOUGLAS (Signature 15123)

Rockin' Horse Cowboy—FT; V.
Ask Anyone Who Knows—FT; V.

There's a simplicity and sincerity in Larry Douglas' lyrical projection that makes his baritone fall as smooth as balsam on the lobes. And with Ray Bloch's music framing the piping in a rich instrumental setting, Douglas makes a marked impression with his slow balladeering for both of these sides. Moreover, choice of song material is right out of the hit lineup as he gives full lyrical expression to both "Rockin' Horse Cowboy" and "Ask Anyone Who Knows."

Song popularity will help attract attention to both of the sides.

JIMMY DORSEY (MGM 10035)

Ballerina—FT; VC.
Lazy Mood—FT; VC.

The combination of Jimmy Dorsey's thoughtful alto sax phrasings and song sellers that give full meaning to the melody makes both of these sides attention-getters. Outstanding is the buoyant and tuneful "Ballerina," to which the band applies a beguiling beguine beat for both the maestro's saxings and for Bob Carroll's clear chanting of the haunting refrain. For the flip, in a slow and lazy tempo, both the sax and Dee Parker's singing for "Lazy Mood" are in the deep indigo tradition.

If "Ballerina" catches on, and it is catchy, spinning will show coin strength.

MACKLIN MARROW (MGM)

Fantasia Mexicana, Parts I and II—FT.

Macklin Marrow, conducting a large studio orchestra, takes both sides of the biscuit for a descriptive and colorful musical fantasy adapted from the "Fiesta" screen score. It's primarily mood music with symphonic overtones for the starting, but once on the flip with Leonid Hombró scintillating at the Steinway, it's a gay and colorful rhythmic picture of the Mexicali fiesta. While the orchestra and piano soloist play it in a brilliant manner, there's hardly enough substance in the tone poem to make it everlasting.

Nothing for the music machines in this needling.

RAY DOREY (Majestic 7247)

There's a Train Out for Dreamland—FT; V.
Smoke Gets in Your Eyes—FT; V.

While there's a measure of intimacy in Ray Dorey's soft and romantic singing, heightened by the instrumental background flow of the Johnnie Guarneri (piano) Trio (plus guitar and bass), there's no appreciable degree of individuality or styling in his chant to arrest the attention for more than the fleeting moment. Gets vocal assist from the Three Buds and A Rose for the "Dreamland" kiddie song, taken at a moderate tempo, and takes it alone in the slow ballad frame for the "Smoke" standard. And neither of the songs seems to be to his forte.

Little to woo the nickel trade in this twosome.

MARILYN TOWNE

(Franwill 101 and 102)

Mutiny on Love—FT; V.
What My Heart Is Saying—W; V.
You Go to My Head—FT; V.
You're Not the Kind—FT; V.

With good voice and styling for her sultry tones, Marilyn Towne might make a marked impression under better circumstances than found in these cuttings. Altho the gal is as much at home with the rhythm ditty in "Mutiny on Love" as she is with the slow waltz melody in "What My Heart Is Saying," neither of the selections holds any melodic or lyrical appeal. Worse yet, surface noise of the spinning almost makes the song and the singing indistinguishable. Gal bucks the same mechanical difficulty for the two oldies on each mated side. Instrumental support of the Al Simmons Trio (piano, guitar, bass) is a very light and meagre lean-to.

Nothing here to interest the phono ops.

BILL DILLARD (D C 8020)

Ain't It Aggravatin'?—FT; V.
Baby, Won't You Please Come Home—FT; V.

It's the flavor of the old-time minstrel men of the blues in the deep rhythmic pipes of Bill Dillard for both of these rhythm blues. Needling makes for a nice nostalgic note with a fine rhythmic base in the guitar, piano and bass weavings of

the Jack Pleis Trio. Patters the verse of "Aggravatin'" with full rhythmic flair for the refrain of the old-time blues of the Clarence Williams variety. And for the familiar "Baby Won't You Please Come Home," contrasts the chant with refrains in the slow ballad and rhythm tempo.

Those interested will pick this up for their parlor phones.

DEEP RIVER BOYS (Victor 20-2305)

Get Up Those Stairs, Mademoiselle—FT; V.
Dream Street—FT; V.

Plenty of color and harmony in the vocal blend of the Deep River Boys as they pipe to rhythm accompaniment for these two top sides. Impart a rhythmic punch in their harmonies and vocal figures for the catchy "Get Up Those Stairs" novelty, contrasting with a slow and leisurely dream ballad in "Dream Street" which they sing with full vocal depth and lyrical feeling.

"Get Up Those Stairs, Mademoiselle" should get 'em up to the music machines.

MARIAN ANDERSON (Victor 10-1300)

Oh! Men From the Fields—W; V.
Bright Phoebus—W; V.

La Marian brings two charming English songs from her concert repertoire to give further evidence of her lyrical charm. Sings it with deep emotional feeling and conviction for "Oh! Men From the Fields" by the Irish poet, Padraic Colum and with a marked spirit for the brighter "Bright Phoebus." Franz Rupp's sensitive piano accompaniment sustains the three-quarter tempo for both songs, and the cutting is marred only by some surface noises most pronounced for the "Fields" side.

For the home library.

THOMAS L. THOMAS (Victor 10-1301)

Loch Lomond—FT; V.
Bendermeer's Stream—W; V.

The simple and straightforward baritone provides a sympathetic touch to his concertizing for both of these old familiars. Preserves the melodic and lyrical integrity of "Loch Lomond," singing it tenderly as he displays his wide and tutored range for his own song story set to "Bendermeer's Stream," an old Irish waltz air. Jacob Hanneman is at the piano and it all makes for pleasant plattering.

For the home sets.

FERNANDO ALVARES

(Signature 15145)

Se Cansa Uno—FT; VC.
Come to the Mardi Gras—FT; VC.

It's the conventional Latin dance music that Fernando Alvares and his Copacabana Orchestra dish out for his preem plattering. And while the Latin rhythms are pronounced, there is no excitement in the beats. Moreover, there is no color or spirit in the playing of the band, entirely calm and reserved, with only a piano player flashing any fire. Just as drab and colorless is the singing of the maestro and his assisting ensemble of voices. Set it in the rumba rhythm for "Se Cansa Uno" with samba beat framed for "Come to the Mardi Gras."

No coin sparkle in this spinning.

CARSON ROBINSON (MGM 10042)

The Charms of the City Ain't for Me—FT; V.
Why I'm In the Shape I'm In—FT; V.

The robust and rustic baritone of Carson Robinson spins with plenty of spirit as he sings of the awfulness of city life for both of these novelties of his own design. Hits up best for the most tuneful and humorous "Shape I'm In," which tells of the cowboy sowing his oats in the sinful city. His pleasant Valley Boys, small Western rhythm band, assist in spirited instrumental style.

Cowboy crowd will shed buffalo heads for "Why I'm in the Shape I'm in."

SLEEPY HOLLOW RANCH GANG

(Majestic 11012)

I'm Lonesome Now—FT; VC.
I Was Never Nearer Heaven—FT; VC.

It's mountain music of the backwoods country that the fiddles, mandolin, guitar and accordion of the Sleepy Hollow Ranch Gang give out, with their singing just as rugged. Elmer Newman pipes it plaintively for the tuneful "Lonesome Now" torcher with the close harmonies of the Murray Sisters (2) for the "Heaven" ballad, also a plaintive love lullaby. Little substance in the singing or playing to hold attention in this spinning.

Eastern Pennsylvania quarters, where this Ranch Gang takes root, may express some phono loyalty.

BURL IVES (Decca 23958)

It Makes No Difference Now—FT; V.
I'm Thinking Tonight of My Blue Eyes—FT; V.

Packing plenty of pathos in his wistful slinging of the wordage, Burl Ives sings it in fine expressive manner for both of these all-time Western favorites brought back on re-issue. With a small Western styled rhythm band providing a bright musical background, sings it with emotional feeling for both of these familiar song stories of broken love.

The radio giving the singer added stature, both sides stack up strong for nickels.

(Continued on page 116)

THE NEXT NUMBER ONE SONG HIT

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- BUDDY CLARK
- JERRY COOPER
- HAL DERWN
- JOE DOSH
- EDDY HOWARD
- SAMMY KAYE
- GINNY SIMMS

- Decca
- Columbia—37488
- Diamond—2081
- Capitol—430
- Continental—W-3727
- Majestic—1156
- Victor—20-2330
- Sonora—3044

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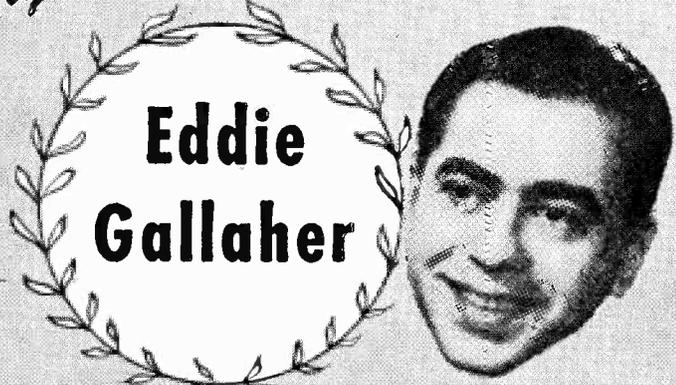
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| 538 | WHAT'LL I DO WITH THE BABY-O THE YODELIN' MOUNTAINEER |
| 574 | DUST ON THE BIBLE THERE'LL COME A TIME |
| 585 | SOLDIER'S GRAVE HE'S COMING TO US DEAD |
| 603 | LITTLE PAL MOTHER'S PRAYERS HAV' FOLLOWED ME |
| 543 | MOTHER'S ONLY SLEEPING WORKIN' ON A BUILDIN' |
| 550 | JOHN HENRY I'LL REMEMBER YOU LOVE, IN MY PRAYERS |
| 622 | BIG BALL'S IN TOWN JOHNSON COUNTY BLUES |

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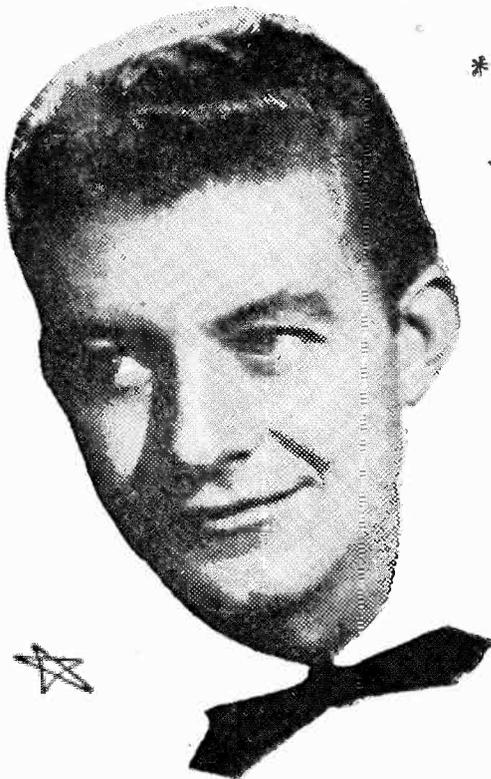


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The **Billboard** MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending July 11



ADVANCE RECORD RELEASES

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

POPULAR

- (I'm Gonna Wait) A LITTLE BIT LONGER (For That Never-On-Time Baby of Mine) Dinah Shore (Sonny Burke Ork) (ALL MY LOVE) Enric Madriguera Ork (THE MACHIECH) Majestic 7233
- ADIOS Dinah Shore (Sonny Burke Ork) (A LITTLE) Columbia 37555
- ALL MY LOVE Martha Tilton (Ernie Filice) (EVERY SO OFTEN) Capitol 440
- ALL OF ME Vic Damone (Jerry Gray Ork) (YOU DO) Mercury 5056
- ANGELIA MIA Enric Madriguera Ork (POINCIANA) Majestic 7234
- BIM BAM BOOM Wingy Manone Ork-Johnny Mercer (HELLO, BABY) Capitol 442
- BOX CAR BLUES Two Ton Baker (KOKOMO, INDIANA) Mercury 5055
- CHICK-A-BIDDY-BOOGIE Xavier Cugat (Aladdin-The Boyd Triplets) (MIAMI BEACH) Columbia 37556
- COME TO THE MARDI GRAS Freddy Martin (Barclay Allen) (THE LADY) Victor 20-2347
- CUMANA Skitch Henderson Ork (DREAM, ON) Capitol 441
- DANCING WITH A DEB Burt Farber (SMOKE GETS) Radio Artist 208
- DARK EYES Gene Krupa (GENE'S BOOGIE) Columbia 37589
- DISC JOCKEY JUMP Benny Goodman (TATTLETALE) Capitol 439
- DIZZY FINGERS Hoagy Carmichael (OLD MAN) Decca 23933
- *DON'T FORGET TO SAY "NO" TO BABY Les Brown Ork (Eileen Wilson) (EVERY DON'T TELL ME SO) Columbia 37557
- DREAM, ON A SUMMER NIGHT Skitch Henderson Ork (DANCING WITH) Capitol 441
- EMPEROR WALTZ Burt Farber (JALOUSIE) Radio Artist 207
- EVERY SO OFTEN Les Brown Ork (Ray Kellogg) (DON'T TELL) Columbia 37557
- EVERY SO OFTEN Martha Tilton (Ernie Filice) (ALL OF) Capitol 440
- FEUDIN' AND FIGHTIN' Kate Smith (Four Chicks and Chuck-Jack Miller Ork) (TOMORROW) MGM 10041
- FEUDIN' AND FIGHTIN' Georgia Gibbs (YOU DO) Majestic 12011
- FORGIVING YOU Harry James (Buddy DiVito) (LOVE AND) Columbia 37588
- GENE'S BOOGIE Gene Krupa (Carolyn Grey) (DISC JOCKEY) Columbia 37589
- GET THE MOST OUT OF LIFE Mildred Morris (VIOLETS FOR) Fidelity 711
- GONDOLIER Percy France-Jerry Smith Ork (Buddy Winley) (YAMTANG YAMTANG) Co-Ed 210-F
- HELLO, BABY Wingy Manone Ork (BOX CAR) Capitol 442
- HO-HO-KUS, N. J. Allan Dale (Ray Bloch Ork) (ON THE) Signature 15124
- BILLIE HOLIDAY ALBUM**
- VOLUME 1 Billie Holiday and Her Ork Columbia C-135
- A Sailboat in the Moonlight Columbia 37495
- Billie's Blues Columbia 37496
- He's Funny That Way Columbia 37495
- I Can't Get Started Columbia 37494
- I Cover the Water Front Columbia 37493
- Summertime Columbia 37496
- Until the Real Thing Comes Along Columbia 37493
- When a Woman Loves a Man Columbia 37494
- I WONDER WHO'S KISSING HER NOW ALBUM**
- Be Sweet to Me, Kid Ray Bloch Ork (The Swing Fourteen) Signature 15140
- Honeymoon Ray Bloch Ork (The Swing Fourteen) Signature 15141
- I Wonder Who's Kissing Her Now Bobby Doyle (Ray Bloch Ork) Signature 15140
- What's the Use of Dreaming Floyd Sherman & The Chickering Four Signature 15140
- JALOUSIE Burt Farber (EMPEROR WALTZ) Radio Artist 207
- JUST PLAIN LOVE Claude Thornhill Ork (Gene Williams) (YOU'RE NOT) Columbia 37558
- KOKOMO, INDIANA Two Ton Baker (CHICK-A) Mercury 5055
- KOKOMO, INDIANA Victor Lombardo Ork (WHEN TONIGHT) Majestic 7252
- KOKOMO, INDIANA Dinah Shore (Sonny Burke Ork) (YOU DO) Columbia 37587
- LOVE AND WEATHER Harry James (Marion Morgan) (FORGIVING YOU) Columbia 37588
- MIAMI BEACH RHUMBA Xavier Cugat (Aladdin-The Boyd Triplets) (COME TO) Columbia 37556
- *MOONLIGHT Ted Weems Ork (NOLA) Decca 25105
- MY FUTURE JUST PASSED Margaret Whiting (Frank DeVol Ork) (YOU DO) Capitol 438
- MY MELANCHOLY BABY Dick Farney (SOMEBODY LOVES) Majestic 7244
- NAUGHTY ANGELINE The King Cole Trio (THAT'S WHAT) Capitol 437
- *NOLA Ted Weems Ork (MOONLIGHT) Decca 25105
- *NOW IT CAN BE TOLD Bing Crosby (John Scott Trotter Ork) (WHEN I) Decca 25093
- *OLD MAN HARLEM Hoagy Carmichael (DON'T FORGET) Decca 23933
- ON THE OLD SPANISH TRAIL Allan Dale (Ray Bloch Ork) (HO-HO) Signature 15124
- POINCIANA Enric Madriguera Ork (BIM BAM) Majestic 7234
- MEL POWELL PROGRAM ALBUM**
- Avalon Mel Powell Ork Commodore C-1522
- Brahms Rhapsody No. 3 in E Flat Major, Opus 119, No. 4 Mel Powell Commodore C-15000
- Lover Man Mel Powell Ork Commodore C-1522
- Sketches: (1) Prelude; (2) Fugato; (3) Lament; (4) Codetta Fantasia Mel Powell Trio Commodore C-15000

(Continued on opposite page)

(Continued from opposite page)

SLEEP, MY BABY, SLEEP	Larry Douglas (Ray Bloch Ork) (YOU DO)	Signature 15144
SMOKE GETS IN YOUR EYES	Burt Farber (DARK EYES)	Radio Artist 208
SOMEBODY LOVES ME	Dick Farney (MY MELANCHOLY)	Majestic 7244
TATTLETALE	Benny Goodman (DIZZY FINGERS)	Capitol 439
THAT'S WHAT	The King Cole Trio (NAUGHTY ANGELINE)	Capitol 437
THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men) (CUMANA)	Victor 20-2347
THE MACHEECH	Enric Madriguera Ork (ADIOS)	Majestic 7233
TOMORROW	Kate Smith (Jack Miller Ork) (FEUDIN' AND)	MGM 10041
VIOLETS FOR CHRISTMAS	Mildred Morris (Venida Jones) (GET THE)	Fidelity 711
*WHEN I LOST YOU	Bing Crosby (Paradise Island Trio) (NOW IT)	Decca 25093
WHEN THE ROLL IS CALLED IN HEAVEN	The Singing Crusaders (I CRIED)	Super Discs 1037
WHEN TONIGHT IS JUST A MEMORY	Victor Lombardo Ork (KOKOMO, IN- DIANA)	Majestic 7252
YAMTANG TAMTANG RANKY- TANK	Sgt. Professor Buddy Winley-Sorority Jive Bomber Boys (GONDOLIER)	Co-Ed 110-B
YOU DO	Dinah Shore (Sonny Burke Ork) (KOKO- MO, INDIANA)	Columbia 37587
YOU DO	Margaret Whiting (Frank DeVol Ork) (MY FUTURE)	Capitol 438
YOU DO	Larry Douglas (Ray Bloch Ork) (SLEEP, MY)	Signature 15144
YOU DO	Georgia Gibbs (FEUDIN' AND)	Majestic 12011
YOU DO	Vic Damone (Jerry Gray Ork) (ANGELIA MIA)	Mercury 5058
YOU'RE NOT SO EASY TO FORGET	Claude Thornhill Ork (Fran Warren) (JUST PLAIN)	Columbia 37558

FOLK

AWAITING THE RETURN OF MY BOY	Wade Mainer (DON'T WRITE)	King 640
BABY, CAN YOU LAUGH AT THAT?	Rex Cross (Buck Nation's Playboys) (MEMORY OF)	Signature 1019
BEAUTIFUL MOONLIGHT WALTZ	Marty Licklider and His Missouri Fox Hunters (I'LL SAY)	Fidelity 2000
BEFORE YOU BREAK MY HEART	Marty Licklider and His Missouri Fox Hunters (YOU COULDN'T)	Fidelity 2001
BLUE RIVER BLUES	Cliff Japhet-The Western Aces (I'M GONNA)	Fidelity 2002
COCAINE BLUES	Billy Hughes (IT'S TOO)	King 636
COW TOWN BOOGIE	Ocie Stockard and His Wanderers (NO- BODY CARES)	King 634
DON'T WRITE TO MOTHER TOO LATE	Wade Mainer (AWAITING THE)	King 640
ECHOES OF THE INDIAN PRINCESS	Slim Bryant and His Wildcats (SWINGING IN)	Majestic 11013
FEELING LIKA MILLION	Ray Bush-The Radio Rangers (SOMETHING TELLS)	Fidelity 3002
GET THAT CHIP OFF YOUR SHOULDER	Red Murrell and His Ozark Playboys (IN HER)	Signature 1021
HONEY, BE MY HONEY BEE	Red Foley-Roy Ross (OLD SHEP)	Decca 46052
I DOOSE WHAT I CHOOSE	Arthur Q. Smith (YOU CAN'T)	King 635
I HAD ONE DREAM TOO MANY	The Jubaleers-Radio Rangers (IN MY)	Fidelity 3001
I HEAR YOU TALKIN'	Jimmy Wakely (SONG OF)	Capitol Americana 40016
IF YOU NEED ME I'LL BE AROUND	Clyde Moody (LONELY BROKEN)	King 637
IF YOU'RE THE SWEETHEART OF SOMEBODY ELSE	Red Murrell and His Ozark Playboys (WAKE UP)	Signature 1020
I'LL SAY SHE DO	Marty Licklider and His Missouri Fox Hunters (BEAUTIFUL MOONLIGHT)	Fidelity 2000
I'M GONNA SHOOT THE WORKS	Cliff Japhet-The Western Aces (BLUE RIVER)	Fidelity 2002
IN HER OWN PECULIAR WAY	Leon McAuliffe and His Western Swing Band (TWIN GUITAR)	Majestic 11016
IN HER OWN PECULIAR WAY	Red Murrell and His Ozark Playboys (GET THAT)	Signature 1021
IN MY DREAMS I'M CRYING FOR YOU	Eddie Sosby-The Radio Rangers (I HAD)	Fidelity 3001
IT'S A SHAME THE WAY YOU TREATED ME	Preston Ward (MY EYES)	King 641
IT'S A SIN	Johnny Bond and His Red River Valley Boys (THE DAUGHTER)	Columbia 37566
IT'S TOO LATE TO CHANGE YOUR MIND	Billy Hughes (COCAINE BLUES)	King 636
JOLE BLON'S SISTER	Moon Mullican (SHOWBOY SPECIAL)	King 632
MEMORY OF YOUR LAST GOOD-BYE	Rex Cross (Buck Nation's Playboys) (BABY, CAN)	Signature 1019
MY EYES ARE STILL DRY	Preston Ward (IT'S A)	King 641
MY FIRST LOVE LETTER	Frank Dugeon (TUMBLER DOWN)	Serenade 100
NOBODY CARES	Ocie Stockard and His Wanderers (COW TOWN)	King 634
OLD SHEP	Red Foley-Roy Ross (HONEY, BE)	Decca 46052
PUT MY RUBBER DOLL AWAY	The Cumberland Mountain Folks (THE TRAMP)	Columbia 37559
SHOWBO SPECIAL	Moon Mullican (JOLE BLON'S)	King 632
SITTIN' HERE ALONE FEELIN' BLUE	Larry Cassidy (THIS LONELY)	Capitol Americana 44019
SOMEBODY NOBODY LOVES	Leon McAuliffe and His Western Swing Band (TULSA, STRAIGHT)	Majestic 11071
SOMETHING TELLS ME	Eddie Sosby-The Radio Rangers (FEELING LIKA)	Fidelity 3002
SONG OF THE SIERRAS	Jimmy Wakely (I HEAR)	Capitol Americana 40016
WHAT A FRIEND WE HAVE IN MOTHER	Mac & Bob (JUST A)	Dixie 110
WHERE ARE YOU NOW?	Buffalo Johnson (SOMETHING WITHIN)	Rich-R-Tone 405
WHISKEY IS THE DEVIL (In Liquid Form)	Bailes Brothers (WE'RE LIVING)	Columbia 37583
WHY I'M IN THE SHAPE I'M IN	Carson Robison and His Pleasant Valley Boys (THE CHARMS)	MGM 10042
WHY NOT CONFESS?	Dick Hart (IT'S ALL)	Dixie 104
WILDWOOD FLOWER	Buddy Starcher (BLESS YOUR)	4 Star 1143
WILL THERE BE SAGEBRUSH IN HEAVEN?	The Sons of the Pioneers (YOU NEVER)	Victor 20-2350
WIND LULLABY	The Ranch Hands (BEEF ON)	Autograph 2002
WON'T YOU RIDE IN MY LITTLE RED WAGON?	Hank Penny (STEEL GUITAR)	King 639
YOU CAN'T BREAK THE CHAINS OF LOVE	Buddy Starcher (All Star Round Up) (THEY SAY)	4 Star 1146
YOU CAN'T HIDE A HEARTACHE (With a Smile)	Arthur Q. Smith (I DOOSE)	King 635
YOU HIT THE NAIL RIGHT ON THE HEAD	Ernest Tubb (TWO WRONGS)	Decca 46061
YOU KISSED ME ONCE, YOU KISSED ME TWICE, YOU KISSED ME THREE TIMES	Hoosier Hot Shots (THE MUSKET)	Decca 46062
YOU NEVER MISS THE WATER TILL THE WELL RUNS DRY	The Sons of the Pioneers (WILL THERE)	Victor 20-2350
YOU'VE BEEN HONKY TONKIN'	Walt Shrum and His Colorado Hillbillies (OH, SUSANNAH)	Coast 259

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Whiteman in Third Visit to Hwd. Bowl Gershwin Memorial

HOLLYWOOD, July 12.—Fourth Annual George Gershwin Memorial Concert at the Hollywood Bowl will be held tonight with Paul Whiteman making his third visit to the Bowl and second tribute to the late composer. Soloists will include vocalists Todd Duncan, Camilla Williams, Johnny Thompson and Mindy Carson, with Earl Wild and Calvin Jackson spotted at the piano in a group of Gershwin classics.

New feature of the Gershwin concert will be the preem of *California Sketches* by Nick Bolin, conducted by Albert Glasser. Bolin was first winner in the Bowl's Gershwin Award competition to discover native composers whose music is considered most indigenous to the American scene. Bowl execs were predicting a complete sellout of the 20,000-seat outdoor theater.

Disks Sell Okay at Stand Just Off Ohio Dance Floor

SANDUSKY, O., July 12.—Successful sales promotion of disks has been started here by Walter Meggitt, platter store op, who recently opened a stand just off the dance floor at the Cedar Point terperery.

Sales of autographed disks of the artists currently appearing at the spot proved so good that a second stand has been opened by Meggitt at the Crystal Beach Ballroom.

Pact Trouble Menaces Opera

(Continued from page 3)

by AGMA, including such provisions and changes as wage increases of 10 to 20 per cent, reclassification of roles, limitation of foreign artists to one a performance, and the agreement to run two years instead of one.

Salmaggi Has To Cancel

First casualty of the agreement expiration was Alfredo Salmaggi, who was forced to cancel two performances of his Popular Price Grand Opera at Carnegie Hall Saturday and Sunday nights (5 and 6), when AGMA refused to extend his agreement for another month. AGMA's reasoning for its refusal was that to extend Salmaggi's agreement would be unfair to Stanford Erwin, who had signed a new agreement and who was running in competition to Salmaggi at Carnegie Hall with his International Opera Company. Salmaggi still has six more performances to go at Carnegie.

Other officers of the new league are Fortune Gallo, San Carlo Opera Company, vice-president; Felix W. Salmaggi, Popular Price Grand Opera, exec secretary, and Michael De Pace, San Francisco and Trenton Opera Association, treasurer. The executive committee is composed of Giorgio D'Andria, National Grand Opera Company; De Pace; Gallo; Laszlo Halasz, Metropolitan Opera Association; Frank Pelosi, Philadelphia La Scala Opera Company; Alfredo Salmaggi, and Edward W. Snowdon, Wagner Opera Productions.

Davis, Weiss Cut Ties; Latter To Carry on Alone

HOLLYWOOD, July 12.—Buddy Davis and Bobby Weiss, co-owners of Davis-Weiss, Inc., last week snipped biz ties, with the exploitation-promotion-publicity firm to continue under the name of Bob Weiss & Associates, Inc. All of D-W's clients will remain with Weiss. D-W was originally set up to serve showbiz personalities in business management and exploitation. Biz managing was to have been handled by Davis with exploitation coming under Weiss's wing.

Reason for split, claimed mutually amicable, was blamed on the fact that D-W only had exploitation clients and didn't get biz managing accounts. Clients remaining with Weiss include Miguelito Valdez (newly signed), Dick Haymes, Margaret Whiting, Helen Forrest, Sam Coslow (pic producer), Pied Pipers, Page Cavanaugh Trio and Fred Heider (*Chesterfield Supper Club* scripter). According to Weiss, he will be doing biz at the same stand and in the same manner as before. Weiss holds 100 per cent of stock in the new corporation. Legal matters in the split were carried thru by Leonard Zissu, repping Weiss, and Charles Katz for Davis. Latter failed to disclose plans for the immediate future.

Frankie Laine Draws Chi, N. Y. Bookings

NEW YORK, July 12.—Mercury singing waxer Frankie Laine is set for a series of dates beginning with a four-weeker at the Hotel Sherman, Chicago, starting September 19, which will bring him East for the first time since he hit on disks. Laine also is set for an indefinite date at Dixon's here beginning October 20, which may end around Thanksgiving with a Paramount Theater engagement. Carl Fisher, who accompanies Laine on disks, will be with the singer on his trek eastward. Also set for Dixon's, which is instituting a name music act policy July 8 with Louis Jordan and His Tympany Five, is singer Mel Torme. Torme is due into the spot in early September. Others set for the spot are King Cole Trio, Page Cavanaugh Trio, Peggy Lee and Dave Barbour, Joe Marsala and the Mills Brothers.

Heart Attack Fatal to Jimmie Lunceford

SEASIDE, Ore., July 12.—Emil (Jimmie) Lunceford, 45, noted band leader, collapsed in a main stem radio shop here tonight and died en route to a hospital.

The coroner reported death due to a heart attack. Eddie Rosenberg, Lunceford's manager, said the leader had complained of a severe headache earlier in the day. After Lunceford was taken to the hospital the band went on with its dance and show at the Bungalow Ballroom. Band came here for a one-night stand after an appearance at McElroy's Spanish Ballroom at Portland Thursday night (10).

Ace Harris, Ex-Hawkins

Sideman, Now a Maestro
NEW YORK, July 12.—Ace Harris, former pianist-singer-arranger with Erskine Hawkins' ork, has launched his own combo and will work under the management of Moe Gale. First booking is set at the Downbeat, starting in mid-August.

A disk deal with Apollo is reported pending, the ork already having auditioned for the plattery.

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WRITE FOR COMPLETE CATALOG

Music—As Written

NEW YORK:

Al Millet, advertising-publicity director of Continental Records, resigned from the company, effective end of this month. Millet had been with *The Billboard's* promotion department for over three years. . . . Count Basie's option at the Paradise Club, Atlantic City, picked up for four weeks, stretching total engagement to 10 weeks. . . . Harry James shattered attendance records July Fourth week-end at Frank Palumbo's Click niter. . . . Louis Prima's RCA pact all set. Maestro does first Victor records at the end of July.

Ben Bloom, former Advanced Music professional manager now in music pub biz for himself along with Abe Schwarz, former Irving Berlin staffer, staunchly denies previous reports that he's in any way connected with Rudy Vallee. Bloom says, "Vallee has nothing whatever to do with my firm."

Leeds Music has relinquished copyright claims on *Get Up Those Stairs*, *Mademoiselle* to Southern Music. The latter had furnished incontrovertible proof that it owned rights to the tune and an amicable deal has been worked out whereby Leeds will retain half of the royalties for records it secured.

Mickey Goldsen's Criterion Music is the first pub to use Tunedisk plastic-on-paper disk, to intro its new *Lazy Mood* sheet music covers. . . . Bob Houston's new MGM record of *As Years Go By* was ultra-checked by diskery. Firm had messenger standing by recording studios and he rushed the master to Bloomfield, N. J. (MGM pressery site) with first test pressing returned before the date was completed.

Harry Moss Agency has booked Les Elgart into University of Florida dance, August 8-9, at \$3,500. . . . Music Corporation of America (MCA) has set Les Brown for Cedar Point, O., July 18-24 and Convention Hall, Asbury Park, N. J., starting August 13. . . . Carmen Cavallaro into Steel Pier, Atlantic City, July 31-August 2. . . . Jack Fina goes into the Starlight Roof of the Hotel Waldorf-Astoria August 4. . . . Spike Jones booked for the Commercial Hotel, Elko, Nev., August 23-September 1 and then goes to the Curran Theater, San Francisco.

Sammy Kaye back into the Hotel New Yorker October 27-December 20. . . . Griff Williams playing the De-Quoin, Ia., State Fair August 25-September 1, then into the Hotel Schroeder, Milwaukee, September 9-28, and the Palmer House, Chicago, October 2.

Dorothy Donegan signed a General Artists Corporation management paper. . . . Mills Music disk library, made up of some 8,000 disks of tunes with the Mills copyright, is being thrown open as a record-lending library for disk jockeys looking for some of the now unavailable oldies. . . . Second small fire within a week at the Turf Restaurant in the Brill Building. . . . Reeves Sound Studios move to new headquarters on East 44th Street next week.

Sammy Friedman, formerly Leeds, now West Coast man for Shapiro-Bernstein professional staff. . . . Drummer Ralph Specia and his ork have been booked for fourth consecutive season on the Hudson River Day Line moonlight sails. . . . Dorothy Shay's Columbia disk, *Feudin' and Fightin'*, pulled out of her album to be distributed as a single disk now that tune is getting other single waxings. . . . RCA Victor has completed waxing the Virgil Thompson-Grerude Stein opera, *Four Saints in Three Acts*. . . . Apollo diskery appointed Millner Rec-

ord Sales firm to cover Kansas, Nebraska and Missouri for the diskery. Apollo also upped Nat Lorman to promotion director in the East, while Gerry Colson was put in charge of publicity. . . . Boyd Raeburn's ork secured its release from a Jewel Records pact which still had about five years to go.

Buddy Weed Trio, MGM recording group and American Broadcasting Company air unit, signed a William Morris management pact. . . . Harry Cool's ork set for two weeks in the Plantation Club, Nashville, beginning August 25. . . . Duke Ellington chirp, Marion Cox, no longer with the ork. . . . Dick Haymes got his release from his 20th Century film pact. . . . Illinois Jacquet seven-piece unit goes into the Elcino, Detroit, August 2-27. . . . Tommy Reynolds ork comes into New York for three weeks beginning July 18, with one week each at the Apollo Theater, Palisades Park and Brighton Beach. . . . Art Cohen appointed Midwestern sales manager in charge of the newly-opened Vox diskery Chicago office. Cohen was formerly with Mercury disk distrib firm.

Tex Beneke-Glenn Miller ork broke the week-end attendance record for Convention Hall, Asbury Park, N. J. last week. . . . Joe Mooney Quartet skedded to go into the Hotel Radisson, Minneapolis, August 1 for three weeks following its current Chicago Hotel Sherman run. . . . New Disc diskery catalog is drawing raves for the art work of David Stone Martin. . . . Dumor Compound, shellac substitute for disks, will have a production hypo with the addition of a new plant due to go into operation in August. . . . Marshall Young will debut his new ork at Larchmont's Post Lodge July 22.

The New York Better Business Bureau has issued a bulletin warning would-be songwriters against unscrupulous mail-order publishers. Bulletin is called *Facts for Amateur Song Writers*. . . . Marshall Young and his ork have been entrusted for the Post Lodge in Larchmont starting July 22. . . . Joe Marsala, with a new ork, is skedded for Long Island's Holiday Inn next month. . . . Ella Fitzgerald goes into the Brant Inn, Hamilton, Ont., next week.

CHICAGO:

Johnny Apt, ex-Kansas one-night promoter and now op of the Prom Terrace Ballroom, Fort Wayne, Ind., has recovered from illness and intends to re-open early in fall. . . . Kermit Bierkamp, ex-Casino Gardens manager, is promoting one-nighters in Central Wisconsin. . . . Walter Brown, the ex-Jay McShann blueshouter, is working with a cocktail combo in Chi called the Three Breezes. . . . Deek Watson, leader of the Brown Dots, has opened a record shop in New York. . . . Harry Cool is doing a single for 10 days at Hel-sing's Vodvil Lounge, while his ork cuts a series of Mercury platters and takes a rest. . . . Leo P. Pambrum replaces Jack Downey as director of advertising, sales promotion and public relations for Majestic Records.

Benny Strong has re-organized his ork, adding three fiddles and a traman, who doubles on fiddle, preparatory to his opening at the Boulevard Room of the Stevens Hotel, August 1. His chirp, Diane Paige, is convalescing from a throat tumor operation and Jean Devon has replaced her with the Strong men. . . . Twelve sidemen with Desi Arnaz's ork were injured in a bus collision near Rolling Prairie, Ind., this week, with only one sideman, Charley Har-riss, injured seriously enough to have to be replaced. . . . Russ Facchine of Mus-Art here has inked the Jan Arnold (See Music as Written on page 40)

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ALBUM REVIEWS

RUDOLF FRIML MELODIES—

Jesse Crawford (Decca A-548)

Jesse Crawford, at the grand console, gives forth a full sweep of organ melodies in full melody style for eight everlasting Friml favorites. Not restricting himself to the tempo line, the pipe organ pumps out the full melodic line etched by the composer for *Indian Love Call*, *Rose Marie*, *Giannina Mia*, *Sympathy*; *L'Amour*, *Toujours L'Amour*; *Only a Rose*, *Allah's Holiday* and *Chansonette*. All pleasant plattering for those favoring organ melodies on wax. Picture of Crawford at the console for the front cover with bio notes printed on the inside page.

MODERN VIOLIN TRANSCRIPTIONS—

Jascha Heifetz (Victor M-1126)

Jascha Heifetz, his technical proficiency and tonal beauty in concert fiddling out of the top drawer in this dinking, packages eight concert encore pieces by as many 20th century composers. Originally written for the piano, the fiddle master has transcribed them for his instrument. Running the gamut of musical emotions, the selections are all excellent ones and the Heifetz arrangements entirely tasty, and range from Halffter's pyrotechnical *Dance of the Gypsies* to the sensuous *La Chevelure* by Debussy. Silhouette of the concert stage makes an engaging cover design for this set of four 10-inch records with notes on the musician and the music for the inside page.

Emanuel Bay supplies first-rate piano accompaniment and the set makes for a rare listening treat.

**SENTIMENTAL JOURNEY—Les Brown
(Columbia C-131)**

Paced by *Sentimental Journey*, which helped bring attention to the maestro, this set of four records brings back dance favorites associated with the Les Brown band. Slick scoring and a fine ensemble blend, with Doris Day and Butch Stone for the dittying, it's an engaging grouping that affords a variety of moods and tempos for the listening and dancing enjoyment. In addition to the album theme and a new item in the slow and moody *Daybreak Serenade* melody, set spins out *Twilight Time*, *Bizet Has His Day*, *A Good Man Is Hard To Find*, *Mexican Hat Dance*, *Leap Frog* and *Out of Nowhere*. Tune titles on travel tags makes for cover attraction with the maestro's career stretched out in a comic strip filling the inside page. Music machine ops will find much use for some of the sides, particularly the album theme and the jump-fashioned *Bizet Has His Day*.

**SCHUMANN: Symphony No. 4—Cincinnati
Symphony: Eugene Goossens
(Victor DM 1124)**

With a marked revival of interest in the music of Robert Schumann, and the *Melody of Love* movie based on his life story already in production, more than casual interest at-

Music—As Written

(Continued from page 39)

commercial crew. Ork just inked with Vitacoustic Records.

Lynn Burton, top Chi free-lance disk jock, leaves the College Inn of the Hotel Sherman revue July 24, with Dave Garroway, WMAQ spieler, or Studs Terkel, WENR, platter pilot, replacing. . . . Joe Gates has been replaced by Stan Myers as Midwest director of BMI's licensing campaign. . . . Teddy Phillips' rising ork, which just closed six weeks at the Aragon, goes into the Aragon twice in fall, with four weekers set to start August 12 and October 18. . . . Lionel Hampton racked up a \$7,000 gate July 6 at the St. Louis Auditorium, with ducats going for \$1.50 a head. . . . Ray Anthony's ork is being heard regularly over Mutual network Saturday afternoons over the Bands for Bonds series.

HOLLYWOOD:

Sam Snetiker, who briefly headed Leeds Hollywood set-up, returned to New York a victim of the housing shortage. Lou Levy, however, will

probably shift Snetiker back to the Coast as soon as living quarters can be spotted. . . . Goldie Goldmark, Leeds West Coast manager, flew to Cincy to set up lighting arrangements for Freddy Martin's vaude stint. . . . Screen actor Howard Desilva cutting several sides of Yiddish tales for Decca. . . . Columbia Records' Bill Richards waxed new sessions with Sinatra, Dinah Shore, Alvie West, Jane Russell and Frankie Carle.

Ted Lenz, KIEV platter spinner, is temporarily managing Culver City's Toddle House while Johnny Toscana is on an Eastern junket. . . . Max Feitag, Imperial Records topper, currently scouting the East for new distributors. . . . Alexander Lazlo's *Hollywood Concerto*, recorded on Ben Ellison's Hollywood-International label, has been purchased by Prudential Pictures. . . . Modern Records dropped Ike Carpenter after feud. . . . Jack Cole, currently creating a mild sensation at Slapsy Maxie's with his terrific dance outfit, pacted to direct dances for *Gold Diggers of 1948*, to be produced this fall on Broadway by Oliver Smith and Paul Feigay. Music for the show is being penned by Saul Chaplin.

Winners of KFI-Hollywood Bowl auditions debuting at Bowl Sunday (13) were soprano Olive Mae Beach and cellist Gilbert Reese. . . . June Christy, still working as a single, goes into Chi's Oriental Theater July 31. . . . Benny Carter crew, currently at Billy Berg's, will do a pic stint in Enterprise's *Body and Soul*. . . . William Morris has pacted Migelito Valdez to a band-fronting deal, with first date set for July 26 at Cal-Neva Lodge, Lake Tahoe. . . . Deanna Durbin will do her first recording stint in two years for Decca, cutting the score from latest U-I pic, *Something in the Wind*. . . . Swank King's Restaurant launches entertainment policy July 20 with 88-er Bob Eckton set for a six-week stay. . . . Bob Chester's ork has been set for Jerry Colonna's p.a. tour, which will keep the mustachioed gagster busy for six weeks.

tends this recording of four ultra-romantic movements by the most romantic of 19th century composers. Eugene Goossens, conducting the Cincinnati Symphony, gives a notable interpretation of the intense and emotional melodies and all its heroic moments, leading the musicians with a firm but sensitive hand. Essentially a lyrical creation, this set of three 12-inch records rates a well-deserved place on the music shelf. Portrait of the composer graces the front cover with bio and musical notes on the inside.

(See Album Reviews on page 117)

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IN SHORT

NEW YORK:

The Rudells in the *Roller Follies* opening Quebec, August 29. . . . Kaye Ballard gets leading role in Stanley Gilkey show, *Richest Girl in the World*. . . . Elsa and Waldo signed for *Ziegfeld Follies*. . . . Marshall Brothers' option picked up for Roxy in October.

Cleon and Joe holdover at Bay-view Club, Bayonne, N. J., until September.

Working for the summer: Copey and Ayres at the Copacabana. . . . Primrose Semon at the Barn, Salisbury Beach, Mass. . . . Irving Fields Trio at the Crest Room. . . . Claude Hopkins Quartet, with Rena Collins, at the Hotel Ausable Chasm, Ausable Chasm, N. Y. . . . George Drake's ork at the White Roe Lake Hotel, Livingston Manor, N. Y.

Rumba Notes: Jose Curbelo's ork getting a Mutual wire at the Hotel President, Atlantic City, where he is in for the summer. . . . Juanito Sanabria ork at Laurel's Country Club, Monticello, N. Y. for the summer. . . . Kiki Garcia started at the Club Ankara, Pittsburgh after 15 months at the Palladium, N. Y.

Jo Ann Fields into Piping Rock, Saratoga, August 4. . . . Bell Aires have joined the Ted Lewis show. . . . Hotel Nassau, Long Beach, L. I., opened its Torch Room with Bernie Heller's Trio. . . . Johnny Andrews doubling between his WNEW show and the Hotel Elysee's Monkey Bar.

Following a cross-country tour, covering 22,500 miles and 18 States, Savannah Churchill vacationed at Nyack, N. Y. . . . Ella Fitzgerald is at Brant Inn, Burlington, Ont., for four days commencing July 23.

The State Theater, Hartford, Conn., has closed for the summer. It will reopen with flesh the last week in August.

The Callahan Sisters, following a date at the Dunes Club, Virginia Beach, started July 10 at the Henry Grady Hotel, Atlanta. . . . Georges and Jo Ann are holdovers at the Bowery, Detroit.

Kay Keiser, Indianapolis agent, was hostess to some 300 of friends, clients and performers at her fifth annual "Picnic and Brawl" held recently at Forest Park, Noblesville, Ind.

New Diamond Horseshoe showgirl, Nanette Frederics, is being mulled for a feature song spot at the Billy Rose cabaret after the Copacabana nitery reported showing interest.

Twin keyboarders Bud Taylor and Milt Page have drawn a holdover at Sheraton Lounge until September 1. . . . Sande Williams ork, with pipers Carole Page and Mark David, are current at Sheraton Skyline Roof. . . . Five Blazes are at the Flying Tiger, Jackson Heights.

De Mar Demurs

NEW YORK, June 12.—De-Mar and Denise, ballroom team now at the Glass Hat, were doing their act. They danced by ork leader Eddie Stone, who was cutting the show. As the team approached, Stone looked up from his batoneering to see how they liked the job he was doing. "You're playing wonderfully," said the girl. Stone started to smile appreciatively when the male partner broke in with "Faster, faster! You're lousing us up."

Ben Lessy and Patti Moore may preem initial show at the New Harem (formerly Vanity Fair) when the spot unfolds in late August. . . . Jack Lane, former pit orchestra leader doing RKO time, chalks up a baker's dozen years at Jack Delaney's in the Village.

CHICAGO:

Kenny Carlton, of the Carltons, balancing father and son duo, broke his arm in two places this week and will be out of action for two weeks. . . . Maurice and Betty Whalen have returned to action after two years' retirement. . . . Al Borde topped men golfing agents at the annual EMA-ARA playday this week, while Alpha Demaree topped fem agents in the golf competition. Affair, which was biggest in the group's history, was supervised by Paul Marr, local independent office chief.

The Latin Quarter, despite its \$2.50 cover charge, did a record week of business in the first week's stay of the Ritz Brothers. . . . The Mayfair Room of the Blackstone Hotel will shutter around August 1 for a renovation job, with execs of the hostelry still uncertain as to whether or not they will have merely a band policy or a band one-act-show policy. . . . Olsen and Johnson's vaude package, being peddled by the WM Agency, is set for a September date at the Oriental, Chi, as is Freddy Martin's ork.

Al Kelly, Willie Howard's double-talking sparring partner, getting lotsa lines on Milton Berle's summer replacement show. . . . Mack McConkey has contracted undulant fever and is taking shots to overcome the ailment. He has been working at his office regularly despite the illness. . . . Charlie Ventura's Sextet is playing hinterland theaters in Indiana and Illinois on one-day stops.

WEST COAST:

Wingy Manone combo moved to Malibar Club for indefinite stay. . . . Capitol Record's new race artist, Nellie Lutcher, planning invasion of New York clubs in the fall. . . . Thrush Betty Black, who created plenty of favorable comment during stint at Biltmore Bowl, moves to San Francisco's Golden Gate Theater. . . . Rima Rudina's Rio Trio, newly organized combo with fem on violin and lads on bass and piano, landed lush date at Las Vegas' Flamingo Hotel.

Allan Jones will do p. a. stint in Honolulu early in September. . . . *Rhapsody on Ice* show goes into Liberty Hall, El Paso, Tex., following current Salt Lake City date. Frigid show will invade Mexico end of July, opening at Monte Carlo Gardens, Reynosa, Mexico. . . . Johnny Stanley, satirist, had his option picked up for another six months at Hollywood's Bar of Music. . . . Ink Spots will follow up L. A.'s Million-Dollar Theater stint with a string of California one-nighters to be followed by dates in Idaho and Utah.

Eddie Vinson combo currently playing Texas one-nighters prior to California dates. . . . Roy Milton crew set for string of 67 one-nighters, winding up in New York early this fall. . . . Peg Leg Bates has been renewed for six months stint in Ken Murray's *Blackouts*. . . . Arthur Treacher drives East to play summer stock dates. . . . Art Lund opens at Chase Hotel, St. Louis, August 15. . . . Ish Kabibble, late of Kay Kyser airshow, going east for series of theater dates. . . . Al Jolson due back on Coast from New York July 17.

SAN FRANCISCO:

The Palace Hotel has imported Harry Seguela from Paris. He opened July 10 in the Rose Room. . . . Altho

still closed, the Bal Tabarin has been completely redecorated and may be in the swim in September. . . . Four Vees and Priscilla Parker top show at new House of Blue Lights. . . . Kona Klub, El Cerrito, reopened July 9 after a month's darkness. . . . *The Drunkard* is being groomed for another stab at nightery biz. . . . Dick Freeman opened in new show at Club Lido. . . . Joaquin Garay stays on for another two weeks at Lake Tahoe's Tahoe Village.

Sophie Tucker reported to have okayed a November appearance at the Bal Tabarin. . . . Harry Owens' ork and Hilo Hattie inked for an extra four weeks in St. Francis Hotel Mural Room. . . . Sally Wickman, last year in the line at the Copacabana, now is the impresario of the girl show at the State Line Country Club and has been signed to produce the girl show at Cal-Neva.

PHILADELPHIA:

Following current run of Sam Donahue ork at the Click nitery here, op Frank Palumbo will bring in the Ray Eberle crew July 17. Palumbo aims to keep name ork policy going strong in August, having a one-week Carmen Cavallaro date set, with opening date yet to be cleared. Palumbo also has the Tex Beneke crew set for a three-day stand beginning September 4 to usher in the fall season.

HERE AND THERE:

Jeff Roland closed the Rhapsody Club, Niagara Falls, July 13 and opened next day at Savage's Club Como, Buffalo.

Sammy Walsh goes into the Beverly Hills Country Club, Cincinnati, July 29. . . . The Duanos are spa-ing at the Piping Rock, Saratoga, August 2. . . . After July 21, the Albion Hotel, Asbury Park, will feature Tommy Ryan. . . . Reid opens at Bill Green's Casino, Pittsburgh, for two weeks on August 16. . . . Slate Brothers are booked into the Copa, Miami Beach, for July 17.

Dr. Stanley Jaks, table mentalist, is here from Europe for spa date at Piping Rock, Saratoga, August 2. . . . The Vikings roar into the Capitol, Washington, July 31. . . . Helen Sattler and Gina Valente picking them off at the Orchard Club, Scranton, Pa. . . . Ciampa, the Human Fly, and Elly Ardely, after a solid year at New York's Carnival, will crimp Canadian necks when they open in Montreal July 27 with Larry Sunbrock's Rodeo.

Iceland Restaurant, New York, using the old cake of ice ad gimmick in front of the spot on Broadway. Several roses are frozen inside the ice and a sign ties in with the cafe's air conditioning. Olsen and Johnson used it 20 years ago as an advance ad stunt. . . . The Debonnaires set for the Chicago Theater, opening July 11. . . . Barney Josephson, Cafe Society Up and Downtown op, making a deal with Nellie Lutcher, West Coast thrush and Capitol disk artist, for a September Downtown date.

Gypsy Markoff now at the Hotel Reforma, Mexico City, after a couple of weeks postponement. June Walls also there. . . . Raymond Rose current at Mike Riley's Stage Bar, Hollywood. . . . Ralph Lewis held over at Borsellino's, Cleveland. . . . Jypse Enna held over at the Lei Lani Club, Phoenix, Ariz.

Angie Bond Trio wound up 14 months at the Mermaid Room of the Park Central to open a two-week engagement at the Cadillac Lounge, Cumberland, Md., July 21.

Zero Mostel goes into the Lookout House, Covington, Ky., July 21. . . . Duke, Art and Junior open at the Copa, Miami, Thursday (17). . . . Amory Brothers replaced Vagabonds at Clover Club, Miami.

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5 Form New Agency For Cocktail Units

NEW YORK, July 12.—Musical Entertainment Agency (MEA) is the new moniker snared by the combo of Walter Bloom, Bill Peterson, Charlie Busch, Enda Van Vein and an added starter, Stewart Seymour. Bloom came out of Frederick Bros. Peterson, Busch and Miss Van Vein just pulled out of Consolidated Radio Artists, and Seymour was formerly with the Joe Glazer office.

Initial endeavor of MEA will be cocktail units, with plans for big bands and packages in the offing.

Theft Priority

NEW YORK, July 12.—Willie Howard was approached by an agent who told him that Bert Wheeler was using his (Howard's) gag, ". . . Fear not, the comforter cometh."
"I got news for you," said Howard. "Wheeler didn't steal that gag from me. I copped it from him when he used it in *Priorities*."

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WHO GETS WHAT ON 10%?

Indie Agents Wailing Over Flimsy Fees

Big Beef Is the Split

NEW YORK, July 12.—Commission, the lifeblood of showbiz, is slowly getting another kicking around with indie percenters threatening to blow the whistle if somebody doesn't do something about it.

The major beefs are the splits that some of the lads are now demanding—and getting in many cases. Splits that leave the agent who handles the act 5 per cent and frequently less than that.

According to Rule B agreed to by both the actors' union, American Guild of Variety Artists (AGVA) and Artists Representative Association (ARA), an exclusive agency contract holder is entitled to a full 10 per cent. An exclusive booker ("exclusive" is defined as one whose name is on file with AGVA) is entitled to a 5 per cent booking fee. Total commission in that case would be 15 per cent.

Major Offices Ask 5%

In recent months, however, the major offices have come in also asking for 5 per cent. In this case the large offices control the major attractions and make deals which permit them to put supporting acts into a cafe as part of the sale for their attractions. In the event the biggies can't come up with supporting acts, they ask for 5 per cent on the acts put in by outside agents.

This practice is not new. It has been going on for many years. Only the beef is new. And that is caused by the fact that everybody is hungry for what business there is around.

The anti-group says that while it has no objections to splitting its commission with another agent, it can't see how it can make a buck if there is an exclusive booker in on the deal who also wants his five. Group argues that if the big office gets five the booker gets five, then all the agent gets will be five, and that, they say, is too little for him to operate on.

Pro-Group Arguments

The pro-group says it isn't interested in exclusive bookers and their cuts, but by giving an outside act a chance they permit the indie agent to get a cut and keep his act working. If they wanted to be grabby, they say, they could freeze out all acts not signed to them and get a full 10.

Both ARA and AGVA say that they cannot act without formal complaints, and besides a 15 per cent bite is permitted. Indies, while doing a burn, aren't too happy at being asked to file formal charges. They claim any such filing would put them on record and they'd stand no chance of doing business with certain bookers and big offices if they raised too much of a stink.

Midwest Bookers 10%

Another shriek raiser is the practice of certain Midwest bookies who flatly refuse to buy acts unless they get a full 10. When ARA brought many Midwest indies into the org, the big question raised then was the split. Various resolutions were made. (See *Who Gets What?* on page 46)

Mediators Try To Straighten AGVA Charges Vs. Mountain Ops

NEW YORK, July 12.—The tangle between a number of mountain hotels and the American Guild of Variety Artists (AGVA) came to a head over the July 4 week-end and on Thursday (10) it was thrown into the lap of the State Mediation Board, which tried unsuccessfully to iron out the problem.

Dispute arose out of AGVA's action against a number of hotels based on the charge that they were not providing accommodations for actors on their premises or within a five-mile area.

Hotels, represented by counsel, insisted they had and have provided accommodations and that the union's action was unjustified in declaring their places unfair. AGVA, represented by Dave Fox, New York director, asked ops to sign a contract guaranteeing accommodations for actors. Hotels were willing to promise such accommodations, said Fox, but refused to sign such a paper. Result was that the discussions ended without an agreement and the unfair action stayed. It involves the Lake House and the Alamac, both in Woodridge; Maple Lawn, Woodbourne and Goldberg's Loch Sheldrake, and the New Prospect, Mountindale.

Started Last Year

Action against the hotels goes back to a basic disagreement between AGVA and the hotels which started last year. Union always had insisted that actors get their fares and accommodations and food equivalent to that given guests. It wasn't until this year that basic agreements incorporating these features were signed by the big hotels. Later this was amended to permit actors to sleep away from the hotel, but accommodations could not be outside a five-mile area with transportation to be paid by the op.

This action affected Jack Siegel, a borscht booker, who has a hotel where he sleeps his acts. According

Week-End Shows for Tri-Boro Stadium

NEW YORK, July 12.—Tri-Boro Stadium will reopen for the season July 19 and will run week-ends until the end of August. The first show will have Elaine Barrett and Nicole Paone, a ballet of 18 girls (which may later be increased to 30) a 75-piece symphony orchestra and five soloists.

Weekly nut will be approximately \$1,000. Stadium has 21,000 seats, but only 10,000 will be used. If business warrants, the arena may run on a full week.

Mario Pescara, promoter and producer of the show, has made a deal with the city calling for a minimum guaranty plus a percentage. In case of rain the American Federation of Musicians (AFM) and the city have agreed to put the show on the next day without penalty or increased cost.

Mexicali Niteries Burn

YUMA, Ariz., July 12.—A \$400,000 fire destroyed almost an entire block housing night spots in Mexicali, Mexico, June 23. Victims were Pancho's Night Club and Bar, Gambino's Cafe, the El Prado Cantina and several others. No plans have been announced for rebuilding.

to Hymie Goldstein, president of the Associated Agents of America (three A's) Siegel's hotel gave him an edge. Siegel could sell it a show for less money because the op didn't have to feed and lodge the actors. Other members of the three A's objected to Siegel's tactics, claiming it was unfair competition.

Another objection claimed was that Siegel's hotel was more than five miles away from the spots worked and so his plan was a violation of the agreement.

Conflicting Claims

Siegel said that over the July 4 week-end he used 100 actors, all of whom stayed at his hotel and were "happy and contented because it's like a second home to them."

Competitors disagree with Siegel. They say that actors used and housed by Siegel often are driven to their jobs in "broken down jalopies sometimes more than 30 miles away." Siegel, they say, provides breakfasts but only up to about 10 a.m. If an actor comes down later he has to pay for his food because the dining room has been rented out to a concessionaire.

Meanwhile, the battle for top position in mountain bookings is getting tougher, with some hotels threatening to throw all shows out.

Skouras Chain In Vaude Race

NEW YORK, July 12.—The latest entry into the potential vaude race is the Skouras chain, tho not all its houses are involved. At one time or another the chain had flesh at seven houses in the city, some running on split weeks and others on a full-week basis.

Some Skouras houses renewed their city vaude licenses May 1 and others applied for them, and followed this up with informal discussions, all sotto voce, with bookers to see what there was around for fall.

Among the houses which played flesh in the past are the Academy of Music, Park Plaza, Crotona, Astoria, Riverside, Riviera and the Steinway.

The New York Department of Licenses didn't deny that theaters had either renewed their licenses or applied for new ones. It pointed out, however, that before a permit is granted the house must get an inspection and an okay from the building and fire departments.

Jack Benny Set For Frisco Week

SAN FRANCISCO, July 12.—Jack Benny has been set for a week at the RKO Golden Gate in September when his air show returns. Date was to have been played a few months ago, but fell thru.

The Benny package will consist of Phil Harris and other acts, tho they haven't been decided on yet. Dough involved hasn't been disclosed, but probably calls for an even split from the first dollar.

Guarantees Being Nixed By Theaters

Lush Wartime Policy Exits

NEW YORK, June 12.—Bookers and theater men are slowly but surely eliminating the guarantee-plus-percentage deals which gained favor during the lush war days. So far as can be determined, there is no unanimity of action in this decision. In fact, competitive bookers for different theater chains expressed surprise when they learned that other houses also were balking at guarantees.

Major reason for this switcheroo is the fact that the old attractions just don't pull any more. Bookers say that, despite this loss in box-office appeal, agents still demand what one booker described as "an insurance policy plus half of the house." The split isn't objected to; theaters are willing to cut the gate with any attraction that does the business. It is the starting figure they now balk at.

One booker said he played a name band one week, giving the package \$12,000 against a split. That week the town had two strikes, plus a run of stormy weather. Result was that house took in a little more than \$14,000 for the seven days. "A couple more turkeys like that and we can turn the joint into a bowling alley," he said.

One name band which does sock business all over the country has just been offered to a theater it normally plays at least once a year. Band's last deal called for \$10,000 plus a split. Last week the theater was offered the same deal and turned it down, replying that it was perfectly willing to play the band, since it had always made money with it in the past, but the guarantee was out. It argues that the band knows it did good business before and if it thinks it can do the same business this time, the house is perfectly willing to gamble with a 50-50 cut from the first dollar.

The same action applied to name bands also is spreading to other attractions who ask for fat guarantees. Theaters say if these names think they're so hot they shouldn't hesitate to prove it. "Sure, we'll make 'em partners. But we can't make 'em partners and at the same time give them an insurance policy," said one booker. "We give them the house and everything else. Sure, we're gambling. The least these names and bands around can do is gamble with us. If they're such hot products they'll do okay. If they're not, why should we stand the gaff?"

18 Club Reopens in August With Louis Jordan First In

NEW YORK, July 12.—Freddie Lamb's 18 Club will reopen the first week in August with Louis Jordan set for the preem. A combo of current 52d Street night spot operators will be the new owner.

Policy will be small, hot bands, jive singers and boogie keyboarders similar to Down Beat, Three Deuces and Onyx. Club will operate under a new label still undecided.

New Tax Bill Ups Agents' Hopes

Small World

NEW YORK, July 12.—A year ago Lily Ann Carol left Louis Prima, started as a single, billing herself as "formerly featured singer with Louis Prima's band," and signed with Jerry Rosen. Shortly after, Rosen received a letter from Music Corporation of America legal department, warning him that he and his artist would be faced with court action if they continued to use the "former-Louis Prima" tag line. Rosen disregarded the letter and continued to use the billing.

Last week Lily Ann Carol was bought by the 500 Club, New Orleans, for \$500 plus a 50 per cent split over \$3,500 to open July 29. Club is owned by Leon Prima, ork leader's brother.

25 Weeks' Work Looms in Jap Vaude Wheel

NEW YORK, July 12.—American acts will have a new market of at least 25 weeks outside the U. S. if plans for a new vaude circuit in Japan shape up. A group of prominent Tokyo bankers is ready to back the new venture, provided deals with U. S. bookers can be worked out as soon as travel restrictions to the Japanese islands are lifted. The U. S. Army is mulling the proposition and is expected to make a decision soon.

Sparkplug of the movement is a former American-Japanese vauder, Albert Uyeno, whose acro troupe was a standard act on the U. S. time before the war. Uyeno has interested a relative, reported to be high in Japanese money circles, in bringing over the Yank performers to play in about 25 good theaters thruout Japan. The houses are said to be in good shape, with okay stages, lighting and dressing rooms. Jumps between houses would be short.

Five or Six Acts

According to Uyeno bills would have about five or six U. S. acts and might be worked in conjunction with a Yank picture policy if the syndicate could get enough U. S. releases. He has delegated Alphonse Fonzall, who has played the USO Circuit in Japan and is now in New York, to get prices of acts from the major agencies here. Fonzall, who revealed the plans for the circuit, has been making the rounds, getting figures and names of acts that might be interested. Fonzall also said that the Uyeno interests might even work up some book-

Baylos' Pathos

NEW YORK, July 12.—Gene Baylos was listening to some of the agents swapping lies across a cup of coffee at Lindy's. One percentor said that Danny Thomas had just turned down a New York spot. Another rep said he heard that Thomas had just turned down still another date.

"Why can't I get the jobs Thomas turned down?" asked Baylos plaintively.

Vatican Choir Tees Off Tour Aug. 2 in N. Y.

NEW YORK, July 12.—The Vatican Choir deal, on the fire for the past few months, finally has been set and the group will open here at the Polo Grounds August 2. Package, billed as the Roman Singers of Sacred Music, will carry 59 people, including 14 priests and 24 kids ranging in ages from eight to 14.

Unit will play all over the country for a daily guaranty of \$6,000 against 50 per cent. Nut for the package, to be borne by American Touring Enterprises, managed by Frances Foster, is \$25,000 a week. All bookings east of the Mississippi are handled by Billy Shaw, of the Gale office. Bookings west of the muddy river will be handled by Frank Foster, Miss Foster's brother. He also will make picture deals. All other deals for the singers will be handled directly by Frances Foster.

Booked Solid

Importation from Rome was handled by Wladimir Lubarsky, president of American Touring. Group is directed by the Right Rev. Mons. Licinio Refice.

Package is booked solid across the country until October, when it plays Honolulu. Practically 90 per cent of the dates will be played in outdoor arenas to be scaled from \$1-\$3. Polo Grounds, however, will be scaled to \$5 top. Promoters figure that capacity Polo Grounds biz should bring in \$199,000. In some cities there will be a tie-in with local charities, in which case the local lads will put up the guaranty.

Dough behind the group was put up by about 15 people of all religions. Each angel gets a share in the profits based on his original investment. All expenses are taken care of by American Touring, with net going to the outfit, which in turn will split it up among the backers.

ing deal with the Tivoli Circuit in Australia, which has about 20 weeks' time, so that exported acts would get almost a straight year's work between Japan and Aussieland.

U. S. acts have never worked in Japan before and the natives were treated to a taste of American variety after the close of the war thru performances by visiting USO troupes. According to Fonzall, the Japs got a big kick out of the Yank shows and should go all-out for American sight acts and knockabout routines. Jap shows now, as they have for centuries past, are mostly dull, pseudo-dramatic affairs, with most of the action in panto or expressed in sing-song chanting, plus someone in the corner of a stage plucking at a one-stringed instrument.

Troupe Interned

The Uyeno troupe was appearing in Australia when the war broke out and the members were interned there "for the duration." Uyeno put on shows there for the Yanks and Aussies. Now he is an interpreter for the U. S. Army in Tokyo.

The USO is sending its last unit to Japan any day for a four-month tour closing November 15. Fonzall, who has done several USO-Japan tours with his act, the Three Fonzall Boys, is also going along with the final USO unit and will report to Uyeno as soon as he hits Tokyo.

Empty Holtz-Ter

NEW YORK, July 12.—Lou Holtz was introduced to a guy and said, "I'm glad to know you."

"Glad to know me!" exclaimed the man. "D'ya mean you don't know me? Why, ya dirty soandso! You actors are all alike. I suppose you don't remember when we sat in the lounge at the Mayfair (Boston) for a half hour and talked and talked—we were a party of four—and now ya don't know me." "Wait a minute," objected Holtz. "The last time I worked in Boston was about 20 years ago. I can't remember that far back."

The angry guy just bounced out muttering about swell-headed actors. Holtz looked after him wondering if he should follow and apologize.

Black-Tans Cut To One in Chi

CHICAGO, July 12.—The list of major black-and-tan niteries was reduced to only the Club De Lisa this week, when both Colosimo's and the El Grotto shuttered. Colosimo's, which had been using a vacillating show policy for the past year and a half, went into a Negro show policy three months ago under op Irv Benjamin, who sold out two months ago to Negro cocktail lounge op Ann Hughes.

The South-end-of-the-Loop spot was closed last week when op could not pay a \$60,000 judgment served against it under the State dramshop act, which makes a bistro responsible for any injuries suffered by a patron who has purchased a drink there. Colosimo's has been temporarily placed on the national unfair list by the American Guild of Variety Artists (AGVA) pending the posting of a \$1,500 bond to cover the show salaries.

The El Grotto, which had been operated by a syndicate, including ork leader Earl (Fatha) Hines, closed Wednesday (10) after debts accumulated to the point where creditors forced a showdown. Hines' ork had been the sole entertainment feature at the spot for the past four months.

Interests in both spots are trying to re-open the niteries, with ex-op of the El Grotto, Harry Fields, leading the campaign to unlock the bistro, while Mike Potson, who holds the lease on Colosimo's and sold out to Benjamin originally, is reported trying to regain control of the spot and resume an ofay show policy.

Miami Copa Angles For '48 Dinner Biz

MIAMI, July 12.—The Copacabana is mulling a new policy for the coming season, which it hopes will permit it to cut in on the resort's lush dinner business.

In the past the cafe opened for dinner around 7 p.m. with a big liquor and dinner minimum and the first show went on around 8:30. With the kind of attractions the spot was playing it was forced to hike the minimums to get off the nut.

New plan calls for a 5 p.m. opening to bring in the dinner crowd. There will be no minimum and no cover. Restaurants on the beach usually

Passage Seen Luring More Star Names

30% Take-Home Is Incentive

By Bill Smith

NEW YORK, July 12.—With practically the same tax bill now in the Washington hopper and almost certain of passing—as the GOP admits that if it didn't think it could override a veto, it wouldn't try again—the theater bookers once again are romancing the flicker and radio biggies to do personal appearances.

It is no secret that the big pic and air names would like a shot at the heavy sugar now available for personal appearances. Their appetites were whetted first by the Abbott and Costello salaries and later excited by the Jack Benny theater takes. It is known that a number of marquee names like Hope, Skeiton, Burns and Allen and even Crosby were listening to romance pitches to do a couple of theaters while their radio shows were off for the summer. In some cases the talky-talk had gone so far as specific deals with open dates pencilled in.

No Percentage

Major objection of actors to do four and five shows a day was the hard fact that, no matter how good the money looked, the tax bite would leave them little to take to the bank. When the first tax bill was thrown into the windbag arena and the boys found out that, if it passed and became a law, it would permit them to keep as much as 30 per cent more of their salary, they started to listen to their reps and bookers.

When Truman vetoed the bill and made it stick, all bets were called off. Instead of filling in open time with theater dates, the lads and lassies, who it was hoped would pull 'em in, decided to lay off until the fall.

Bookers Again Buzzing

With the bill now given a better than odds-on chance of coming in as a law, bookers are again in there talking salaries and dates. Dates, however, must of necessity be in the distant future. The tax bill, if it becomes a law, won't take effect until January, 1948, and in the winter most attractions are either back on the air or shooting pix. That means they won't be available until the summer of 1948, and between now and then lots of things can happen.

Fact is, however, that with all such names on the available list, many a darkened house will reopen, if only for a short time. But it is this short time that bookers are looking forward to. They reason, if some names are available, other names will come out, so instead of bookers getting headaches looking for attractions, they hope to see the day when they can get all the attractions they want, with open dates being their only problem.

have long street lines for dinner, so the spot figures it can bring them in to the Copa. If they stay on for the show there will probably be a minimum, but that hasn't been decided on.

**State Line Country Club,
Lake Tahoe, Nev.**

(Reviewed Saturday, July 5)

Capacity, 300. Policy, minimum, \$1.50. Shows at 9:30 and 1. Operator, Eddie Sabatti. Booking policy, non-exclusive. Shows produced by Sally Wickman. Publicity, Gerry Ray. Estimated budget this show, \$5,500.

Club is located on the Nevada side of the California-Nevada line, hence gambling, which allows for a bigger budget. Season's opener has Alan Carney, Bedell and Mattesen, thrush Irene Brooks, Candyce and King, the Wickman Girls, and Vince Raff's ork (9).

Opens with the Wickman Girls (6) introducing themselves via the song route and parading in gorgeous costumes. Raff then brings on Carney, who takes over as emcee and introduces Irene Brooks in *Rainy Night in Rio* and a Cole Porter medley. Well sung and solid. Gal is an eye-ful. Encored with *Mahzel* and went off to a solid duke.

Comics Score

Bedell and Mattesen take the floor with their nonsensical record playback mimicking. Pair have developed into terrific comics. Stop show with their *Mama Yo Quiero*, *Wait 'Til the Sun Shines Nellie* and *Anything You Can Do, I Can Do Better*. Encored with a Spike Jones *Cocktails for Two*. Off to a five-bow mitt.

Show's top production number, done to a Strauss waltz, brings on Candyce and King, who dance smoothly and gracefully and climax with a series of well done spins and lifts. Won a good round of applause. Carney is next with his stint and it's his first nitery job in years. Gags are the belly-laugh type. Impersonations and stories get a big hand. Raff's ork does a fine job on the show music.

Edward Murphy.

NIGHT CLUB REVIEWS

Versailles, New York

(Thursday, July 10)

Capacity, 300. Prices, \$3.50-\$4.50 minimum. Shows at 9:30 and 12:30. Operators, Nick Prounis and Arnold Rossfeld; booking, non-exclusive; publicity, John O'Malley. Estimated budget this show, \$1,200.

Carl Ravazza, back again on last year's contract, gets a good audience reaction even if his old sparkling delivery and pacing seem lacking. Ravazza is easily one of the best novelty song sellers around. He proved it time and again in the past with such numbers like *Bessie and Pedro*. For a reason best known to himself, he has decided to become a romantic singer. The idea is probably all right, particularly with his looks and infectious smile, but to be a balladeer a singer must have more than numbers; there's a little thing like phrasing. And when the songs are paced poorly the result is yockety-yockety instead of rapt attention.

On the night caught, Ravazza opened with a strolling bit away from the mike, chanting *Seems Like Old Times*, finishing at the mike. He followed with *Acapulco* and went into *Begat*. It was the latter which clicked. His next, *Cherie*, lost them almost completely. A calypso, a novelty winding up with *Pedro*, completed his act.

It is apparent that Ravazza is trying to get new novelties, and these don't come on trees. One or two of his songs approach the mark, but outside of his *Pedro* and *Begat*, which comes out of *Finnian's Rainbow*, they fail to make it.

Bob Grant's ork does adequately in backing the singer. Panchito supplies the rumba stuff.

Bill Smith.

Carnival, New York

(Tuesday, July 8)

Capacity, 605. Price policy \$3.50 minimum. Shows at 8:30 and 12:30. Operator, Nicky Blair. Booking policy, non-exclusive. Publicity, Harry Sobol. Estimated budget current show, \$9,000.

Spot proved at least one thing. It takes more than a lot of names to do a good show. Throwing together a bill with Lou Holtz, Bert Wheeler, Diosa Costello, Barry Wood and Patsy Kelly obviously sounded like a good idea. It looked good on paper and it was obviously expected it would look equally as good on stage.

But whatever the expectations were, the results never lived up to them. For one thing, it is a mass vaude show with no pacing to speak of. And for another, there was no attempt to tie the acts into a production that could run smoothly. Holtz is a slow worker, Bert Wheeler also is a slow lad, while Barry Wood never has been accused of being greased lightning. That left the burden to Diosa Costello and Patsy Kelly, neither of whom is strong enough to carry a show like the Carnival's.

Poor Comedy

The comedy ran from fair to just plain bad, and a lot of it was blue when it didn't have to be. Wheeler, working with his straight man, Arthur Rice, did a nice job recently at the Loew's State. He brought in his old vaude act, adding some of his old nitery material to spice it up. Results were okay, but by no means sock. His opening hand was tremendous. It was far from that for his walk-off.

Lou Holtz emceed like he had had a bad day at the track. Most of his stuff was directed at ringsiders, which left the customers in the back out in the cold. His Lapidus gags and his bits of business meant nothing. In fact, one ad lib with Diosa Costello was in the worst possible taste. After a bit of talky-talk, Holtz wheezed, "Wouldn't it be funny if she (Costello) turned out to be a Jew broad from Brooklyn." Holtz has been around long enough to know better than to make such cracks.

Costello Clicks

Diosa Costello worked with a drummer onstage for her standard routine. Her Latin shouters belted out to the back of the house got some good results. She did a couple of bits with Wheeler, as well as with Holtz, and at one time she had to beg off. Indication of girl's strength was shown in the switch from opening show. First show she was on fourth, second show she closed.

Barry Wood and Patsy Kelly opened all right with Wood singing a couple of pops. Comedy bits with fem partner, Kelly, just died. Major reason is that Wood is a singer and not an actor. Team has been doing well all over the country, so it was surprising that it didn't do well here. Another reason may be the audience. A hep crowd can giggle at corn, but it won't yock.

Corinne and Tito Valdez were as effective as ever. Gal's fragile blond beauty and boy's dark masculinity make them a fine novelty dance act. Yvonne Adair, girl production singer, did okay with a dull score. Given some pops to do, the chances are that she could do better. James Allison and Paul Gavett, boy production singers, were adequate.

Shoddy Productions

Productions were shoddy. Costumes of showgirls (7) and line (12) were old and worn and looked it. Only in the finale were the costumes new. Staging by John Murray Anderson and dances by Richard Barston left much to be desired. Show backing by Charles Blackman ork was good.

Empire Room, Palmer House, Chicago

(Thursday, July 10)

Capacity, 500. Price policy, \$1.50 cover Saturdays; \$1.00 other nights, with \$2.00 minimum. Shows at 8 and 12. Manager, Col. Jos. C. Binns; publicity, Fred Joyce. Merriell Abbott, producer. Booking policy, non-exclusive. Estimated budget this show, \$7,800. Estimated budget last show, \$8,000.

Merriell Abbott hasn't let her new job as booker for the Hilton Hotel chain cut into the time she puts in as producer here, for she's come up with a pair of production chores that top anything seen locally this year. During a dance set Freddy Nagel's ork men take their usual 30-second breather between tunes when suddenly several line girls pop out onto the stage in sequined exercise tops and start going thru terp fundamentals. Then the Nagel musikers launch into a melody while the line girls tell the startled diners that they will recreate the first production number la Abbott ever did for the hotel 15 years ago. The surprise started the show off at the swiftest possible tempo and the pace never slackened during the ensuing hour and 20 minutes. While the first resurrected production elicited a good response, it was the Abbott *Cover Girl* routine that pulled hands consistently. Bit featured the 12-girl line in a set of costumes which were extremely apt to the publication they repped. Whether mags were repped by a single gal or a trio, their stepping was closely linked to the rag's theme and dancing ran the gamut of terping.

The act section of the revue was again in the nature of surprise, for acts were all making their first bow locally. Michael Douglas had the tough assignment of following la Abbott's cute surprise opener, but after two choruses of his opening *Black Magic* he had sold himself completely. A handsome Irish baritone, Douglas racked up the enviable record of winning two call backs in this conservative hostelry room.

Gower and Bell used a rather stereotyped opener, in that it was a good deal like the sprightly terp bits done by other ballroom teams, but after that their work kept eyes and ears riveted. The blond fem and male utilize original themes as bases for their numbers, which include not only fine footwork but also generous bits of dialogue and singing. Their original offerings, especially the satire on Ray Bolger and Agnes DeMille, netted them several returns.

Liberace won attention immediately with his electric candelabra, set on his \$25,000 piano, which lent an eery and startling mood to his pianistics. Guy started out with a display of top technical ability on *Warsaw Concerto* and followed with a laugh-getting conception of how the classic composer would have handled *Mairzy Doats*. The remainder of his program was just as varied, with a sock lecture on boogie winning him a recall. Besides playing a lot of piano, guy has the stage know-how and charm to put across any number.

Freddy Nagel's crew played dance music that packed the floor and cut a flawless show. Johnny Sippel.

Morty Reid's intermission music was satisfactory.

Whether a show like this will do business remains to be seen. The heavily loaded names will obviously draw tourist trade. But unless the show gets a lot better the repeat business will die. Bill Smith.

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Latin Quarter, New York
(Wednesday, July 9)

Capacity, 630. Prices \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters; booker, Arthur Fisher; publicity, Zussman and Bayne. Estimated budget current show, \$7,000; previous show, \$9,000.

The Frenchy formula, long a Lou Walters trademark, is hitting on all cylinders in the present show. Its pacing is wonderful, productions are as good if not better than anything seen on Broadway for a long time, costumes are beautiful and imaginative and the acts are welded into the productions so skillfully that the package runs almost like a book show. In fact, Walters' *Paris by Night* is easily one of the best buys in town.

Headliner is Willie Howard, who was never better. In his own spots he pulls some terrific yocks; when he works with double talking Al Kelly he is magnificent. His takes, his bits of business and his timing were sheer genius. Al Kelly's twisteros are made to order for the LQ trade. The howls he gets can be heard in the street. Howard also has a new thing, *Salty Saul Peter*, a production number, for which he wears a sailor suit. The lyrics can't be done on the air, but on a nitery floor he fractures them.

Gloria Leroy

Gloria Leroy, last caught in Miami, is an odd combo of Fannie Brice and a younger and prettier Charlotte Greenwood. Her long-legged novelty dance and comic routines were refreshing to see. The fact that she's attractive, well stacked and has a pair of nice gams she throws around with almost complete abandon is also in her favor.

The Mazzone-Abbott Dancers fit the show like the proverbial glove. As an act the team is terrific. Their Apache biff-bang routines get all the gasps that make for sock audience reaction. This time around the group is framed with showgirls, which helps out quite nicely.

Emil Boreo turned in a satisfactory job, tho his opening song, a double-talking French thing, was his best. He wound up with his famous *Wooden Soldier* number, finishing to a good hand.

Hermanos Williams and Amanda is a clean looking act that also did a fine job. Their hand-to-hand air work to a Latin beat plus the warbling of Amanda showed a good change of pace and was well received.

Piroska in Ballet Leaps

Monsieur Piroska, a short dark chap, did some exciting ballet leaps, tho he wasn't on long enough to make a real impression. Production singers Miriam Gwynne and Winton Frankel (Miss Gwynn also works in the *Lucia* bit with Howard) did okay.

But if the featured acts did fine jobs, then the productions need superlatives to describe them. The line (12) and showgirls (2) went thru involved routines with considerable skill and grace. Their costumes were exquisite; but what was perhaps most outstanding was the fact that every act worked both as a single as well as in the productions. Result was that the segues were smooth and the pacing had everything that a top musical with weeks of rehearsal usually supplies.

As a major spectacle the show is as commercial as a \$10 bill. Costumes show enough epidermis to draw heavy tourist trade and the comedy is fast and furious for almost any taste. It should do heavy business for some time to come.

Vincent Travers' show cutting, in a show loaded with music, was as

Rio Cabana, Chicago
(Friday, July 11)

Capacity, 350. Price policy, \$2.50 minimum. Shows at 9, 12 and 2:30. Ops: Bert and Chuck Jacobson. Booking policy, non-exclusive. Publicity, Sam Hoelberg. Estimated budget this show, \$5,200. Estimated budget last show, \$4,100.

Signs of an upswing in local nitery biz were visible here, with an almost capacity house showing up, despite competition like the Ritz Brothers at the Latin Quarter and Danny Thomas at the Chez, where capacity grosses also are being racked up.

In this, his third local appearance, comic Jan Murray has definitely established himself as a major Chi draw. "The Yiddish Gregory Peck" got a terrific ovation and lived up to expectations during his 30-minute stint. Since seen at this same spot a year ago, he has picked up much better material and seems to have gained more confidence. Result is that he can spend more time in thinking up ad lib lines and in bringing out the laughs in just a straight line by distorting a pronunciation of throwing his flexible voice into a different register. His opening five-minute ad lib about always coming to Chi when the biggest names are in town panicked the house. Was called back, obliging with a hokey duet with chirp Nancy Donovan. Murray gets neat assists from remainder of the revue in putting the show into top-notch class. Clark Brothers, back again after a year, have burnished their straight precision clefting plenty, highlighting a racetrack tempoed rhythm number that had customers murmuring in admiration. After two precision numbers, spiced with little solo snatches by each, boys sewed it up with the usual splits and aero finish.

Chirp Nancy Donovan, making her Chi start, should do well with Midwest audiences, for she has a freshness about her voice and appearance that is a refreshing breather during these days of singers who work too hard. Gal has a lyrical voice, unlike most nitery thrushes today, and wisely slips in semi-classical stuff like *Song of Songs* and *Yiddishe Momme* that were sellers because they haven't been overworked by fem bistro talent.

Donn Arden's three production numbers were above average, two were on the Jack Cole side, while the third was a sleazy Bowery bit. Specialty dancers Inez Clavejo and Ron Fletcher could pare several movements, which appeared rather suggestive, out of the Trinidad opener. Cee Davidson's house ork, paced by a fine rhythm section, played a fine show and tempted plenty of terpers during intermission sets.

Johnny Sippel.

skillful as ever. The band has a new gimmick, a Swiss bell effect with sounds coming from all around the room. Result is original if somewhat startling. Interlude music by Buddy Harlowe's outfit was okay.

Bill Smith.

Matt Shelvey Confers With Cong. Hartley On Law's Application

NEW YORK, July 12.—Matt Shelvey, national director of American Guild of Variety Artists (AGVA), huddled with Congressman Fred Hartley today in Washington to get an interpretation of the Taft-Hartley law and how it applies to the actor's union.

Following his discussions, Shelvey heads west with stop-overs in Chicago, Omaha and Denver, winding up with a short stay on the Coast. Chicago and Coast visits will be for the purpose of lining up machinery with regional directors in preparation for the September national AGVA meetings. He is expected back in New York about mid-August.

New York

Holidays a Boon to Stem: MH 148G, Roxy 94, Para 85

NEW YORK, July 12.—With a four-day, July Fourth week-end registering a record exodus from the city, and all the near-by beach resorts claiming all-time high crowds under sunny and warmer skies, it appears everyone else left in town showed up at the six Stem vaude-pic enclosures. Total gross of \$504,600 showed a 50G jump for the week ended July 9 over the previous week, which in turn had bettered the preceding stanza by a similar amount.

Roxy (6,000 seats; average \$85,000) cashiered \$94,000 for opener of Olsen and Johnson's revue, Howard Barnes and Moss Rose.

Radio City Music Hall (6,200 seats; average \$100,000) bettered its initial Thursday to Wednesday period by 7G with \$148,000. Opening week was \$141,000 for Lucienne and Ashour, Janet and Paul, Sid Stone and *The Ghost and Mrs. Muir*.

Para's \$85,000

Paramount (3,654 seats; average \$75,000) equaled its third frame of \$85,000, ending a month's stay with Perry Como, Larry Storch, the Four Evans, the Satisfiers, Lloyd Shaffer's ork and *Dear Ruth*. The new bill (reviewed this issue) has Phil Spitalny's all-girl band, Elizabeth Talbot-Martin and *The Perils of Pauline*.

Strand (2,700 seats; average \$40,000) jumped to \$69,500 for its No. 2 week of Vaughn Monroe's band, the Dunhills and *The Unfaithful*. Show preemed with \$66,000.

Capitol (4,627 seats; average \$72,000) dropped less than 5C's in the runner-up frame for a \$76,000 take. The bill includes Lena Horne, Johnny Burke, Ruby Ring, George

Paxton's outfit and *Fiesta*, which teed off with \$77,000.

Loew's State (3,500 seats; average \$25,000) chalked up an opening stint of \$31,500 with Wiere Brothers, Jack E. Leonard, Luba Malina and *The Egg and I* as against a previous week of \$21,000 for Cross and Dunn, Marjorie Knapp, the Craddocks, Fred and Elaine Barry and *Calcutta*. The new bill (reviewed this issue), with *The Egg* being held over, has Vincent Lopez ork, Timmie Rogers, Hank Sie-man and Pann Merryman.

Chicago:

Chi's Oriental Racks Sock 74G

CHICAGO, July 12.—A week of cool weather and solid vaude attractions at the Oriental, Loop house, combined to set up the second highest all-time gross. The Oriental (3,300 seats, 95 cents straight) racked up \$74,467 for the first week of the combination of Vitacoustic Records' Harmonicats, Dale Evans, Barr and Estes and the Shyrettos, with the flicker, *I Wonder Who's Kissing Her Now*.

House reported that the show had 37 consecutive capacity houses, with five shows daily and six on Saturday and Sunday. The presence of plenty of kids, who get in for 30 cents, kept the film-vaude combo from breaking Jane Russell's all-time record of \$86,000. This week's mark stacks up (See CHI'S ORIENTAL on page 46)

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VAUDEVILLE REVIEWS

Chicago, Chicago (Friday, July 11)

Capacity: 3,900. Five shows daily, six on week-ends. House booker, Nate Platt. Show played by Lou Breese's house ork.

Attempt of vaude house to hypo biz is evidenced in this show, which headlines Victor Borge, who previously appeared here as sole star, together with Jo Stafford, with whom he's sharing top billing. Pairing of the two was a wise move, for the two's talents blend well to put over a top show.

Borge worked almost 25 minutes or almost 10 minutes longer than he ever worked before, but he's so loaded with ad libs, solid material and pianistics that the crowd followed his every bit with interest. He depends less on his piano and more on patter for laughs, which hits harder in vaude houses, making him a more casual and easy performer at each new visit. After 20 minutes of laugh production, he smartly closed with a polished version of *Clair de Lune*, which won him a call back during which he scored with his standard phonetic punctuation.

Titian-tressed Jo Stafford got a hefty ovation after her intro and went into a quintet of tunes, all made for her kind of fervent handling. Could have scored even more if she had done some of the pops which she made famous on Capitol, instead of her Homer and Jethro-ish *Timtashun* which was a good contrast to her first offerings and won her a huge bow-off hand.

Opening act was the unusual Debonairs, five handsome young cleaters, who offer top-notch stepping in some routines that sparkle with originality. They have the precision and color of a musical legit line and add a polish to any show. Their Trudi Schoop version of the machine age is done in semi-ballet style, but is commercial enough to elicit laughs from vaude pew-sitters.

Lou Breese's house ork, with two fiddles and an alto sax added for this show, turned out a medley of three standards to pace the show.

Johnny Sippel.

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Loew's State, New York (Thursday, July 11)

Capacity, 3,500. Prices, 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Vincent Lopez band.

Not until this show was almost an hour long did an act come on to boff the gelid trade out of its lethargy. That act was Timmie Rogers, a recent Cafe Society nitery denizen. Between the guy's personality, his uninhibited slam-bang delivery, and plenty of bright special material—virtually his entire act is special stuff—he scored solidly, shaping up as the only stopper on the bill. Rogers sings and clowns, numbers including a nonsense piece, *Flagalapa*; a number about a deacon, with Yiddish thrown in, and a swish cowboy bit. Rogers is a cinch for vaude and if he hasn't already done so, could do a legit or pic specialty. He's back doing his off-stage leap, after breaking a leg doing it about a year ago.

Two other acts fared moderately well. One was Hank Sieman, a ventriloquist, and the other Patti Dugan, one of Vincent Lopez's vocalists. Sieman—the dummy's tagged Archie—opens slowly with routine material, but working with two audience stooges or plants, closes well. One audience bit consists of a four-way conversation routine, the dummy with the male stooge and Sieman with a gal, all the chatter going on simultaneously. The other bit, which provoked a score of yocks, has the stooges planted on Sieman's knees, making as tho they're talking when he squeezes 'em. He has the man speiling high-pitched and the gal basso, and it adds up well.

Patti Dugan

Miss Dugan is a comely chirper with okay pipes and a fetching personality and her bounce delivery of *Mazel, Boing* and, in a duet with Kris Weston, *Tallahasse*, clicked satisfactorily, if not boffo. A sparsely populated house was no help to Miss Dugan or any of the other acts. Weston started off balladeering with *That's My Desire*, a slow draggy number to which he added nothing. His second, *Song Is You*, did better, mostly because of the tune. Weston has a pleasant vocal quality, but his awkward posturing and limited stage experience are distinct drawbacks.

The Lopez band, on the stage in the absence of the house band, has four rhythm, four reeds and six brass. Their numbers were satisfactorily diversified, but like most of the show, lacked spark. The maestro, of course, does his usual pianistics, best being the opener, *Kitten on the Keys* in boogie-woogie, and *Misirlou*, the latter part of a medley. Lopez does his usual deadpan job of introing.

Pann Merryman does an acro con-torsh dance routine, deucing, but weak.

Pic is *Egg and I*, a holdover.
Jerry Franken.

Paramount, New York

(Wednesday, July 9)

Capacity, 3,654. Prices, 55 cents to \$1.50. Number of shows, six daily. House booker, Harry Levine. Show played by name ork.

On the whole, Phil Spitalny and the Hour of Charm all-girl orchestra and choir (26 instrumentalists, 11 thrushes) seem to have gained show-biz stature since last seen here. The package is more entertaining and varied, the show much slicker and better-balanced and each bit is integrated better than before. With the substantial show the fem ork is offering and the natural draw of the band because of its radio program, the package undoubtedly will have the same success in its 12th anniversary run it had in the past.

The fem musickers are not T.D.'s, or Spivaks, nor is Spitalny a Paul Whiteman; nevertheless, they are satisfying musicians and the program has been cannily selected with an eye to pop appeal. The result, therefore, is quite satisfying for all concerned.

Effective Opening

The pit rises with the band doing *It's a Good Day*, with the spots picking out various segments of the ork, not a bad opener. Next comes the familiar *Anniversary Song*, with Barbara, she of the lovely, deep, resonant voice, soloing. The arrangement of this tune was smart, except for the occasional beer garden beat that crept in.

Jean Phillips, tall blond violinist, followed with a classical voice number, after which Joanne, in a lovely blue gown, sang a medley from *The Merry Widow* and, with the entire band and chorus helping out, a neat *Chi-Baba*.

Viola Smith did her usual drum solo, aided by flutist Marilyn Martin. Miss Smith performs capably enough albeit somewhat violently during the entire show, but in her solo numbers she always seems to give the impression of more arm-waving than drumbeating.

Evelyn and Her Violin

In an attractive red gown, Evelyn magic-violined her way thru her theme and *Mam'selle* and then, with six violinists billed as The Singing Strings, went to work on *Hora Staccato*, all of which found favor with the audience.

Out of the trumpet section came Janet for a trumpet solo, which was pretty fair. Six trumpeters joined her for a rather pedantic arrangement, during which Janet had the great misfortune to hit a clinker. A defect in the band's library is that the arrangers lean too heavily to the strings. The brass section isn't given enough play nor does it get the arrangements to sock it across, in contrast to the click effect of the strings.

Comedienne Standout

Standout of the package is comedienne Elizabeth Talbot-Martin, recently added to the roster. Miss Talbot-Martin does impressions and is a great asset to the band. Spotting her at the end, just before the flag-waver, however, may be a mistake, since if she went on in the middle she would break up the continuous musical display which tends to be monotonous. The tall comedienne has excellent material, some of it old, but even that got laughs because her timing and delivery were tops. She did a Subway Susie (the Brooklyn accent wasn't pat, but the material carried the bit); a parody of a society nitery thrush working over *It's a Sin to Tell a Lie*, a Manhattan Latin vocal-undulating and a howlingly funny Hildegard. Her work with the audience in the Hildegard was something to watch.

The entire package came back for the final flag-waving number which sent them off with a big hand.

Pic, *The Perils of Pauline*.
George Berkowitz.

WHO GETS WHAT?

(Continued from page 42)

but so far as is known no action was formally agreed upon. At one time there was talk about a seven and a half split, with booker getting his and agent his. AGVA flatly refused to go along on such an arrangement and nothing further was done. But despite the 5 per cent exclusive booking fee, it is common practice for bookers to ask for a full 10.

AGVA has said that the agents could stop this 10 per cent without bringing any formal complaint. If all the indies got together and refused to sell acts to spots, which demanded a full 10 the booker would find himself in a hole and would come to terms, AGVA said.

This plan, say indies, is nice and cozy except for one thing. Will the indies play along without cutting each other's throats?

CHI'S ORIENTAL

(Continued from page 45)

well with La Russell's gross, for the *Outlaw* star appeared here last year when grosses were 20 per cent higher regularly than they are this year.

CHICAGO, July 12. — Despite Regal's admission cut from 95 cents to 80 cents, the theater took in a sock \$34,000 last week with Louis Jordan. The figure was particularly remarkable considering that the house's average take for the past 36 weeks was \$12,000.

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Burlesque

By UNO

ANN LEE came to town from Roanoke Gap, Va., to participate in Steeplechase (Coney Island) Park's modern bathing Venus contest July 15. . . . Jackie Richards is convalescing in St. Luke's Hospital, Chicago, from a broken arm sustained during one of his shows at Club Charming. . . . Gene C. Clark is operating the North Shore Inn, Gloucester, Mass., where he presents two short shows evenings at 9 and 11. . . . Gordon Hoffman, former vaude single, now pilots the Flood City Theatrical Club above the Embassy, Johnstown, Pa., rendezvous for the profession. . . . Fields and Georgie are new in the cast at the Burbank, Los Angeles, where Levene, his option renewed, remains until September. . . . Vernon (Veronica) Hoff, striptease female impersonator, is doing a new routine, Dance of the Flying Disk, at Tirza's Wine Bath Show, Coney Island, under the billing Queen of the Amazons. . . . Helene Frances, dancer, back from a visit to Margie Hart and Cy Jacobs's home in Hollywood, continues to double between helping hubby Bud Pollard with his pic scripts and playing club dates. . . . Floresca (Mrs. Simon Elayne Liff) and her twin daughters, Sherill and Sharlene, born last January, are Cleveland residents.

JOE LORRIS is in his 12th week as featured emcee at the Le Chateau, featured emcee at the Le Chateau, Haverhill, Mass. . . . Larry Clark, ex-burly comic, visited Manhattan on his vacation from his dance school in Johnstown, Pa. . . . Stanley Montfort left Columbus, O., for the Burbank, Los Angeles. . . . Jack Beck's bookings include these: For the Globe, Atlantic City, week of July 13, George Murray, Eileen Hubert, Dick Bernie, Chet Atland, Lyn Rhys, all featured, and Murray Briscoe, Linda Leslie and Virginia Kinn, and week of July 20, Stinky and Shorty, Laura Bruce and Jessica Rogers, featured; for Roxy, Cleveland, July 18, Billy Ainslee, Sammy Price, Ronnie Sterling, Frank Smith, Jean Wayne, Dolly Dawson and La Vodis, featured, and week of July 25, Black and White Show. . . . Latest personnel of the Moulin Rouge, Oakland, Calif.: Walter Owens, producer; Jardine McCree, lecturer; Bobby Dumas, concessionaire; Virg (Porky) Downard, Kuppie Walters and Bob Greer, comics; Andy Anderson, straight; Judy King, chorus captain, and La Diane Prince, Polly Starr, Princess Red Fawn, Sugar Robson, Leri Vale, Annett Ramondie, Bee Branda, Dot Kent and Sally May doubling in chorus and as stripteasers. . . . Harry Diehl, former burly show manager, is operating the Paddock Grille in Paterson, N. J., where Billy Eisenlohr, another ex-show pilot, is managing a tobacco store.

. . . National Theater, Detroit, which has housed burlesque under the management of Dave King for 33 years, is being taken over on a long-term lease by Saul Korman, local circuit owner, and will switch to a 24-hour grind picture policy. House switched to pictures a few weeks ago as summer policy. This leaves only the Avenue and tiny Empress as active burlesque houses in Detroit, the reopening of the Gayety after being closed 10 years is considered likely next fall. Columbia also will have burlesque in the fall for the first time in a decade.

Mayfair Theater, Sydney, Reverting to Fuller Circuit

SYDNEY, July 12.—Leased by Hoyt's Theaters for pix for a number of years, Mayfair Theater will revert to Fuller Theaters when the lease expires next March. Sir Ben Fuller announced that his firm would start

Join or Else, Aussie Radio Tells Waxeries

SYDNEY, July 12.—The Australian Federation of Commercial Broadcasting Stations (FCBS), meeting recently in Melbourne, formed the Federal Program Accreditation Bureau and has launched a drive to have all recording units and production companies join at a fee of \$50 a year, a deal the latter organizations protest will force many of them out of business.

The bureau has prepared application forms calling for detailed information from each company. It would require adherence to a set of rigid rules and technical specifications, one of which states: "The bureau shall be the sole arbiter upon the interpretation of these rules and regulations, and any question or questions arising from or not covered by them and its decision or decisions shall be final, but neither the bureau nor any member thereof shall be liable to be sued by reason or in respect thereof."

FCBS Competes?

The FCBS consists of business competitors of the recording and production firms, which feel that they could not bring their plants up to the standards set by the FCBS before the October 1 deadline. Every commercial radio station in Australia is a member of the FCBS, and any recording firm refusing to join the new bureau would be unable to get its disks aired, and might be forced out of business.

One exec of a recording and production firm stated: "We are asked to buy our own way down the river by paying \$50 for our fare. This bureau sponsoring by the FCBS is only one method of creating a monopoly of the recording business by the commercial radio stations who would force the old, established firms out of business."

Coin-Operated Tele Receiver Also Will Deliver Photo Prints

NEW YORK, July 12.—A coin-operated television receiver which also will provide a photograph of the scene being telecast is on the horizon for amusement arcade owners. The International Mutoscope Corporation, Long Island City, makers of such standard arcade devices as the Photomatic, Voice-o-Graph and Mutoscope, has the television-photo unit in the experimental stage and plans to start delivering commercial models in the fall.

New machine can be adjusted to run any length of time for a coin of any denomination. A mechanism inside the unit will photograph the image on the television screen merely by the depositing of an additional coin and the pressing of a button. The print is automatically developed and delivered in one minute.

William Rabkin, Mutoscope prexy, plans to place the machine in bars and grills, hotels and bus and train terminals. He also sees a possibility that it will be useful to newspapers for covering spot events.

off by putting the Ballet Rambert into it. The ballet is 30 strong and Sir Ben is trying to arrange a charter of an aircraft to take the Boyd Neel orchestra back to England and bring the ballet out.

Sir Ben denied rumors that Paramount Pictures was trying to make a deal for the Fuller Circuit. He said no sale had even been discussed.

Magic

By Bill Sachs

JACK HERBERT is back on a return engagement at the Baker Hotel, Dallas. . . . Stuthard, until recently with the now disbanded *Hello, Canada* show, is working vaude in England. He is carded to open with another show in September. . . . Fred Beckman is playing banquets in and around his native Montreal. . . . Burtini won the Gold Medal and Gold Cup at the recent magical assembly at Cheltenham, England—the Gold Medal for the best display and the Gold Cup for the best and most effective trick, that of pouring a quart of liquid into a pint container. . . . Stuart Cramer, after winding up his club season and attending the recent SAM convention in Chicago, returned to his Cleveland headquarters to begin the usual summer repairs and preparations for next fall. The other day he went to pick up his Chinese rings at a place where he'd left them to be renickled, and was greeted by the beaming proprietor with: "One of them rings had come apart, so we welded it together for you." As Cramer puts it, "It has probably happened to other magicians but it should happen only once." . . . Texas Association of Magicians will hold its annual convention in Fort Worth Labor Day week-end. A. R. Clark, Fort Worth, newly elected president of the International Brotherhood of Magicians, is convention chairman. Lewis M. Zafra is president of the host club. . . . Royal Vilas Assembly No. 20, Society of American Magicians, Bridgeport, Conn., recently installed the following officers: Rudy Arnold, president; Edward Grella, vice-president; Dr. Peter Pileggi, secretary-treasurer; Louis Konya, sergeant at arms; Wilbur Weber, scribe, and James Ryan, delegate.

Hawaii Hooperatin' Story: Local Boy Makes, But Good!

HONOLULU, July 12.—Top-rated radio show in Hawaii in the spring Hooperatings recently issued here was *Everybody's Hour*, a local Hawaiian show and only non-U. S. network show to make the list. The full-hour musical and variety program is broadcast over KGMB, sponsored by Lambert's Listerine and Propyl-lac-tic products. The six-year-old show, which rang up a 21.5 rating, is produced in Hawaii under supervision of National Export Advertising Service, New York.

Hooper's top 10 for Hawaii, with rating and station, were:

- Everybody's Hour*, 21.5, KGMB.
- Lux Radio Theater*, 19.5, KGMB.
- Burns and Allen, 19.2, KGU.
- Judy Canova, 18.2, KGU.
- Bob Hope, 17.8, KGU.
- One Man's Family*, 17.7, KGU.
- Red Skelton, 16.8, KGU.
- Jack Benny, 16.5, KGU.
- Edgar Bergen, 16.3, KGU.
- Bing Crosby, 16.1, KGU.

Robinson Joins Associated

HARTFORD, Conn., July 12.—Commander John F. Robinson, who has retired as Connecticut State director of Selective Service, has joined Associated Film Libraries, Inc., Hartford 16mm. motion picture equipment and service firm. Robinson is associated in the business with Tony Pastor, band leader, who is a vice-president. Other officers are Alfred C. Baldwin, president, and Clarence Kantrowitz, secretary.

Amusement Park Field Invaded by Radio Disks Jock

AGAWAM, Mass., July 12.—Riverside Park, taking advantage of the current disk jockey craze, yesterday became probably the first amusement park to harbor a regular platter show. The program will be aired three nights weekly by WSPR, of the American Broadcasting Company (ABC).

The deal was cooked up by Ed Carroll, Riverside Park prexy; Ed Peck, of WSPR, one of the outstanding jocks in Western Massachusetts, and Harry Stroin, Carroll's press agent. The show is aired from a glassed-in booth in the center of the midway.

In addition to disk-turning, the show will offer interviews with band celebrities and park patrons, and other special events. The public can witness the doings. The show will be merchandised thru the station and in the press.

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\$4,350,000 STRAWHAT TAKE

Thesps Eye \$1,500,000 From Barns

Season Looms as Biggest

(Continued from page 3)
the till from summer stock companies, not including many of the strawhats that are exempted from posting dough. Such barn theaters as Skowhegan, Ogunquit, Westport and Elich Gardens do not post bonds.

Since the beginning of June, Equity has collected \$12,800 in coin from new members and it is a certainty that 95 per cent of the newcomers are doing their initial acting in hay-lofts. Last season the union admitted to membership 500 thespians from summer stock ranks and cleared 50G.

The most recent stock companies to post bonds are Company of Twelve, City Center, N. Y.; Lake Minnetonka, Minn.; Ebensberg, Pa.; Keene and Tamworth, N. H.; Ocean City, Red Bank and Atlantic City, N. J., and Ivoryton, Norwich and Southbury, Conn.

Transportation Rate Increase Favored by ICC

NEW YORK, July 12.—Interstate Commerce Commission examiners are recommending to the ICC Board that it grant a 25 per cent across-the-board hike on special trains and baggage cars in the minimum requirements. This means that producers will have to pay for 25 fares for baggage cars instead of the 20 needed now, and 125 fares for special trains instead of the 100 required at present.

League of New York Theaters has asked ICC that the increase be granted on the basis of the rates in effect January 20, not the ones prevailing now. Since that date, the time the hike was asked, the railroads have had a June 20 increase of 13 per cent for Pullman fares and 6 per cent for coach fares.

Early this year, the League was a factor in the ICC's calling a hearing to decide whether to grant the tilt. However, even with the increase, the trade feels that touring will not be greatly affected. Railroads receiving the hike will be the New York Central, Southern Pacific, Santa Fe, Pennsylvania and Seaboard.

Australia To Import 20 Stars for Opera

SYDNEY, July 12.—J. C. Williamson, Ltd., according to Claude Kingston, has been negotiating with the government for a subsidy to bring 20 opera stars from Germany, Italy and America for a season of 16 operas in Australia. Veteran orgs have agreed to the importations and Williamson, Ltd., says a number of principals, the orchestra and ballets would be Australian. Hal Alexander, secretary of Actors' Equity, says his org has no objection, provided only 50 per cent of principal cast and chorus

BROADWAY SHOWLOG			
Performances Thru July 12, 1947			
Dramas			
	Opened	Perfs.	
A Young Man's Fancy... (Plymouth)	4-29, '47	87	
All My Sons... (Coronet)	1-29, '47	189	
Born Yesterday... (Lyceum)	2-4, '46	619	
Happy Birthday... (Broadhurst)	10-31, '46	338	
Harvey... (48th Street)	11-1, '44	2,042	
John Loves Mary... (Music Box)	2-4, '47	183	
Laura... (Cort)	6-26, '47	20	
State of the Union... (Hudson)	11-15, '45	695	
Voice of the Turtle, The... (Morosco)	12-3, '43	1,356	
DRAMA REVIVALS			
Burlesque... (Belasco)	12-25, '46	230	
Musicals			
Annie, Get Your Gun... (Imperial)	5-16, '46	474	
Brigadoon... (Ziegfeld)	3-13, '47	140	
Call Me Mister... (National)	4-18, '46	519	
Finian's Rainbow... (46th Street Theater)	1-10, '47	211	
Oklahoma... (St. James)	3-31, '43	1,836	
The Telephone and The Medium... (Barrimore)	5-1, '47	84	
MUSICAL REVIVALS			
Sweethearts... (Shubert)	1-21, '47	199	
ICE SHOWS			
Ice-time of 1948... (Center)	5-28, '47	59	
COMING UP (Week of July 14)			
Rip Van Winkle... (City Center)	7-15, '47	47	
CLOSED			
Life With Father... (Bijou)	11-8, '39	3,215	
Saturday (12).			

Detroit Stage, Inc., Ballys Home Talent

DETROIT, July 12.—Detroit Stage, Inc., made its debut Tuesday at the Music Hall with a two-week run of *Dream Girl*, starring Lucille Ball. Follow-up plans call for *Claudia* with Kim Hunter opening July 22, and a regular season of eight productions starting in October, to run two weeks each, with a two-week interval between runs—by far the most elaborate stock or repertory operation Detroit has seen in 15 years.

Emphasis in the new company is strictly on the home-town angle, with local ties of the players and staff being played up in publicity. A violent dispute flared among show followers this week over whether it was "just another production" or actually a local show. In contrast to the usual emphasis in theatrical publicity upon "a show direct from Broadway," it is the homey angle that is being played up, with stress on the fact that three of the cast, Charlotte Mesmer, Gerald Harrington and Yvonne Miller, are strictly local talent, as is the entire production staff, while several of the others have lived here at times.

Local emphasis is also being used in the *Claudia* booking, inasmuch as Kim Hunter is a native of Detroit.

leaders are brought from overseas. The government so far has not agreed to provide a subsidy.

Equity Revises Experimental Theater Terms

NEW YORK, July 12.—Equity has granted the Experimental Theater, Inc. (ETI), a revision of its contract allowing ETI to play eight performances instead of five and to get 5 per cent of the purchase price of the script if bought by films within a year after production by the org. Pact with ETI was extended for a 12-month period.

Legit producing outfit will be back at the Princess Theater next season, but will offer a script every month, instead of every two weeks as was the practice last season. About eight plays are due for production in the 1947-'48 season. Listed as possibilities are *The Caucasian Circle of Chalk*, scripted by Bertold Brecht and translated by Eric Russell Bentley; Gertrude Stein's *Yes Is for a Very Young Man*, and *The Lamp at Midnight*, by Barry Stavis. Such name directors as Harold Clurman, Margaret Webster, Lee Strasberg and Harold Clurman are contemplating piloting some of the scripts.

Accent on New Scripts

In a way this theater will operate like the Library Theater except that only new plays will be done. The actors will work without being paid. Once this part of ETI gets under way, it will do a new show about every two weeks and thus give producers a chance to view scripts without sinking their bank rolls. In the light of the fact that money for producing shows is growing increasingly hard to acquire, the studio theater really can be of use to the Stem.

Flacks Want Raise; Early Huddle Set

NEW YORK, July 12.—The Association of Theatrical Press Agents and Managers (ATPAM) has skedded an early confab with the League of New York Theaters with a view toward hiking salaries. ATPAM's contract with the League runs until Labor Day, 1949. However, the union can reopen the pact for discussions on wages giving the producer notice by May 1. This notice was given. The meeting would have been held already, but producers were waiting for Lee Shubert to return from overseas.

At present flacks receive \$190 a week for Stem shows and \$210 weekly on the road. House and company managers get \$133.50; however, on the road the rates are \$166.50 weekly for straight plays and \$200 for musicals.

The League also intends discussing the question of whether the union has jurisdiction over drum-beating on the road by p.a.'s.

Film's Mitchell To Steer Stem Launching of "John"

HOLLYWOOD, July 12.—Screen thesp Thomas Mitchell has been pacted to produce and direct the legit adaptation of the James B. Hendryx novel, *Black John*, for early fall preem on Broadway. Barton McLane, prominent screen character actor, will do the stage adaptation of the book as well as play the title role.

Bankrollers have not yet been announced, but it is understood that Lee Shubert is interested in the property.

Strawhat Review

PORTRAIT OF IRISH

(Opened Tuesday, July 8, 1947)

SEA CLIFF THEATER, SEA CLIFF, L. I.

A drama by Ronald Alexander. Staged by Anthony Parella, setting by Ben Roseman. Stage manager, Sterling Mace. Press representative, Lynn Mansfield. Presented by Helen King and Anthony Parella.

Judy Brooks...Phyllis Winters
Dr. Edward Brooks...Raymond Greenleaf
Mrs. Brooks (Brandy)...Helen Claire
Bob Wayne...Guy Tano
Jim Lowell...Ronald Alexander

There is no argument as to the Stem's need of new scripting blood and one of the best ways of finding it is to let the playwright look at his wares in actual production. Ronald Alexander is getting such an opportunity with his first effort, *Portrait of Irish*. It would be pleasant to report that the current barn tryout of *Irish* presages a Broadway future. However, while it does signpost a fine potential talent for making with the drama words, the over-all lacks the impact for bigtime commercial competition.

Being an actor of more than considerable merit, author Alexander has gone about his scripting chore with a practical eye. There is nothing amateurish in the writing of *Irish*. His scenes are well integrated, and some of them in sharp focus. His dialog is sound and except in an instance or two of over-writing—notably a corny telephone conversation in the last act—is crisp and to the point.

Familiar Theme

However, *Irish* is just a twist of an old theme—sacrifice and frustration on the part of the young wife of an elderly man, who falls in love with a lad her own age. Alexander's background is well thought out and he tells his story in terms of five characters simply and logically. But the yarn leaves the pew sitter with a feeling of superficiality. It scratches the surface of emotions without ever getting more than just under the skin. Such a theme needs a treatment of the central characters which builds in drive and force to a final, inexorable climax. Alexander has been able only to suggest their inner conflict. The result is a story, dramatically told, but more brittle than moving. And for success, such a play must be moving.

Good Production

Productionwise, Helen King and Anthony Parella have given *Irish* a fine experimental send-off. Helen Claire has been imported to play the youthful wife and gives a characteristically zestful performance. Raymond Greenleaf also is guesting with the resident troupe to play the elderly husband, and creates a good portrait so far as implications of the script permit. Author Alexander plays his own hero and does right well with the chore. So also do Guy Tano and Phyllis Winters, respectively, as the son-in-law and daughter. There is nothing the matter with the cast. All of them give sharp, thoughtful contributions. Parella's direction is well-paced and adapted to a small stage. Ben Roseman's set is superior silo circuit background.

In sum, *Irish* stacks up—experimentally, yes—Broadway, no. Perhaps Alexander can write more into it than now appears. If not, he doubtless will write a better play. The talent is evident. **Bob Francis.**

Subway Circuit

JOAN OF LORRAINE

(Opened Tuesday, July 8, 1947)

FLATBUSH THEATER, BROOKLYN

A play by Maxwell Anderson. Directed by Arthur L. Sachs. Settings and costumes by Lee Simonson. Company manager, William Croucher. Press representative, Vince McKnight. Presented by Jules Leventhal.

Jimmy Masters, the Director
 (the Inquisitor).....Arthur L. Sachs
 Al, the Stage Manager.....John Hudson
 Mary Grey (Joan).....Sylvia Sidney
 Abbey (Macques D'Arc) (Cauchon, Bishop of Beauvais).....Lex Lindsay
 Jo Cordwell (Jean D'Arc).....Bruce Hall
 Dollner (Pierre D'Arc).....Bernard Pollock
 Charles Elling (Durand Laxart) (Father Massieu).....Charles Ellis
 Farwell (Jean De Metz) (the Executioner).....Charles Summers
 Noble (Bertrand De Poutengy) (La Hire).....Steve Gethers
 Tessie, the Assistant Stage Manager (Aurora).....Ann Coray
 Sheppard (Alain Chartier) (Thomas De Courcelles).....Leonardo Cimino
 Les Ward (the Dauphin).....Henry Jones
 Jefferson (Georges De Tremoille).....Haskell Coffin
 Kipner (Regnault De Chartres, Archbishop of Rheims).....Harry Irvine
 Long Dunols (Bastard of Orleans) (St. Michael).....John Straub
 Miss Reeves (St. Catherine) (St. Margaret).....Katharine McGuire
 Marie, the Costumer.....Lotte Stavisky
 Quirke (Charlie, the Electrician) (D'Estivet).....Malcolm Wells

With Stem legit taking its worst b.o. side-slip in years, it apparently remains for the humble subway circuit to signpost the fact that there is still metropolitan summer-customer gold for the digging. Over at the Flatbush Theater in Brooklyn, Jules Leventhal has already broken the house record with a stand of *Anna Lucasta*, followed with hefty biz with Jose Ferrer illuminating *Design for Living*, and now tops the lot by preeming Sylvia Sidney in *Joan of Lorraine* to a flock of standees and a 10G advance sale. Maybe it just goes to show what a \$1.50 top will do.

It isn't unnatural that *Joan* should prove a sock sell-out, since it is in hot demand all over the silo circuit and will likely be variously produced by over 30 troupes during the summer. While the edition on view in Brooklyn in many respects falls short of the Alvin original, it is nevertheless over-all well presented and acted and is a satisfactory facsimile for anyone who missed seeing Ingrid Bergman radiate the Maid of Orleans.

Sylvia Sidney as Joan

Sylvia Sidney is the current Joan and gives an intelligent reading of the role. However, it seems a performance of the head rather than the heart—or at least such heart as la Bergman contrived to put into it. In the play within a play, the dual role calls for subtle shadings between an idealistic modern actress and the saint she is playing. La Bergman made these changes with instinctive sensitiveness. She was actress Mary Grey and she was St. Joan. Miss Sidney acts them both—and therein lies the difference. Miss Bergman's Joan grew in stature as the play progressed. Sylvia Sidney's—at least from the second act on—diminishes.

Leventhal has brought over half a dozen supporting players from the original company. Arthur L. Sachs played the executioner at the Alvin and understudied Sam Wanamaker's lead. Sachs has capably staged the current edition, aside from turning in a click performance opposite the star. He fills the Wanamaker shoes admirably on all counts—as director of the play, director in the play, and the inquisitor. Other dependables are Harry Irvine, again playing the treacherous archbishop; Bruce Hall, Charles Ellis, Ann Coray, who has moved up from one of the "voices" to contribute a nice bit as a court trollop, and Lotte Stavisky.

Henry Jones, A-1

Top substitution, however, is the Dauphin of Henry (ex-Alice in Wonderland) Jones. Jones has taken over

Equity Council Moves To Revise Strawhat Rules

NEW YORK, July 12.—Actors' Equity Council at its semi-monthly meeting Tuesday (8) appointed a committee to look into summer stock with a view to changing some of the rules and regulations governing the strawhatters. Union has been receiving complaints for several seasons from its members that hayloft producers have been taking advantage of them.

Council now feels that the whole situation needs overhauling before next season. However, union feels there is a definite need for more information on the barn theater before taking action. If the committee does its work well and gets co-operation from the members, Equity expects to have conditions changed by next season.

Summer stock does not have a manager's association comparable to the League of New York Theaters, so the labor org will consult with several top strawhat producers before putting new rules into effect. Committee consists of Frederick Tozere, chairman; Kathryn Givney, Margalo Gillmore and Bert Lahr. They are trying to get expressions from as many Equity members as possible playing in summer stock.

Equity Regulations Bar Flemyng From Stock Engagement

NEW YORK, July 12.—Actors' Equity Council has rejected John C. Wilson's request for permission to use Robert Flemyng, the English thesp, to play the lead in his summer stock production of *The Second Man*, opening August 4 for one week at Westport, Conn. Flemyng came here with the John Gielgud troupe that is now touring with *Love for Love*.

Council refused Wilson's request because it felt it might be setting a harmful precedent in allowing an English actor who had come with a unit (and does not pay Equity initiation fee) to accept an engagement separately. Under Equity regulations, an English thesp, being an alien is allowed only one engagement in six months and must pay 5 per cent of his salary to the labor org.

Detroit Stagehands Elect Craig To Head Local 38

DETROIT, July 12.—Walter L. Craig, of the Center Theater, has been elected president of stagehands' Local 38, International Alliance of Theatrical and Stage Employees (IATSE) for one year, succeeding E. Clyde Adler, of the Michigan Theater.

Other officers: Clarence Apgar, Hollywood Theater, first vice-president; Alton Finley, Jam Handy Organization, second vice-president; George Glenwallis, National, corresponding secretary; Charles W. Deal, Michigan Theater, financial secretary-treasurer; Jerry J. Bric, business agent, and Emil Paulus, retired, sergeant at arms.

role created by Romney Brent and it loses nothing in his hands. In fact, from this reporter's pew his portrait of the silly, vacillating stinker is a standout for acting caniness all the way. Whatever the show's comparative defects or blessings, there is no question but that Leventhal has a small summer gold mine in *Joan*. This is definitely one time when the play's the thing—and *Joan* is hot.

Bob Francis.

OUT-OF-TOWN OPENINGS

HEAVEN HELP THE ANGELS

BOSTON SUMMER THEATER, BOSTON

(Reviewed Tuesday, July 8, 1947)

Musical revue with sketches by Ted Luce. Music from the public domain. Settings by Matt Horner. Company manager, Otto Hartman. Press representative, William C. Mooney. Presented by John Huntington and Lee Falk.

Cast: Paul and Grace Hartmann, Bill White, Ted Luce, Jane Bishir, Larry Lawrence, Maud Patten.

From a spectator's point of view, dance satirists Paul and Grace Hartmann would seem to be ideal entertainers around whom to build a show. Not only are their terpsichorean antics comical and varied, but they are good people to have around when there's a skit to be performed.

Apparently, they have hopes that their summertime revue, *Heaven Help the Angels*, will arrive on Broadway, for the rumors are that original music is being written for this show now accompanied by tunes in the public domain. However, it will take a lot more than new tunes to put it over. Written by the Hartmann's son, who goes under the name of Ted Luce, it is a pretty pallid business. The sketches too obviously admit their allegiance to the tired old routines of burlesque and vaudeville, and the humor is sophomoric, if not infantile. As a matter of fact, the funniest turn in the show is a mild little satire on the old vaudeville husband and wife acts in one.

The best parts of the show still are the Hartmanns' familiar routines. In addition, their skill as funny folk is proof enough they belong in a full-dress show. Ted Luce doubles in brass and appears briefly, happily, in several skits. And the Hartmanns are mightily assisted by Jane Bishir, whose comedy technique is pretty apt. Larry Lawrence sings agreeably.

Bill Riley.

ROSE MARIE

(Reviewed Wednesday, July 9, 1947)

GREEK THEATER, LOS ANGELES

An operetta in two acts. Music by Rudolf Friml and Herbert Stothart. Book and lyrics by Otto Harbach and Oscar Hammerstein, II. Staged and directed by Reginald Leborg. Settings by Richard Jackson. Choreography by Louis Dapron. Choral direction by Jaye Rubanoff. Costumes designed by Kate Drain Lawson. Musical direction by Frank Tours. Production manager, Budd Mann. Publicity, Bill Tostevin.

Sergeant Malone.....John Shafer
 Lady Jane.....Collette Lyons
 Black Eagle.....Henry Corden
 Edward Hawley.....Douglas Fowley
 Emile.....Kirby Smith
 Wanda.....Iris Whitney
 Hard Bolled Herman.....Pinky Lee
 Jim Kenyon.....John Howard
 Rose Marie.....Jan Clayton
 Ethel.....Jean Nelson
 Halfbreed.....Richard Wheeler
 1st Mountie.....Mark Houston
 2d Mountie.....Ned Miller
 3d Mountie.....Kermit Nelson
 Indian Dancers: Thomas Ryan, Rex Ravelle, Rod Rodhe

Ladies and Gentlemen of the Ensemble: Corps de Ballet.

Opening his second season of light operettas in the remodeled outdoor theater, Gene Mann teed off with a pleasantly packaged version of *Rose Marie*. With the benefit of new technical equipment, especially two revolving stages, Mann is now able to expand production ideas and offer summer theater fans much more in the way of lavish spectacles and colorful operettas.

The gay music of Friml and Stothart retains all its charm and warmth when performed by a cast of skilled thesp and competent singers. Little has been spared in the staging, costuming, and settings, and production can stack up well against stiff comparison.

Main criticism to be found is fact that the original Harbach-Hammerstein book has been torn asunder and rewritten to fit the specific talents of the cast. In fact, some segments of the story are so vastly different from original yarn that classic tale of love is sometimes unrecognizable. To fit special comic talents of clown Pinky Lee, for example, scenes were written into script embodying Lee's very funny night club routines. Altho audience eagerly enjoyed the pint-sized, lispng gagster at every turn, comic elements were stressed at the sacrifice of any semblance of plot or continuity. In same manner, producers took frequent liberties in changing other characters to fit the mood of the evening.

In the title role, Jan Clayton (late of *Carousel* and *Showboat*) is vivacious and charming, with a pleasant soprano voice and generous flavor of dramatic talent. Singing the male lead, film actor John Howard reveals a surprisingly good baritone voice plus seasoned thesp ability. John Shafer, as Sergeant Malone, is best supporting player by far, excellent both in vocal and dramatic departments. Holding down comedy slot with scene-stealer Pinky Lee, Betty Huttonish Collette Lyons has little trouble getting a generous share of laughs.

Supporting roles are ably handled by Douglas Fowley, Henry Corden, Kirby Smith, Iris Whitney and Jean Nelson, altho parts are sacrificed to build leads.

Louis Dapron's choreography is well planned and smoothly executed. Costumes by Kate Drain Lawson are colorful and Richard Jackson's settings are most effective. Frank Tours turns in a creditable musical job.

Outdoor theater enthusiasts should be receptive to Producer Mann's ambitious project—provided, of course, they don't take stage horseplay too seriously. Anyway, the music is delightful and the outdoor atmosphere conducive to relaxed enjoyment—so what's in a story. Alan Fischer.

Subway Circuit Business Booming

NEW YORK, July 12.—Altho Stem legit producers are crying the b.-o. blues, across the bridges in the Bronx and Brooklyn Jules Leventhal is racking up healthy weekly grosses of approximately 13G and 14G, respectively, with his subway circuit. Two theaters, the Windsor in the former borough, and the Flatbush in the latter, form the circuit.

Leventhal has been offering the customers such sock attractions as *Anna Lucasta*, *Joan of Lorraine* and *Design for Living*, with plenty more hits to come. Shows are alternated between houses. So far featured billing has gone to Jose Ferrer and Sylvia Sidney, with Mady Christians and Lucille Ball due to perform there before the summer ends.

The producer holds his prices low enough to keep the b.-o. treasurers busy. Matinees are 50 to 85 cents, with evenings 60 cents to \$1.50, except on Saturdays when the top is \$1.80.

Leventhal also has the benefit of working under an Equity stock arrangement which allows him to play 10 performances per week.

ROUTES

Dramatic and Musical

Born Yesterday (Erlanger) Chicago.
 Call Me Mister (Blackstone) Chicago.
 Carousel (Shubert) Chicago.
 Design for Living (Shubert-Lafayette) Detroit.
 Gielgud, John (Royal Alexandra) Toronto.
 Louisiana Purchase (Philharmonic) Los Angeles.
 Oklahoma (Forrest) Philadelphia.
 Red Mill (Civic O. H.) Chicago.
 Three Musketeers (Curran) San Francisco.

THE FINAL CURTAIN

ARNOLD — James W., outdoor showman, who had been with the Wortham and Bill Hames shows and also at State Fair Park, Dallas, at his home in Grand Prairie, Tex., July 2. Surviving are his widow, Lucy Jane; three sons, James W. Jr. and Edward L., both of Grand Prairie, and Johnnie W., Dallas; a sister, Maurine Joyce Arnold, Grand Prairie; a brother, Roy Arnold, Brady, Tex., and a grandson. Interment in Lone Star Showmen's Rest, Grove Hill Cemetery, Dallas, July 5.

BELMONT—Bella (Gillespie), former vaudeville and musical comedy actress, suddenly in Atlantic City Hospital June 20. She had toured the United States and South Africa as a singing comedienne. Survived by daughter, Mrs. Nellie Quinn, Grand Rapids, Mich. Burial in Holy Sepulchre Cemetery, Philadelphia, June 20.

BERGER—Fred, formerly with T. J. Tidwell, Beckmann & Gerety and Harry Craig shows, recently in Brownwood, Tex. After retiring from outdoor show business several years ago, he resided with his stepdaughter, Dorothy Johnson, a member of Heart of Texas Shows.

BOSWELL — Meldania G., 75, mother of the three Boswell Sisters, of vaude, radio and films, July 6 at Peekskill, N. Y. Surviving are Mrs. George L. Lloyd, Mrs. John Paul Jones and Mrs. Connee Boswell Leedy. Services were held at St. Peter's Episcopal Church, Peekskill. Burial in Hillside Cemetery, that city.

DUNBAR — Lew, 60, old-time vaudeville performer, at his home in Oakland, Cal., July 6. He was a partner of Will King in the vaudeville team of Dooley and Dunbar for 15 years on the Orpheum Circuit. Survivors are his widow, Mary; his mother, Alice, and a brother, Kenneth.

FINCH—Ralph G., 52, motion picture projectionist, July 6 at his home in Atlanta after a year's illness. His widow and a son, Charles, of Nashville, survive.

FISHER—John C., 40, assistant boss canvasman, Tuesday (8) in the wreck of the Clyde Beatty Circus train near Hubbard, Neb. His home was Lewistown, Pa. Other details in Circus Section.

FITZGERALD — Lillian, comedienne, July 10 in New York. She began her career as a child with Weber and Fields, was featured in Broadway shows with Ed Wynn and Eddie Cantor, and appeared recently at the Club 18. She specialized in burlesquing grand opera stars. Services were held in St. Malachy's Chapel.

GARRITY—Mrs. Charlotte Learn, 56, actress, in New York July 6. She once appeared with Douglas Fairbanks Sr., and later in Chicago. Survivors are her husband, John J. Garrity, theatrical executive; a son, John Jr., and a daughter, Mrs. Patricia C. Givauban. Burial in Forest Lawn Cemetery, Glendale, Calif.

5 in Gardner. He had served in various capacities with several Massachusetts stations, joining WHOB last March as manager. His widow survives.

HIGHFIELD — Wilmer C., music teacher and organist, July 9 in Wilmington, Del. He was known for his activities in State musical organizations and for his many organ concerts thruout Delaware and Pennsylvania. Survivors are two sons, Wilmer C. Jr. and Francis L.; a brother, Edwin B., and a sister, Mrs. Anna Foraker.

KAPLAN—Hyman, 52, known as Hal Stone in radio and vaudeville, June 15 in Liverpool, England. After a successful career in American vaudeville, he went to England in 1936, appearing on the English stage and touring with the USO Camp Shows during the war. Survivors are two brothers, four sisters; his widow, Ida, and their children, Beatrice Cole, Dorothy Burrell, Roslyn Lutzker, Irving J. Kaplan and William Kaplan.

The Great Gregoresko

Joseph Gregor Czek (The Great Gregoresko), 33, known as "the man who hangs himself and lives to tell the tale," died Sunday (6), in the Lutheran Hospital, Omaha. Death was attributed to pneumonia.

He had been billed to appear at the American Legion show at Omaha's Creighton Stadium July 4. En route to Omaha from Chicago, he became so ill that he was forced to stop several times. In Omaha he was rushed to the hospital after being found unconscious in his bed.

His widow, the former Kathryn Burns, an aerialist, who performs under the name of Kayletta, was en route to Philadelphia to fill an engagement when Indiana State Police intercepted her to tell her of her husband's illness. She rushed to Omaha and was at her husband's bedside at his death. Also at his bedside when he died was Mrs. Charles Zemater, of the Chicago booking family of that name.

Besides his widow, he leaves his father and a sister in his native Budapest, Hungary.

Funeral services were held Sunday (7) afternoon at the Heafey Mortuary, Omaha. His body was flown to Los Angeles, his home. Interment Thursday (10) was in Forest Lawn Memorial Park, Los Angeles.

MALLOCH—Chester W., 52, recently in St. Stephen, N. B., following a lengthy illness. During many years' residence in England, Malloch had been a studio electrician for British film companies, including British International. His widow and a son survive.

MANNERING — Sheila, 48, radio and former film actress, July 9 in New York. She was known at First National Pictures in the '30's as Bessie True. She was found strangled in her apartment and police investigations are under way.

MAWER—Lucien, 71, Belgian composer, July 8 in Liege, Belgium. He composed many vocal and instrumental works.

McELROY—J. Cole (Pop), 66, operator of Spanish Ballroom, Portland, Ore., for the past 21 years, July 1 in that city. A son, Burton, and a sister Rachel, survive.

NAPOLETANO — Thomas, owner of Tom's Model Hobby Shop and formerly with Amusement Supply Company and National Theater Supply, Detroit, June 28 in that city after a lengthy illness. His widow survives.

OWEN—David, 48 associate speech professor at the University of Michigan and former radio producer and director, July 4 in Ann Arbor, Mich., of a lung ailment. He received degrees from Stanford University, the American Academy of Dramatic Arts and the University of Michigan. He was director of the North Shore Theater Guild, Evanston, Ill., from 1927 to 1929, and from 1929 to 1941 served the Columbia Broadcasting System and the National Broadcasting Company in Chicago and Hollywood. He either directed or produced *Fibber McGee and Molly*, *Lum & Abner*, *Just Plain Bill*, *Scattergood Baines*, *Skippy*, and *Rin Tin Tin*. His widow, the former Beth Charlton, and a daughter, Rosemary, survive.

PRATT—Clay C. (Harry) 65, in Tacoma, Wash., recently. He was formerly with the Al G. Barnes Circus and was manager of the Rialto theater in Tacoma at the time of his death. Surviving are four sons, Wesley (Buster) Castle, Jack Castle, and Roland and Davis Pratt, and the widow.

RIDER-REED — Mrs. Corinne, 70, opera and concert soprano, July 10 in Toledo. She was known professionally both here and in Europe as Corinne Rider-Kelsey.

ROBERTS—Mrs. Nellie Brewster, 68, former singer with Gus Edwards units (1905-15), July 5 in New York.

SCHWARTZ—Horatio E., 89, developer and inaugurator of Queensland Beach Park, Queensland, N. S., in that city recently of injuries sustained in a fall. He owned and operated the park until 15 months ago, when his injuries confined him to bed. Two daughters survive.

STONE—Ormund W., 39, pianist with the band on the D & C steamer, Western States, July 5 in Petoskey, Mich.

TASILLO—William, J. Jr., 40, cornetist and conductor of his own orchestra and a former member of the Hal McIntyre and Mal Hallett bands, instantly in a car crash in West Hartford, Conn., July 6. He also owned and operated a night club in Farmington, Conn.

WARD—Elroy H., 53, bass baritone in opera, theater and radio, July 8 in Cleveland. Survivors are his widow, Mildred; three sons, Robert, Raymond and Jack, and three daughters, Fynette, Mrs. Loretta Saltzgeber and Mrs. Helen Brooks.

WITHERS—Charles, 58, character actor and vaudevillian, July 10 in Bayside, N. Y. He was famous for his act, *Withers' Op'ry*, for 35 years, touring America, England and Australia. He was featured in *Hitchy-Koo* and *Hellzapoppin'* on Broadway, and during the past three years he toured with the USO. He was a member of the Lambs and the Green Room Club. Survivors are his widow, Mae, and a daughter, Mrs. Viola Johnstone.

WITHSTANDLEY—Arthur M., 57, one time announcer for Station WICC, Bridgeport, Conn., and active in dramatic and musical circles there, in that city July 2. Two sons and a daughter survive. Burial in Lakeview Cemetery, Bridgeport, July 5.

Marriages

EDWARDS-RYAN—Lee Edwards, staff vocalist on WWJ, Detroit, and Eunice Ryan, secretary to WWJ commentator, Anthony Weitzel, in Detroit June 28.

FOSSE-NILES—Bob Fosse, of the *Call Me Mister* cast appearing in Chicago, to Marion Niles, non-pro, in Chicago, July 8.

GIBSON-AYERS—James C. Gibson, of Fairfield, Fla., and Nora Lou Ayers, daughter of Mr. and Mrs. Homer C. Ayers, former owners of Great Southern Exposition, recently in Miami.

HERRICK - YELVINGTON — Carl Herrick, concessionaire with Madison Bros. Shows, and Raye A. Yelvington, dancer, in Galveston, Tex., July 2.

LA BLONDE - GALE — Jim La Blonde, member of the La Blonde Trio, and June Ann Gale, night club singer, in Detroit June 27.

LIVINGSTON - CALLAGHAN — Robert Livingston, former WBBM, Chicago, salesman, now with CBS in New York, to Patricia Callaghan, WBBM receptionist, in Chicago July 5.

McCRACKEN-HUMPHREY—Richard McCracken, playwright, and Ellen Humphrey, actress, currently appearing as Mary in *Life With Father*, in New York, June 30.

MONAGHAN - MAY — George Monaghan, conductor of *The Morning Watch* on WOR, and Norah May, English model of Saybrook, Conn., July 12. Monaghan, who was introduced to Miss May in England by Louis Prima, conducted G.I. disk jockey shows for the British Broadcasting Corporation (BBC).

O'SHEA-MAYO—Michael O'Shea, film and stage actor, to Virginia Mayo, actress, in Glendale, Calif., July 6.

REID - PALMER — Armond Reid, nonpro, and Janie Palmer, singer and recording artist, recently in Detroit.

ROGIER-HART — Frank Rogier, radio and opera singer, and Marian Hart, student, July 8 in New York. Rogier has sung in America and England and is now appearing on Broadway in *The Medium and The Telephone*. The bride formerly studied at the Royal Academy of Dramatic Art in London.

THOMASINI - BRIAN — George Thomasini, film editor, and Mary Brian, actress, in Los Angeles June 26.

TODD-BLONDELL — Michael Todd, Broadway producer, and Joan Blondell, actress, in Las Vegas, Nev. Witnesses were the two children of Joan's two previous marriages, Dick and Ellen, and Michael Todd's son by his marriage to the late Bertha Todd. Miss Blondell appeared on Broadway in the *Snaked Genius*, produced by Todd.

TURNER - DRAGONETTE — Nicholas M. Turner, attorney, and Jessica Dragonette, radio and concert soprano, in New York June 28.

UNGEWITTER - ARMSTRONG — Robert Ungewitter, Detroit magician, and Mary Armstrong, nonpro, in Detroit recently.

VAN-MORRELL — Garwood Van, orchestra leader, and Katherine Morrell, nonpro, in Las Vegas, Nev., June 26.

WALKER-LANE—Robert Walker, nonpro, and Dorothy Lane, known professionally as Dorothy Norton, of the Norton Sisters Trio, in Bridgeport, Conn., July 6.

Births

A daughter, Maxine, to Mr. and Mrs. Mack Hoge, June 23 in Collinsville, Ill. Parents were formerly with Wallace Bros.' Shows.

A son, Eric, to Mr. and Mrs. Ed Drake, at Columbia Hospital, Milwaukee, June 25. Father is fiddle player at Jimmy Fazio's Pump Room in the Towne Hotel.

A daughter, Susan, to Mr. and Mrs. Wayne Hurdell in Detroit June 24. Father is pianist at Station WWJ, Detroit.

A son, F. C. III, to Mr. and Mrs. F. C. Fisher Jr., June 22 in Mercy Hospital, Jackson, Mich. Father is in charge of transportation with the Barlow Circus and mother is an aerialist with the same show.

A daughter to Mr. and Mrs. Robert Presnell Jr. at Cedars of Lebanon Hospital, Hollywood July 1. Mother is Marsha Hunt, film actress; father is a screen writer.

A son, Eric Russell, to Mr. and Mrs. Leroy Anderson, in New York, June 29. Father is composer and arranger for Mills Music, Inc., and Boston Pops Orchestra.

A son, Douglas Dwight Lloyd, to Mr. and Mrs. Robert Conger, July 7 in Detroit. Father is announcer at WWJ.

In Ever Loving Memory

to

"JIMMIE" GROSS

Who passed away on
July 14, 1945

HELEN

HARRIS—William M., manager of WHOB Gardner, Mass., drowned July

Communications to 155 No. Clark St., Chicago 1, Ill.

UTAH NEAR QUARTER-MILLION

Minnesota Attorney-General Lays Down Concession Code

ST. PAUL, July 12.—A 4,000-word omnibus opinion interpreting Minnesota's anti-gambling and lottery laws, handed down Thursday (10) at State Capitol in St. Paul by Attorney-General J. A. A. Burnquist, has put State and county fairs, carnivals and sponsored events further in the hole. These activities already were behind the eight-ball as a result of the edict laid down two weeks ago by Gov. Luther W. Youngdahl at a law enforcement conference for sheriffs and county attorneys of the State's 87 counties that gambling in any form was "verboten" and law officers who didn't enforce statutes faced gubernatorial ouster.

Burnquist's opinion implements Youngdahl's stand. This document drew a specific line in dividing legal activities from illegal under the State law, and was issued so that county attorneys "might be in position to advise peace officers of their counties as to individual operations or schemes concerning which they must receive inquiries.

Provisions of opinion affecting outdoor amusement-entertainment enterprises were:

Giving coupons representing chances on an automobile with tickets of admission to a county fair.

Drawings on farm machinery conducted by county fairs or similar associations where tickets are sold to merchants who subsequently give them to customers with merchandise purchases.

Distribution of prizes on a basis of registration at a farm bureau booth at county fairs "of such doubtful legality" as to warrant initiation of prosecution by county attorneys.

Drawings of prizes at meetings, picnics or similar activities of social organizations where no admission is charged and neither the organization sponsoring nor anyone else received any consideration directly or indirectly.

Payment of prizes or premiums to winners of horse races that are tests of speed and endurance without regard to amount of entrance fees.

Skill games such as the basketball concession where a player gets a prize from dropping ball thru hoop at least two out of three times; high striker where prize is given for ringing bell; hoop-la, with awards made for accuracy in tossing wooden rings, provided they are really games of skill and not so fixed that operator can thwart skill or strength.

Governor Youngdahl's code, meanwhile, threw July 4 sponsored events around the State into a turmoil. Many had automobile and other merchandise drawings scheduled, but were informed by their sheriffs these were illegal. At Forest Lake, Minn., just outside St. Paul, the auto drawing was canceled. All ticket buyers who could be located were returned their money and the machine was disposed of thru series of bingo games.

At Willmar, Minn., where the annual Kaffee Klatch fest was underway with Governor Youngdahl as principal speaker, Leo H. Nagel was arrested and fined \$10 for operating a gambling device—a toy auto which stopped on numbers after Nagel pushed it.

Redmond, Ore., Gets Lights

REDMOND, Ore., July 12.—Lighting of the fairgrounds arena for night rodeos and other outdoor events is under way, according to Carl Gallo-way, manager of the Deschutes County Fair Association here.

Chi Legion Draws 100,000 on Fourth

CHICAGO, July 12.—Soldier Field here was jammed with 100,000 paying customers and more than 10,000 were turned away the night of July 4 at the 13th annual Independence Day program sponsored by the Cook County Council of the American Legion.

Program was featured by fireworks, supplied by the Thearle-Duffield Fireworks Company, this city, and by circus acts, booked thru the Barnes-Carruthers Theatrical Enterprises, also of this city. Other features included the participation of drum and bugle corps of the Chicago area.

Sparks Scores in P. E. I.

SUMMERSIDE, P. E. I., Canada, July 12.—Even the weather couldn't stop the Sparks Circus from enjoying good business here Friday (4) and had the weather behaved the circus would have done even better. A full house caught the matinee, despite cloudy weather, and a strong house braved a heavy rain for the night show.

grandstand for other matinee attractions, except on the two Sundays. Several types of attractions were being studied, based on presentations from a number of booking offices to run nights and the two Sunday matinees, but no decision was reached. Basic factor was the necessity to have the track clear for running each afternoon.

A major personnel appointment was made Wednesday (9) by Fair Manager Hazen L. Funk, with Art Beer, who has been doing some design work for the fair, named as manager of commercial and industrial exhibits. Beer was designer for the automotive golden jubilee, held here a year ago.

Michigan Books Olsen, Johnson For Coliseum

DETROIT, July 12.—The Olsen and Johnson show, *Jerks Beserk*, featuring Willie West and McGinty with the Gae Foster Girls, 50 people in all, was signed Thursday (10) for the Michigan State Fair to play in the Coliseum opening Labor Day and continuing thru September 7.

The deal was made thru Frederick Brothers at an undisclosed flat price. It was reported the show would come here right after the Canadian National Exhibition in Toronto, but sideliners pointed out the CNE does not close until September 6.

Another show, probably a name band, will be booked for the Coliseum opening Friday, August 29, for three nights.

The signing of the musical show put an end to the possibility of using a rodeo in the Coliseum, previously under consideration.

A decision was reached Tuesday (8) to continue running races an additional 24 days after the scheduled closing date, August 16, at the State Fair track, and to place the races during the fair dates under the fair's sponsorship. This will close the

Maybe the Law Was a Little Narrow-Minded in This Case

CHICAGO, July 12.—H. G. Dingfelder, of Sleepy Eye, Minn., who operates concessions at county fairs and celebrations in Minnesota, believes that the sheriff of St. Charles, Minn., was a little narrow-minded in his interpretation of the law July 4.

It is best told in Mr. Dingfelder's own words, as follows:

"I am using this means to pass along to the show world what happened to me July 4, 1947, at St. Charles, Minn., in Winona County, at a celebration sponsored by the American Legion, the VFW and the Commercial Club.

"I had three concessions booked in: Basketball game, high-striker and hoop-la. I used nothing but merchandise for flash and no money whatsoever. I was open about three-quarters of an hour before the parade and immediately after the parade the sheriff closed up my concessions, stating they were games of chance and gambling. I stated I didn't think these were in that class; but it was either close down or go to the clink.

"He stated as long as I used mer-

chandise it was a gamble or a game of chance; however, I could operate if I used no merchandise. I asked him if he could run a restaurant without food, as it would be as much sense as me trying to run my stands without merchandise.

"So, all in all, the Fourth was a severe blow to me. I then asked him what the fairs are going to do with the carnival men with \$150,000 invested in rides, etc., if this is the way things are going to be done in Minnesota. He stated that carnivals were out as far as concessions are concerned.

"The bingo game worked all day putting out merchandise, sponsored by the Commercial Club of St. Charles. I had my attorney write Attorney-General J. A. A. Bergquist for a legal opinion on these games I mentioned that were closed here . . ."

(Editor's Note—Possibly Mr. Dingfelder's letter was responsible for the opinion handed down by Attorney-General Burnquist which is also printed on this page.)

Report Garff Heads Midway

Salt Lake automobile man replaces McDermond as mgr. of Beehive Corp.

SALT LAKE CITY, July 12.—The Utah Centennial hit a season daily high during the last week and was ready to pass the quarter-million mark over the week-end, but had not yet shaken all of its jinx. The total mark on the turnstiles Thursday (10) was 237,364.

On the midway, where the going was rough in the early weeks of the exposition, Ken Garff, Salt Lake City automobile dealer, is said to have assumed completely the managerial reins of the Beehive Midway Corporation, which holds the midway franchise. C. C. McDermond, who organized the group originally, has been manager, but Garff has acquired control of the organization by the simple process of having to foot the bills in the tough days. McDermond is a Salt Lake City painter.

Red Hamilton, midway superintendent under McDermond, has resigned. Both McDermond and Hamilton retain concessions on the midway.

Changes Not Startling

The changes are not startling. As he became more heavily interested, Garff became more active in the organization.

The American-Savoy Comic Opera Company, playing Gilbert-Sullivan repertory, folded Thursday (10), after playing continuously since June 2. It fared poorly against bad weather and competition against the sensational success of *Holiday on Ice*. The minstrel-musical *Oh, Susanna*, with Count Berni-Vici, scheduled for two weeks in the Coliseum, closes Sunday (13). It opened strong but faded to less than a thousand each performance.

The *Days of '47 Rodeo*, successful feature for 12 years, opens in the grandstand arena Monday (14) for six days. It normally draws 50,000 persons. R. A. Richter is the stock contractor.

The high mark of the Utah Centennial was reached on Independence Day, normally not one of the big dates in Utah—where July 24, Pioneer Day, and an L.D.S. (Mormon) historical anniversary, is more widely celebrated. The gates clicked in 13,088 customers and the operators on the midway grew well again.

New Low Reached

But the Centennial jinx was not to be downed. Tuesday (8), was rained out and a new low was reached with only 2,444. Threatening weather the following day held attendance at 3,278. Weather was not the only jinx. A new Roll-o-Plane, owned by the Beehive Midway Corporation, collapsed in the middle of Tuesday's business when a bolt sheared off, but luckily it folded gently to the pavement and the occupants were unhurt. And, by a strange coincidence, the sole occupants were two young daughters of McDermond.

The jinx followed up when Bonnie, (See UTAH NEAR ¼ MIL, page 52)

Sunbrock Gets Big Money But Leaves 'Em With Heat

NEW YORK, July 12.—Altho Promoter Larry Sunbrock had two highly successful engagements with his combined rodeo and thrill circus at Cranston, R. I., Friday thru Saturday (4-6) and at Wilkes Barre, Pa., Tuesday and Wednesday (8-9), he left a trail of heat in both cities. Cranston police are holding a warrant charging him with assault on Arthur (Frisky) Childers, thrill show performer. Complaint alleges that Sunbrock attacked Childers with a hammer when the latter demanded an additional \$200 for a sixth and last performance in Cranston, Sunday (6). Original deal supposedly called for \$1,500, which Sunbrock reputedly paid.

Ken Maynard, cowboy motion picture star, showed up in Wilkes Barre Wednesday night (9) to explain that his name was included in Sunbrock's advertisements without his permission. "I came to Wilkes Barre to put a stop to it," Maynard said. "Pennsylvania is my best State and I want to be sure to appear where I am advertised, but this show has no claim on my services." He was a little late since the last performance was given that evening.

Maynard appeared recently in Sunbrock promoted shows in the Yankee Stadium, New York, and Braves Field, Boston. Maynard said he had been offered another contract to tour with Sunbrock when the latter opens a Canadian tour in August.

Inspector Ryan, of the Cranston Police Department, estimated that the Sunbrock show drew about 40,000 for the six shows presented there. Attendance at Wilkes Barre was said to be on a par.

Sunbrock's unit arrived in Stamford, Conn., for performances there yesterday. Chief of Police G. Bourret, of Cranston, has requested the Stamford police to hold Sunbrock if he appears.

Other members of the Sunbrock show were having their troubles. In Cranston, James R. Waldoup, a cowboy, is being held on charges of as-

Paine Manages Horse Show Class of Grand National

SAN FRANCISCO, July 12.—Tevis Paine, associated with the California State Fair for many years and recently manager of other big California shows including the Coronado National, the San Diego National and the Sonoma County horse shows, will manage the horse show division of the Grand National Livestock Exposition, Horse Show and Rodeo in San Francisco's Cow Palace November 1-9.

Regina Must Pay Full Tax

REGINA, Sask., July 12.—Regina Exhibition Association will have to pay the city full amusement tax on this year's annual. City council refused to approve a recommendation of city commissioners that the association be allowed to pay \$2,000 in lieu of the tax.

sault with attempt to rape. In Wilkes Barre, Dotty Rais, a former member of the show, swore out a warrant for John Maines, a performer, charging that he failed to meet payments on a car she sold him some months ago. The balance of \$300 was paid and Maines was released.

Utah Near Quarter Mil Mark; Garff Heads Up Midway

(Continued from page 51)

the movie elephant of the Tarzan series, booked into the grandstand arena of the exposition the week beginning July 7, by Joe Bren, of Los Angeles, was burned to death at Yermo, Calif., en route to keep the local date. The July 8 grandstand show was rained out.

Gaylord White and Al Sweeney (National Speedways) have booked automobile races at the grandstand track for the afternoons of July 24 and 26, and August 1 and 2. With a whale of a job of publicity, plus plenty of paper, even into the surrounding three States, should up those sagging attendance marks.

Except at the expo, things have been rosy for the celebration. The national clay court tennis championships drew capacity for the nine days, with turnaways of approximately 4,000 in the final two days—new high attendance for the event in recent years. The locally produced musical *Promised Valley*, with Alfred Drake, of *Oklahoma* fame, in the top role, has 18,000 advance sale at \$2.40 top two weeks before opening—a good figure in these parts.

Tom Killilea Rites Held in New York

NEW YORK, July 12.—Funeral services for Thomas Rutledge Killilea, 55, well-known circus and show business press agent who died in Post Graduate Hospital Saturday (5), were held in St. Malachy's (the actor's) Church Tuesday (8) morning. Burial was in Calvary Cemetery.

He was born in Stuyvesant Falls, N. Y., the son of the late Dr. Thomas R. Killilea, New York civil service commissioner during the administration of Mayor John F. Hylan, and Anna White Chittenden Killilea, and a grandson of police Capt. Thomas Killilea, a colorful figure of the old Tenderloin District.

His first newspaper job was under Charles E. Chapin, city editor of *The New York Evening World*. He later joined the staff of *The New York Sun* and served on that paper, except for service as a non-commissioned officer in World War I under the then Maj. Dwight D. Eisenhower, until 1926 when he joined Ringling Bros. and Barnum & Bailey Circus as a story man under Ed Norwood, then boss press agent. He first established contact with circus personnel while covering engagements in the old and new Madison Square Garden for *The Sun*. He remained with the Big Show thru 1932, when he left to handle an extensive tour of Guy Lombardo and his orchestra for the Standard Oil Company. He publicized New York State Fair for a year under the direction of the late J. Dan Ackerman. In 1936 he joined the New York City News Association and served for two years. He became a staff member of *The New York World-Telegram* in 1938 and remained there until 1945 when he again joined the circus as a story man, this time under F. Beverly Kelly, present department head.

At the time of his death he was publicity director for the Brockton (Mass.) Fair. He tub-thumped for a score or more years for the Westminster Kennel Club Dog Show and served several terms publicizing Gene Autry's Rodeo in Madison Square Garden.

He is survived by a widow, Ann, and an uncle, Arthur Chittenden. He was a member of the Cycle Club of the New York Fire Department and of the Association of Theatrical Press

Rogers Grosses 40G in L'ville

Show draws 30,000 paid
customers second day de-
spite inclement weather

LOUISVILLE, July 12.—Roy Rogers' Thrill Circus, despite one day of bad weather, grossed better than \$40,000 for its two-day stand here July 5-6. Opening day the show drew 23,000 paid admissions and the second day had 30,000 paid. The advance sale hit the \$12,500 mark. Sunday there was a regular downpour of rain in the morning and there were light showers and overcast skies thru the day and evening.

Show enjoyed good advance press and radio, and once Rogers himself hit town the papers and radio stations went all out. *The Courier-Journal* used pictures and stories on Rogers's visit to Nichols General Hospital where he entertained some 1,500 veterans for nearly two hours under a broiling sun. He was assisted by Tim Spencer and Bob Nolan. In addition, Rogers visited other hospitals, including the one in which Mike Daugherty, son of *The Times* dramatic critic, was a patient. Daugherty used a piece in his column about it. Another hospital visit which garnered publicity was the one he made to see a Louisville policeman's daughter, ill with a severe kidney ailment.

Jack Starkey, Jim Walton and Dick Fisher, all of Station WHAS had Rogers on the radio several times.

CINCINNATI, July 12.—Sporting the strongest array of talent ever to grace an outdoor program here, the Roy Rogers' Thrill Circus, presented and produced by Thomas N. Packs, concludes a seven-day stand at Crosley Field with the matinee performance tomorrow, thus enabling the troupe to tear down and load for the 300-mile hop to Pittsburgh, where the unit opens Monday (14) for another run under police department auspices. Advance sale for the Pittsburgh stand is reported very heavy.

Local business was nothing terrific but not in the least disappointing to Packs, who augmented his regular line-up of acts with four additional thrillers for the Cincy run in order to combat the stigma of some past outdoor shows here and to build for a return here next season. This was Packs' initial stop-off here and show made an excellent impression. Advance publicity was good and Rogers grabbed bundles of free newspaper space during the show's running. Word-of-mouth praise was tops.

Monday night opening attracted some 4,500 payees; Tuesday hit around 4,000; Wednesday was marred by rain, the rain-checkers serving to build Thursday night's attendance to around 8,000. Friday night's attendance passed the 13,000 mark, and advance ticket sales point to a hefty matinee and night crowd today, with a wallowing matinee anticipated for Sunday.

Price scale was as follows: Children—general admission, 60 cents; reserves, \$1.10; boxes, \$1.85; adults—general admission, \$1.25; reserves, \$1.75, and boxes, \$2.50.

Agents and Managers.

Among the large number of friends attending services were Mrs. Courtney Riley Cooper, widow of the famed novelist and press agent; Lillian Jenkins, publicity director of Madison Square Garden; Leonard Traube, of the Earle Ferris Company; Dave Whalen, personal representative of Gene Autry; F. Beverly Kelly, circus publicity chief, and Jim McHugh, of *The Billboard*.

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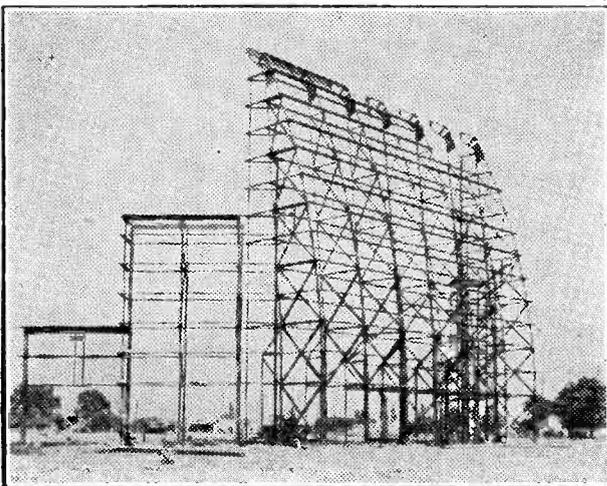
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Ferris Racks Up Over 20G At San Diego

Doubles '46 Midway Take

DEL MAR, Calif., July 12.—With a gross exceeding \$20,000 for the 10-day San Diego Fair date, Ferris Greater Shows completed its most successful stand of the season here July 6, according to Larry Ferris, owner-manager. Take for the first nine days was \$19,553 with the final day bringing the total well over the 20G mark, said Ferris. Shows did nearly 50 per cent better than an org of approximately the same size did here last year, Ferris stated.

Excellent weather contributed to the success of the date. No time or business was lost because of weather conditions. Not a single complaint was registered during the fair date, said Ferris, who added that the org met all health, fire and union requirements and operated to the complete satisfaction of fair officials.

Spotted opposite the entrance to the grandstand on the Avenue of Flags, the midway presented a neat and colorful appearance. To utilize the allotted space to the best advantage, all rolling stock was removed from the fairgrounds.

Plenty of Flash

Shows made a fine flash with plenty of neon and bright paint in evidence. Eight rides: Merry-Go-Round, Tilt-a-Whirl, Fly-o-Plane, Roll-o-Plane, Octopus and two kiddie rides, two shows, an arcade and 30 concessions comprised the line-up.

Personnel included Mr. and Mrs. Larry Ferris, owner managers; Ray Thornton, ride superintendent; ride formen: Merle Coziah, Ferris Wheel; Ralph Ramirez, Kiddie Cars; Chester Coziah, Merry-Go-Round; Johnny Swartwood, Fly-o-Plane; Jack Withington, Tilt-a-Whirl; A. Matney, Octopus; Roy McCrander, Roll-o-Plane and Julian Delgado, Baby Planes.

Among the many visitors were H. O. Davis and Hal Hotchkiss, State fair board directors; Paul Jones, Arizona State Fair manager, and Lou Merrill and Dick Washburn, officials of the Western Fairs Association. They were greeted by J. Ed Brown, "mayor of the gayway." Numerous showfolk from all over the State also spent time on the lot.

Manager Ferris closed a deal whereby the shows will be used for background atmosphere in the new 20th Century-Fox movie, *Nightmare Alley*, now in production. A location company, including Technical Director Jimmy Wood, who is also an outdoor showman, spent all one day at the lot here taking films. Ferris said that if the weather remains good he will take his shows into the studio July 22 for additional shots.

As a feature of the closing day (6) Ann Reid, known to showfolk as "Missisip," was presented with a blue ribbon and acclaimed "world's best guesser." Presentation was made by Mrs. Alispaw, secretary to Ernie Hulick, fair manager. Those assisting in the presentation were "Mayor Brown" and Ed Kennedy, veteran guess-your-weight concessionaire.

Ferris is doing his own booking by air and hops from place to place in his private plane, which carries the name of the shows on its wings.

Next date announced by Ferris is the Hemet Apricot Festival, a five-day celebration. He has also signed to furnish the midway at the Chula Vista Cuesta de La Luna and the org will make its third annual appearance at the Antelope Valley Fair in Lancaster, Calif.



IT WASN'T EXACTLY ALL QUIET on the Northern front when the Johnny J. Jones Exposition banged in a pair of red ones at Negaunee and Hancock, Mich. They had a little family party in celebration and in attendance were, left to right: Mr. and Mrs. Johnny J. Jones Jr., Frances Scott, Jimmy Rose, Charley Chaney, E. Lawrence Phillips, Marion Stewart, L. (Peazey) Hoffman, Morris Lipsky, Bertha (Gyp) McDaniels and Mr. and Mrs. Bob Edwards.

Menominee, Wis., Proves Good Drop-In for Jones

MENOMINEE, Mich., July 12.—With busses rolling in every 20 minutes from Martinette, Wis., each carrying a one sheet on the outside, to the Johnny J. Jones Exposition lot here, E. Lawrence Phillips and Morris Lipsky figure to have quite a little extra cash to count before it is all out and over Sunday (13) night. JJJ was the first major shows to drop into this spot for some time, and it was obvious the folks were ready and willing for fun and frolic. Crowds increased nightly after Tuesday and the weather has been ideal for this territory. The appearance of the org has been enhanced considerably with the erection of four new light towers built by Bert Miner, general superintendent. Those who have viewed them claim they compare favorably with any in the business. This is a part of the dress-up program Phillips started a month ago in preparation for the celebrations and fairs.

Jimmy Rose, press and promotional man, arranged a kiddie matinee for today, and tomorrow will be Family Day, a feature they say goes big around here. Picnickers have been encouraged to bring their lunches and make a complete day of it.

The org will move Monday to Lyons, Ill., a suburb of Chicago, for an opening Wednesday (16). Rose and L. (Peazey) Hoffman, who is said to have been on speaking terms with more bankers than any other special agent extant, are now in Chicago completing arrangements for that showing. Rose leaves tonight for French Lick Springs, Ind., to attend the press and radio meeting arranged by the Monon Railroad in preparation for the centennial to be staged at New Albany, Ind., where JJJ has all midway attractions.

The org's Fourth was spoiled somewhat by rain which started at 9:30 p.m. There was a flock of folks on the lot when the deluge hit, spoiling the fireworks, and sending the customers home. Nevertheless, Hancock, Mich., finished in the category of a winner, making the Upper Peninsula tour finish on the right side of the ledger.

New Castle Finally Books a Carnival

NEW CASTLE, Del., July 12.—Personnel and equipment of the Kay Amusement Company arrived here from Oxford, Pa., Wednesday (9) for opening Thursday (10), under auspices of the Goodwill Fire Company, marking the first time in many years that a carnival has played in New Castle.

Shows will play here 10 days, closing Saturday (19). Special events during the carnival's run will be a parade, in which 29 fire companies will participate, and a street dance adjacent to the show lot.

Wagner Grins Despite Badly Battered Face

Rockford Proves a Winner

ROCKFORD, Ill., July 12. — Al Wagner, owner of the Cavalcade of Amusements, playing at Loves Park, still was able to smile tonight, despite the fact he had suffered facial wounds when he and his chauffeur were banged around by four Negro bandits early Thursday morning (10).

Reason for Wagner's smile, despite his injuries, was the way business was going on this stand. Opening Tuesday (8), the show had its biggest opening of the season and the biz has continued. In fact, Wagner used one word—tremendous—to describe business to date on this stand. And that about sizes up the situation. Crowds have increased each night and spending has been liberal. The shows still have four days to go here, closing Tuesday night (15).

Snyder Wagner's Assistant

In between the excitement of being robbed of his \$300 diamond tie clasp, meeting various visitors and watching the crowds through the midway, the Cavalcade owner had time to announce that W. E. (Bill) Snyder, who opened the season as business manager of the John R. Ward Shows but who resigned two weeks ago, has been named as his first assistant.

Four men, Robert Shipp, 25, Freeport, Ill.; Richard Cassell, 26, Lafayette Hotel, Rockford; Wysee Bowden, 25, 411 South Central Avenue, Rockford, and Andrew Clifford Eddie, 27, 1216½ South Court Street, have been jailed in connection with the theft of Wagner's tie clasp.

A charge of strong-arm robbery has been lodged against Eddie, while Ship, Bowden and Cassell are accused of being accessories to the attack on Wagner. According to the story told police, Wagner and his chauffeur, Florenze Williams, were confronted as they drove up to the shows' sleeping cars spotted on the Chicago, Milwaukee, St. Paul and Pacific Railroad right-of-way between Short Elm and Cedar Streets. Wagner told police he lost his billfold, which he said contained no money, and the \$300 tie clasp. Both he and Williams, 24, received head and face lacerations in the struggle.

Argument Starts

Wagner told Howard Brewer, sergeant detective, who made the arrests a few hours after the robbery, that he and Williams became involved in an argument with the four Negroes shortly after they stopped their car near the railroad siding. The four men drove away in their own car after the assault and Wagner and Williams drove to the sheriff's office to report the incident.

The men were located thru a license number furnished by Wagner. All were originally charged with assault and battery. The new charges were added by police as a result of later investigations. Brewer said the additional charges followed the discovery of Wagner's billfold a block from the scene of the fight. The diamond tie clasp has not been recovered.

Memphis, Ward having gone there for the funeral.

Lew Hamilton, well-known press man in Eastern circles, joined at Ironwood and has taken charge of the advance.

Buck Gets Well At Keene, N. H.

GORHAM, N. H., July 12.—O. C. Buck Shows played their 13th year at Keene, N. H., last week, and Thursday (3) drew the biggest night's business ever chalked up by the organization in that spot, with close to 9,000 patrons on the midway. Business was excellent June 30, with good weather, but an early-evening rain washed out Tuesday (1) night's business.

The Keene date was under American Legion auspices, with several special events during the week, including a July 4 parade in which the show's sound truck, two large floats manned by the *Chocolate Dandies* ork and a group of show girls, plus a squad of motorcycle riders from the show's motordrome, participated. A fireworks display on the night of the Fourth brought out a top crowd.

More than 70 carriers of *The Keene Sentinel* were entertained Tuesday night (1) by Publicity Director Paul A. Erickson, who recently bought the country store from Joe Mirra.

Ward Set for Run At South Beloit

SOUTH BELOIT, Ill., July 12.—John R. Ward Shows opened here Thursday (10) to business described as "better than fair" by both concessionaires and backers, and prospects were considered good for a winner before closing next Friday to move to the Logansport, Ind., Fair.

The org moved in from Ironwood, Mich., where the July 4 week-end proved profitable, but not up to expectations. The shows were well billed at that spot and had the benefit of a strong promotion handled by Frank R. Winkley for his All-American Thrill Drivers, but even the latter org failed to click in its customary manner.

The midway was saddened by news of the death of Ward's mother in

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- Bids must be received, at address below, before 5 PM July 25, 1947.

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Want Rides not conflicting. Will book Roll-o-Plane for balance of season.

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HARRISBURG, ILLINOIS

ALL NEXT WEEK — JULY 21ST TO JULY 26TH

WANTED—Legitimate Stock and Slum Concessions of all kinds. Independent Shows with own outfits. One more Flat Ride. Help for all Major Rides. ALL WIRE TO

C. C. GROSCURTH, General Manager, "BLUE GRASS STATE SHOWS"

All this week, GOLCONDA, ILL., FAIR; followed by HARRISBURG, ILL., FAIR.

Paramount's Lengthy Trek Pays Off With Good Take

DUBOIS, Pa., July 12.—Bad weather which has dogged the Paramount Exposition Shows thruout its first season appeared licked here this week following a switch in routing from up-State New York by Ralph P. Flannagan, general manager, and sizable crowds and grosses were reported thruout the run. With business excellent on the Fourth and closing Saturday (5) as a result of balmy weather, Flannagan took the occasion to deny the possibility of the shows failing to make the season, rumors notwithstanding. Flannagan decided on the 361-mile jump here from Utica, N. Y., when the show failed to catch one clear Saturday in New York in more than a month. Trip was made without mishap and all units were ready for a Tuesday (1) opening in the heart of the business district under the sponsorship of the Volunteer Fire Department.

Ray Flannagan, brother of Ralph. is now handling publicity for the org. He arranged with station WCED here to air a 30-minute show direct from the lot. Several city officials, including Mayor Hoover, participated.

Two new tractor-trailers and a kiddie ride were received here. Harry Copping, former show owner, visited. Willie Lewis, business manager, reports good business whenever weather permits.

There were about 4,000 paid opening night, Wednesday (2). The Fourth was the biggest day in every respect while a matinee sponsored Saturday (5) by Mayor W. L. Hoover attracted about 5,000 children, Ben Braunstein, general agent, reported. Date accounted for the best gross of the season.

The Rocket, Tilt-a-Whirl, Caterpillar and Octopus topped rides, while the new Kiddie Auto Ride and Miniature Train led in the kid division. Capt. Jimmy Jamison, high diver, proved popular with the crowds.

Visitors were Herb Shive, general representative, Lawrence Greater Shows; Sue and Harry Copping, former carnival owners; Dr. Bud Bantly, Clem Schmitz and Mrs. William Glick.

Flannagan, Braunstein and Willie Lewis visited the Caravella Shows in Barnsboro and the Triangle Shows in Ebensburg, both in Pennsylvania.

Casey, Ill., Starts Slowly for Sutton, But Finish Is Big

CASEY, Ill., July 12.—After weeks of rain and cold weather, the Great Sutton Shows registered a red one here Friday (4) after the early part of the week was just average.

Despite the fact the weather early Friday (4) was better than okay, the crowds were slow in coming. It was not until about 3 p.m. that people really started to arrive. By 8 p.m. many concessionaires were handling the biggest volume of business they'd enjoyed all season. The five gate boxes were doing capacity by 9:30 and it was necessary to add two more ticket booths.

The box office final score showed more than 13,000 paid admissions, with an estimated 25,000 in the park.

Shows opened in Casey Tuesday (1) after the long jaunt from Jacksonville, Ill. More than 5,000 were on the midway opening day and night but spending was light. Crowds, and the spending, increased each night until the org hit the jackpot July 4.

Live Oak, Fla., to Fontana

ST. LOUIS, July 12.—Joe E. Fontana, general agent of the L. J. Heth Shows, signed contracts Thursday (10) with L. C. Wadsworth, president of Suwanee County Fair Association at Live Oak, Fla., to furnish all midway attractions and concessions for that annual November 10-15.

Wade No. 2 Gets It At St. Clair, Mich.

DETROIT, July 12.—Post-war revival of the former annual celebration sponsored by the Lions Club of Saint Clair, Mich., July 3-5, drew excellent business, according to reports from the W. G. Wade No. 2 Unit, which furnished the midway. Attendance July 4 was estimated at 21,000.

Shows were set up on the streets and in the adjoining city park. A large program of special events, including boat races on the river, a water regatta, fireworks, street dance and free acts helped draw crowds.

★ For Sale For Sale ★

★ HARRY LEWISTON ★

★ One FISH Bowl Illusion, complete, beautifully painted, \$125.00. ★

★ Also complete Crime Show with banners, electric chair; wax figures and wax faces of Hitler, James, Dillinger, Goering, etc.; also includes Buell Show complete. Cost over \$1500.00; will sell \$325.00 for all. One Fair and you are even. Send truck or will ship C. O. D. on 25% deposit. ★

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FOR SALE

Aluminum Deluxe Diner

Tandem Trailer, 28 foot long by 8 foot wide. Sides all open. Completely equipped with bottle gas, deep freeze units and Frigidaire, bottle coolers, hot and cold water, Root Beer barrel and carbonator, French fryer, pots, pans, dishes, silver and fluorescent lighting, six tables, 24 chairs, also new (used two weeks) Royal Blue Top, 24x38, 8 foot side wall, stake poles. Will sell all complete, or Diner and Top separately. Due to illness, will sacrifice for quick CASH sale. WIRE.

CURLY WALTERS
DOBSON'S SHOWS, Phillips, Wis., July 14-17;
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AGENTS WANTED

For Guess Your Age, Guess Your Weight, Scale; also Novelty Men wanted for the following Fairs: Harrington, Delaware; Ionia, Michigan; Roanoke, Virginia; West Virginia State Fair, Lewisburg; Charleston, W. Va., Fair; Trenton Fair; Greensboro, N. C.; Danville, Virginia, Fair; Hickory, N. C., Fair, and four others. Also many indoor spots for winter. Write

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Slum Skillo Agents, Rolldown Agents. Steamer Bill McTyre, come on, and others that have worked for me.

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BARLOW'S BIG CITY SHOWS

PLAYING CELEBRATIONS and Home Comings in the St. Louis area and Southern Fall Dates. Want Concessions and Ride Help. Address:

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 1 8-CAR OCTOPUS RIDE
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 No transportation. Can be seen operating now. Perfect condition. Address BOX 470, care Billboard, St. Louis, Missouri

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 All Celebrations and Fairs from now till closing. Have space for one more Ride, also few more Concessions. Dallas City, Illinois, this week; Keosauqua, Iowa, next week.
CLYDE R. PIERCE

R. W. ROCCO WANTS
 Agents for Razzle Dazzle. Manager for Bowling Alley. Will book Photos, Clothes Pins; Wheels, work stock or P.C.; Ball Games, String Game, Fish Pond. All wire:
R. W. ROCCO
 c/o MADISON BROS. SHOWS
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FUN HOUSE FOR SALE
 Mounted on 24-ft. Semi with D-30 International Tractor. Two blowers, 5 tricks, with real flash; practically new. Reason for selling: other business. Best offer takes it.
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WANTED
 Carnival Company with several Rides for our two-day Celebration late in September. We will select dates to suit all concerned.
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 J. W. McMonagle, Commander
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SLIM MOORE WANTS
 Counter Men for Bingo. Salary and percentage. Also Agents, especially for Scales. For Street Celebrations in Indiana. Address:
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 Lapeer, Mich., this week; Jackson, Mich., next week.

RIDES WANTED ALSO CONCESSIONS
 For Big Annual Home-Coming, Sponsored by the Chamber of Commerce.
Hermann, Mo., Aug. 30-31
 Contact MAYOR R. W. OCHSNER, Hermann, Mo.

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 OF COLEMAN BROS. SHOWS
 Wants Count Store Agents, also Slum Store Agents that can get them up and down. If you can stand good treatment on the best show in the East get in touch with me. Fred Bailey and Joe Shaunessey, come or wire. Amsterdam, N. Y., week of July 14th; Rensselaer, N. Y., July 21st; then per route.

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 With 10 H.P. electric motor, complete except for ticket box, can have possession immediately, \$5,000 cash. Also for delivery after Labor Day, 8-Abrast Spillman Merry-Go-Round, suitable for park, \$2,500 cash. Both Rides can be seen at Crystal Beach, White Lake, N. C.
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 For All-Bole Side Show, one good Freak to feature. Ticket Seller and Inside Lecturer. Following people contact: Miss Alzora, Miss Drake, Miss Mack, Miss Juice. Princess Krumble-Face, come on; will send ticket. Bring husband, can place him.
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 Grundy, Va., this week, or as per route

ROGERS & POWELL
 Want Merry-Go-Round, Shows with own outfit, Grab or small Cook House, Fish Pond, Bumper, Cotton Candy, Scales, Candy Apples. Set Games that will grind, Roll Down, Razzle Dazzle, Swinger, most any Concession, working for Stock. Want Second Man on Wheel and Chairperson for balance of season, with 8 of the best bona fide Fairs in Mississippi. Fairs starting Sept. 1. Write or wire Rosedale, Miss.


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 THE SHOW OF THE YEAR
 10 RIDES—SIX SHOWS—FREE ACT SENSATIONAL
 Featuring
 CAPTAIN EUGENE CHRISTY—12 PERFORMING LIONS
WANT FOR BALANCE OF SEASON
 Including 10 of the best Fairs in North and South Carolina. Get in on the big Firemen's State Convention held at Du Bois, Pa., August 4-9. \$8,000.00 given in prizes. Parades, fireworks, attractions. Don't forget Ridgeway. Check B. B. for others!!!
 Want French Fries and Photo immediately. Duck Pond, Novelties, Basket Ball, two more Ball Games, all legitimate Concessions' not conflicting.
 Want Motordrome, Mechanical City, Minstrel, Monkey Show. Best proposition.
 Talkers for Fun House, Unborn Show. Want Boss Canvasman, Show Builder. Top wages and percentage.
 Reliable Ride Boys. Drunks, save your time and ours; do not apply. Sober men, we pay tops in wages.
 Kay Fallon, please wire Colonel Sykes.
 All wire CARAVELLA AMUSEMENTS, July 14-19, Meadville, Pa.

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Amusements
 High-class Attractions for Fairs and Celebrations
SEEING IS BELIEVING
 Want for the following FREE GATE Celebrations: SOMERSET, Penna., July 21 to July 26; CONFLUENCE, Penna., July 28 to August 2.
 WANT Ball Games, any Slum Stores, Fish and Duck Ponds. Any Grind Stores. SHOWS: Good opening for Girl Show, Monkey or Wild-Life. Ten-in-One People. SHOWS with or without transportation or tops, contact. RIDES: Octopus, Tilt or Flat Ride. Also Ride Help. BINGO Counter Men and sober Show People. CONTACT. COMMITTEES in VIRGINIA, WEST VIRGINIA, NORTH and SOUTH CAROLINA, contact. We have a few weeks open in September and October. GET A WINNER. All address:
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worlds • cleanest • midway
 Featuring **THE GREAT WILNO**
 SHOT OVER 3 WHEELS NIGHTLY
 Want for our Celebrations and Fairs: SHOWS—Wild Life, Snake, Monkey or anything not conflicting. Will furnish canvas or transportation for same. CONCESSIONS—Can place Photo or Palmistry; no children. Taylor Brother can place Agents for Ball Games, Slum Stores and Percentage Dealers. Henry and Myrtle Sardalet, contact. Address all mail to
PENN PREMIER SHOWS—Lloyd D. Serfass, Gen. Mgr.
 Corning, N. Y., this week; followed by Central Firemen's Convention, Wellsboro, Pa., next week.

GATE CITY SHOWS
 CAN PLACE FOR BIG MIDSUMMER FESTIVAL, CANTON, N. C.
 Sponsored by Haywood County Breeders' Assn. First Show in Fifteen Years.
 Place Concessions of all kinds, Diggers, Custard, Hanky Panks, \$17.50. Want capable Ride Help, Working Acts and Freaks for Side Show, top salary; Feature Act for Minstrel. Want Shows of all kinds; we have complete outfits. Will book Flat Ride, Octopus, Tilt, Caterpillar, Ride-o. This Show positively holds contracts for nine Fall Fairs and Celebrations. Paul Talbot wants to hear from all Concessions with him this spring. Yes, we play Alabama late fall. Watch The Billboard for best route in Southeast. Get with it now, be ready for the big ones early fall. Wire
J. E. Baxter, Mgr.; Paul Talbot, Gen. Representative
 Waynesville, N. Car., this week; Canton, N. Car., to follow.

ALL AMERICAN AMUSEMENT CO.
 This Show carries 5 Rides, new Eli Wheel, Merry-Go-Round, Loop-o-Plane, Chair-o-Plane and Punk Ride. Nothing but Fairs and Celebrations from here on out. Can use Bumper, Basket Ball, Hoop-La, Devil's Alley, Penny Arcade, Frozen Custard and any other not conflicting. \$21 per week. Can place Shows—Motordrome, Mechanical, Farm, Snake, Ten-in-One. Take Note: We carry no Girl or Athletic Show; also no Gypsies or Flats.
 Pomona, Kansas, July 17, 18, 19; Mayview, Mo., week of July 21.

FOR SALE—STREAM-LINED CATERPILLAR
 Electric or Gas Powered. Excellent condition.
RAMONA PARK CORPORATION
 Telephone 8-4330 Grand Rapids 6, Michigan

FOR SALE
SIXTEEN SCOOTER CARS
 Late models, in running condition. Need some minor repairs.
 PRICE, \$300.00 EACH
 Address
James E. Strates Shows
 Schenectady, N. Y.

W. S. CURL SHOWS
WANT
 Legitimate Concessions of all kinds, Basket Ball, Jewelry, High Striker, Ball Games, String Game, Pitch-Till-U-Win, etc. Rockford, O., on Main Streets, July 14-19; Camden, O., July 21-26, and Liberty, Ind., July 28-Aug. 2. All street spots. Answer:
W. S. CURL
 ROCKFORD, O.

FOR SALE—UNBORN SHOW
 With legitimate specimens framed with stream-lined, modern front and show complete on special trailer which lowers to ground level. Front opens to 35 ft. by 20 ft. Now in operation and getting half a dollar. Living quarters built in for two. New P.A. system, etc. Must be seen to be appreciated. Will send photo on request. Wire or come see it in operation. Will sell far below cost.
C. C. NOLLER
 Care Mighty Hoosier State Shows
 Montpelier, Ind., this week, or as per route.

JIMMIE CHANOS SHOWS
WANT
 Caterpillar Foreman, Ferris Wheel Foreman; prefer those that drive Semis. Legitimate Concessions of all kind for Spencerville, Ohio, on Street; then Hoytville, Ohio, Homecoming. All replies to
Jimmie Chanos
 SIDNEY, OHIO

WANTED BINGO HELP
 Fast Counter-men. Those that drive preferred.
PLYMOUTH, PA., this week;
RED LION, PA., next week.
 Contact
DAVID FINEMAN
 c/o W. C. KAUS SHOWS

ELI WHEEL
WILL BOOK, BUY OR LEASE
 With or without transportation. Can offer seventeen Fairs. Ride Help wanted. Can use Concession Agents. Wire
L. B. LAMB
 Fairfield, Iowa

CARNIVAL OWNERS
 On account of change in our route, we hold contracts for 2 early Fairs in the State of New York which we wish to sell to a reliable Show. Address:
BOX 465
 c/o The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

MAX LAVINE
CUSTARD MAN
CAN PLACE YOUR CONCESSIONS
 Wire: VICTORY EXPOSITION SHOWS
 c/o Greenwood County Fair
 Eureka, Kan., this week

JOE RICE
 WIRE OR PHONE ME. VERY, VERY URGENT.
SAMMY CALDWELL
 c/o GOLD MEDAL SHOWS
 Salem, Ill., this week



**FOR SALE—FOR SALE—FOR SALE
ENTIRE EQUIPMENT**

Including all Fair Contracts. Positively the finest and best Truck Show in the business. 8 Modern Rides, 6 Shows, 35 Tractors and Trailers. SHOW has not had a losing week this season. Over \$10,000.00 gross at Galax, Va., week July 4th. No lease, cash only. Will sell at great loss account health. Address

L. C. McHENRY, Sole Owner and Manager
VINTON, VA., this week; ROANOKE, VA., week July 21.



**WANTED WANTED WANTED
SENSATIONAL HIGH ACT
WILL PAY HIGHEST PRICE**

WANT RIDE HELP OF ALL KINDS. Those driving semis preferred. Can place all types of Merchandise Concessions. Grind Stores of all types. Place Mug, Fat Show or any other show not conflicting.
WIRE — WIRE — WIRE
Hammonton, New Jersey, Week July 14-19



WANT WANT WANT
For the Opening Carnival Date, August 28, West Jefferson, N. C., With Bassett, Va., Following Week. All Legitimate Concessions are open except Bingo, \$20.00 per week.
Have opening for small Cook House or Sit-Down Grab Joint. All replies
TROY E. WILLIAMS
Care of Williams Riding Devices,
Franklin, N. C., this week; North Wilkesboro, N. C., to follow.

ELKHART COUNTY FAIR
Goshen, Indiana, September 9 to 13 Inclusive
5 BIG DAYS—5 BIG NIGHTS
Thomas Joyland Amusements have Rides. Can use Concessions of all kinds except X sold on Grandstand, Cracker Jack, Taffy and Bingo. (No Mitt Camps or Girl Strip Shows.) This is one of the cleanest County Fairs, owned by Legion of Goshen and operated by representatives of Legion, Granges, Home Ec. Clubs, Business and Fraternal Clubs and Breeders of Elkhart County. Truly a County Fair. Write
ROY M. AMOS
COURT HOUSE, COSHEN, IND.



Want Bowling Alley, Hoopla, String Game, Jewelry, Huckley-Buck, High Striker, Penny Arcade. Want Girl Show, Side Show, Monkey Show, Wild Life. Want Ride Help, Truck and Semi Drivers. All replies to
GEORGE CLYDE SMITH SHOWS
Jennerstown, Pa., this week; Huntingdon, Pa., next week.

HARRISON GREATER SHOWS
Want for two of the biggest Colored Fairs in the East—Weirwood County Fair, Weirwood, Va., Aug. 11-16; followed by the greatest Tasley Fair, Tasley, Va., Aug. 18-23. Horse races and free acts nightly. Want Concessions of all kind, no exclusive. Want any worth-while Show with or without transportation. Have complete outfit for Girl Show with two or more Girls. Have complete outfit for organized Minstrel Show. William Wayman, get in touch with me at once; address lost. Stella and Chisolm, get in touch with me. Any old Performers or Musicians that have worked for me before, get in touch with me. Want Ride Help Foreman, Second Men for Eight-Car Whip, Foreman and Second Men for Chairplane; all other Help, come on. This Show has eleven bona fide Fairs, starting the 1st of August and ending in November. All mail and wires to
FRANK HARRISON, Owner; REED McDONALD, Bus. Mgr., York, Pa., this week; then as per route.

MATHEW J. RILEY ENTERPRISES
WANT FOR WYNDMOOR FAIR
WYNDMOOR, PA., JULY 21 TO 26
Also Big Alumni Celebration, Cahill Field, Philadelphia, Pa., July 28 to August 2
CONCESSIONS—Duck Pond, Fish Pond, Bowling Alley, Ball Games and any Ten-Cent Grind Stores.
SHOWS with own outfits.
RIDES—Will book any major Ride, Octopus, Roll-o-Plane, Tilt-a-Whirl. Paul Botwin wants Counter Men for Bingo.
Address all mail and wires to **MATHEW J. RILEY**
Clinton Hotel, Philadelphia, Pa.

ROYAL
Exposition Shows
Guthbert, Ga., this week; then Tilton, Ga., until August 2nd; then tobacco markets until Sept. 13th, followed by 8 weeks Georgia Fairs.
Want Shows with or without own outfits. Have new 10-in-1 complete, also Girl Show ready to put up. Need Managers for both outfits with Acts and Girls. Liberal proposition, what have YOU to offer? Or will book outfits with own transportation. Especially want to hear from Joe Hylton, Dick Hyland and others that have been here before. Will book Kiddie Train or Auto Ride, Motordrome, Penny Arcade, Illusion Show, Animal Show, etc. Hazel Royal wants Ball Game Agents that can produce to join on wire. Jack Moser wants Agents. Radio Frank Crawford and others, contact at once. **RED KELLY, NOTICE: Contact J. P. BOLT, Via Western Union or Telephone AT ONCE.** Ace Lysterly wants to buy for cash Frozen Custard outfit. Must be A-1 in every respect. Golden, what have you to offer? Also others note. Will also buy Comet Ride for cash; manufacturers of this Ride, please answer. Address: **ROYAL EXPOSITION SHOWS** as Per Route.

WANT
Octopus, Chairplane, Kiddie Airplane. Want Fun House. Want Tilt-a-Whirl Foreman. Want Second Men and Truck Drivers. Want Stock Concessions. Clinton, Iowa, this week, July 14-19.
E. E. FARROW, MGR. WALLACE BROS.' SHOWS

J. J. PAGE
EXPOSITION SHOWS
Frozen Custard open; Mr. Keith, wire. Can place Diggers and Concessions of all kinds. Want people to handle Snake Show, also Animal Show; have complete outfits. Would like to book good Unborn Show, one more major Ride. Want Foreman for Twin Ferris Wheels. All replies to
Chesapeake, Ohio, this week; Ironton, Ohio, next week.

BRIGHT LIGHTS EXPOSITION
World's Brightest Midway
WANT WHEEL AGENT AND OVER 12 AGENT. We work every week.
Daniel Donnini, Mt. Pleasant, Pa., this week;
Beaver Falls, Pa., next week; then Vandergrift, Pa.

JOHN R. WARD SHOWS WANT
For Logansport, Indiana, Fair, July 20 to 26, Seven Days; Salem, Ill., Soldiers and Sailors' Reunion, July 28 to August 2.
Concessions of all kinds, Penny Arcade Manager and Riders with own motorcycles for Silo Drome, Wild Life Show, Ball Game Agents, experienced Man and Wife to operate 2 Frozen Custard Machines; Robertson, answer. Place good Ride Men, Wheel Foreman, Spiffire and Octopus Foremen. Want Builder, Welder and first-class Train Master and Train Help; Larry Bedwill, answer.
SOUTH BELOIT, ILL., UNTIL THURSDAY.

LAWRENCE GREATER SHOWS
This show plays industrial areas—Fairs start in few weeks.
Can place now Side Show, Life Show, Mechanical Show, Penny Arcade, also Man to handle Snake Show. Can also place a few more Minstrel Show Performers and Musicians. Bus accommodations for 35 people. Bill Woodall wants young, good looking Girls for Posing Show. Taxi Jones wants Girls for Girl Show. Concession people, take notice! All Concessions open except Custard, Popcorn and Bingo. Mrs. Levy wants Girls for Ball Games. **RIDE HELP:** Foremen for Caterpillar, Roll-o-Plane and Whip; Second Men on all Rides. Prefer those who can drive semi trucks. **LOT SUPERINTENDENT,** salary no object for high type man. Mechanic who also understands and can operate 60-inch anti-aircraft searchlight. Year round job, top salary. Useful Show People, we can always place you. **LAWRENCE GREATER SHOWS, Newburgh, N. Y., this week; New Britain, Conn., next.**

BAKER UNITED SHOWS
Want for following spots and balance of season: July 21, Jaycee Annual Celebration, Noblesville, Ind. July 28, Moose Celebration, Wabash, Ind. Aug. 4, Delphi Celebration, on the streets. Aug. 10, Pulaski County Fair, Winamac, Ind. Aug. 18, Miami County Fair, Converse, Ind.
Want all kinds legitimate Stock Concessions. Want Photo, must be flashy. Want Fun House, Glass House, Motordrome, any good Shows not conflicting. Want Acts for Side Shows.
BAKER UNITED SHOWS, MONTEZUMA, INDIANA.

WANTED For HEART OF TEXAS SHOWS

Foreman for Spitfire, General Ride Help, Man and Wife for Pan Game, Agents for Penny Pitch and Ball Games, Agents for Grind Stores, Man to handle Front Gate. Ponca City, Okla., now; Pawhuska Roundup next; sneak spot follows; then Lawton Birthday Celebration; the big Anadarko American Indian Exposition follows.

WANTED

For choice Street Celebrations in Ohio, a few more Concessions. Only booking one of a kind. Especially need Photos, Custard, String Game, Slum Spindle, etc. What have you? Write or wire

White Star Attractions No. 2

Green Springs, Ohio, July 16-19; Bradner, 23-25; Bloomville, July 30-Aug. 2; Lucky, 6-9; Sycamore, 12-16; Carey, 20-24; Gibsonburg, 27-30; all on streets. Other good ones to follow.

WANTED

Ride Help, Foreman for Merry-Go-Round, also for Mix-Up. Can place Grab, Fish Pond, Lead Gallery, Palmistry, Basket Ball. Place Agents for Office Concessions.

Address
AL B. VOGT, Mgr.
Haskell, Texas

FOR SALE

New Rolloplane & Octopus

\$13,500

\$8,000 down, balance in payments.
Write or Wire

PARKMEN

Maryland Hotel, 900 Rush St., Chicago, Ill.

Peppers All State Shows WANT

Girl Show Manager to take complete charge of Girl Show. Must have not less than 3 girls and wardrobe. Gloria Haney and Jean Mathis, come home to Wheeling, W. Va. Address:
Wheeling, W. Va., this week

WANT WANT WANT

Foreman for No. 5 Eli Wheel. Want Cookhouse, Bingo, Popcorn, Candy Floss, Candy Apples, Fish Pond, Hoop-La, Balloon Darts, Coke Bottles, Seals, Ball Games, all other Stock Concessions, come on, will place you. Have good opening for any neatly framed Show, good proposition.
Bonham, Texas, this week; followed by other big ones. The same privilege at Fairs and Celebrations.

Brewer's United Shows

JOHN MCKEE SHOWS WANT

Stock Concessions that work for 10¢. For Indiana Celebrations on streets: Butler, Huntington, North Manchester and Marion, Ind.; also Kingston Mines, Ill., for Labor Day. Also want sober Ride Help—come on. Address:
Lapeer, Mich., this week; Jackson, Mich., next week.

GOLDEN GATE SHOWS

Want Ball Games, Hoop-La, Cane Rack, Huckleby Buck, Bumper, Penny Pitch, Snow Balls, Candy Apples, Mitt Camp, any Stock Concession. No grit. Want Ride Help. Office wants P. C. Dealers. Going south this winter. Office wants Agents for Stock Concessions. Want Diggers and Bingo.
ROY LITTLE, Mgr., Golden Gate Shows
Shepherdsville, Ky.

WANTED

For the Great Karland Indoor Circus, Acts that can do two or more: Elephants, Trained Wild Animals (Prof. Keller, write), Tumblers, Trampoline, Trapeze, Novelties, Clowns, no Freaks, Bars, Bicycles, any and all who double. Guaranteed auspices.
C. S. KARLAND, Owner Karland Circus
338 Boush St., Norfolk, Va.



Dependable Attractions Since 1912

WANTS WANTS WANTS WANTS WANTS

Capable Lot Man, must be sober and reliable. RIDE HELP—Foreman for Chairplane, \$50.00 week. Caterpillar Foreman that can spring on Mondays. Must drive semi trailers.

CONCESSIONS—Long-Short Range Lead Gallery, Pitch-Till-Win, String Game, Jewelry. BINGO HELP—Counter men that can drive, \$40.00 weekly, still; \$50.00, fairs. Cookhouse Help, Side Show People, Colored Performers and Musicians for Doc Anderson's Colored Show. Address

L. C. McHENRY, Manager
Vinton, Va., this week; Roanoke, Va., week July 21.



UNIT NUMBER TWO

CASS COUNTY FAIR, Cassopolis, Mich., July 22-26

WANT legitimate Stock and catering Concessions of all kinds. CAN PLACE clean Educational Shows, especially Fun House, Glass House, Monkey and Penny Arcade. RIDE HELP: Ferris Wheel Foreman and Second Man.

W. G. WADE SHOWS

Zeeland, Mich., this week; North Muskegon Annual Homecoming follows Cassopolis.

HELLER'S ACME SHOWS

FREE GATE 10 RIDES FREE GATE

WANTED FOR ROSETTA, PA.

BIGGEST CELEBRATION IN PENNSYLVANIA.

Saturday & Sunday—PARADES. Saturday & Monday—FIREWORKS. Sunday—BAND CONCERTS AND SPECIAL ATTRACTIONS.

July 21st to 28th, including Sunday and Monday, for balance of season.

Want all kinds Shows of merit, Athletic. John Ricco, contact. Want complete Girl Show or will hire Girl and Talker; pay from office. Want Bingo, P.C. or flat rent. Monkey Joe, contact. Going south, long season. Want reliable Ride Help and Foremen for same. Want Man to erect and tear down 4 Ball Games and drive truck. Concessions of all kinds, write or wire. Photos, Guess Your Weight and Age, Novelties, Free Acts, contact. Want Bingo. All address:
Greenwood Lake, N. J., July 14th to 20th, including Sunday.



DUE TO DISAPPOINTMENT CAN BOOK FOR TWELVE OUTSTANDING FAIRS

SHOWS With Own Transportation—Monkey Show, Snake Show, Mechanical, Hillbilly, Midget or any show of merit.

WANT Useful Help on Rides that drive semis. Come on! Drunks and chasers stay where you are. Shows wire, do not write—time is short.
Address Hamilton, N. D., July 17-19; Wadena, Minn., July 22-26.

Parris & McIntyre Shows

WANT FOR BEST ROUTE IN THE CAROLINAS

Including Big V-J Day Celebration, Belhaven, N. C.

Over 10,000 People Expected.

Ride Help—First and Second Men on #10 Eli Wheel, Merry-Go-Round, Swing. Legitimate Concessions of all kinds except Cook House, Bingo and Popcorn. Shows with or without outfits. All address
CLYDE PARRIS or J. M. McINTYRE, Engelhard, N. C., this week.

SPITFIRE FOR SALE

Complete with 2-Ton Dodge Tractor, 26-ft. Trailer, 8 new Tires; perfect condition; ready to go. \$5,000.00 takes all. Wire or write.

HARRY GAST

New Smyrna Beach, Florida, Route 1

FOR SALE—24-SEAT CHAIROPLANE

Excellent condition. Can be seen in operation. Will sell immediately at fair price or after Labor Day, when I must vacate premises.

LEE GERRIE AMUSEMENT CO.

BOX 3795, PENINSULAR STATION

DAYTONA BEACH, FLORIDA

LIGHT UP!



WITH A UNIVERSAL LIGHT PLANT
Brighten up for more business! Make your own electricity at less than city rates. Universals are reliable, economical—handle from 10 to 500 bulbs. Light in weight, compact, low in price—a Universal will pay for itself in short time. Get free literature!



UNIVERSAL MOTOR COMPANY
26 Universal Drive Oshkosh, Wisconsin

FARMER CITY FAIR

FARMER CITY, ILL.

July 27 Through August 1

6—Big Days and Nights—6

Dedicating New \$25,000 Half-Mile Track

4 Days of Harness Races

NEW TENTS FOR SALE

of 12.29 oz. and 11.6 oz. twill, mildew and fire resistant, 16' by 32' 6", with 4' 6" side wall, 12' high in center, hip roof both ends, poles not included, well reinforced, ropes included.

Price \$100.00 each

D. E. RIPPETOE
DILLON, S. C.

D. D. HALE

WANTS AGENTS

For well flashed Skillos, Roll Downs and Swingers, James Dailey, Dale Samier, Allen Morris and R. C. King, answer. Positively no drunks. We positively will work every week. Show has eleven straight fairs, starting London, Ky., in two weeks.
All replies to D. D. HALE, care J. J. Page Shows, Chesapeake, Ohio, this week.

SUNSET AMUSEMENT CO.

CAN USE

Ride Help for Fair season; Dodgers, Spitfire, Caterpillar, Tilt, Octopus, Triple Wheels. Do not come if you cannot drive semi.

Ames, Iowa, this week; Cherokee next.

Cudney Border State Show

WANTS

Coca-Cola, Guess Your Weight, Stock Concession, Kiddie Auto Ride, Monkey Show or Pit Show. Can use good Merry-Go-Round Man, percentage or salary. Have the following Pictures: Toy, Okla., 22 to 26; Colcord, Okla., 30 to Aug. 2; Locust Grove, Okla., 6 to 9.

C. H. CUDNEY

Eufaula, Okla., week July 14 to 19

SLIM CHAMBERS

WANTS

Boosters, Handler and Outside. Come on.

All replies:

c/o MAGNOLIA EXPO. SHOWS, Warsaw, Ky.

WANTED CARNIVAL

For week beginning August 31 for our Fair to be held Sept. 5 and 6.

EAST SUMMER FAIR ASSOCIATION

MISS GUSTINE SIMMONS, Sec.
Westmoreland, Tenn.

PEARLENE SHOWS

RIDES—Chairplane or any Ride not conflicting. SHOWS—Crime, Wild Life or any Show with own transportation. This Show has eight Fairs and Celebrations in proven sports. Wire

E. F. UNDERWOOD

Thomas, Okla.

WANTED

For new Looper, Ride Men; also Merry-Go-Round Foreman, Concessions of all kinds.

MOUND CITY SHOWS

Jerseyville, Illinois, this week

WANTED FOR CHARM HOUR REVUE CHORUS GIRLS
 Salary paid by office. Salary forty dollars, fifty at fairs. Address
AL MERCY
 Care James E. Strates Shows Schenectady, N. Y.

WANT FLY-O-PLANE
 With own transportation to join immediately. Address
Ceflin & Wilson Shows
 Akron, Ohio

WANTED Side Show People
 To enlarge Show for Fairs. Strong Mind Act, Magician that has strong pitch. Also clean, sober Amex Attraction that can handle big business. (Red, with Mechanical War Show that was on Bloom's Gold Medal Show with me, get in touch with me.) Good proposition—long season.
 Wire or Write
Floyd Woolsey
 c/o Bill Hames Show, Round Rock, Tex., this week; Leonard, Tex., next week; McKinney, Tex., to follow.

OHIO VALLEY SHOWS WANT
 Stock Concessions, Popcorn for Bellevue, Ohio, American Legion Street Fair, July 22-26. On Route 20 in heart of the town. Will book or lease Merry-Go-Round. Address:
ROXIE HARRIS
 Deshler, Ohio, this week

DUMONT SHOWS WANT SIDE SHOW
 Have complete outfit for same, including banners. Address:
LOU RILEY, Mgr.
 Cumberland, Md., this week; Lebanon, Pa., next week.

BINGO HELP WANTED
 Counter Man and Relief Caller for Michigan Fairs. Top pay. Also want man to take complete charge of Bingo. Archie Gilbert, wire.
BILL STACY
 c/o Western Union, Pottsville, Pa.

SUNFLOWER STATE SHOWS WANT
 Diggers. Manager for new Girl Show, must have talent and wardrobe. Half and Half for 10-in-1. Side Show Banners for sale, \$10.00 each. Wire:
C. A. GOREE, Mgr.
 Sidney, Nebr., this week

WANTED MEN AGENTS
 For Buckets, Hit and Miss Ball Game and Slum Bumper. (Joe Hewitt, wire me at once.) 5 Fairs starting this month. Address:
LOUIS CUTLER
 c/o Gulf Coast Shows
 Bowling Green, Mo., this week; then per route.

PRODUCING AMERICA'S BEST Carnival and Circus Show BANNERS
SNAP WYATT STUDIOS
 1608 Franklin St. TAMPA, FLA.
 Phone: M-63562

EDDIE'S EXPO. SHOWS FAIRS
 ROCKY GROVE—July 30-August 9. 10 Days.
 STONEBORO—August 28-September 1. 85,000 People Labor Day.
 TITUSVILLE FAIR AND OIL EXPOSITION—August 11-16. First in 10 Years.
 WEST ALEXANDER—September 10-13.
WANT
 Frozen Custard, Penny Arcade, French Fries, Grind Stores. Shows that don't conflict.
 Answer
EDDIE DIETZ
 Parkers Landing, Pa., this week.

PINE STATE SHOWS
Want for Bolivar, Tenn., Week July 14th
 First show in ten years in the heart of city; Parson, Tenn., week July 21st, Fair; Dalton, Ga., week July 27th, V.F.W. Festival; all Fairs and Celebrations.
 CONCESSIONS—Fish Pond, Ball Games, String Games, Darts, Hoop-La, Clothes Pin. Have opening now for Diggers, Custard and Penny Arcade. Cook House that caters to Show People. A few choice Games open. SHOWS—Athletic, Fun House, Monkey, Motor Drome, all Shows not conflicting.
 RIDES—Roll-o-Plane, Tilt, Fly-o-Plane.
WRITE OR WIRE BOLIVAR, TENN., THIS WEEK.

Groves Greater Shows
AMERICA'S CLEANEST MIDWAY
CAN PLACE FOR BALANCE OF SEASON
 CONCESSIONS: Any legitimate Ten-Cent Stock Concession, Hi-Striker, Cork Gallery, American Pabst, NO GYPSIES, Fish Pond, Coke Bottles, Scales, Guess Your Age, Frozen Custard, AGENTS for Penny Pitch, Milk Bottles. **WANT** Foreman for TILT-A-WHIRL. Operator for office-owned Snake Show. Frank Allen, answer. Will book for balance of season Independent Shows with own transportation. **BILL CHALKAIN**, get in touch with me at once. Have five good Louisiana Fairs: Jonesboro, Marksville, Tallulah, Sulphur and Jennings. All replies to
ED GROVES, Mgr. OAKDALE, LA., JULY 14-19

BIG ANNUAL CELEBRATION
For Ten Days, Including Two Sundays, at Indian Head, Maryland
 Want Bingo Caller and Counter Men for office-owned Bingo. Second Man on new Ferris Wheel. Concessions—Fish Pond, Clothes Pin Pitch, Custard, Hoop-La, Ball Games, Watch-La, Snow Cone, Cotton Candy, Long and Short Range Gallery and any new legitimate Stores. Shows with transportation, come on. Will pay cash for first-class Merry-Go-Round or book it with transportation till Armistice Day. This show has eight Fairs and Celebrations through tobacco and cotton country. Don't miss Indian Head. The firemen's committee is giving a television set and many other prizes. This show has no gate and no grift.
WASON AMUSEMENTS
 INDIAN HEAD, MD., THIS WEEK

GOLD-BOND SHOWS
WANT FOR 6 WEEKS OF WISCONSIN FAIRS AND CELEBRATIONS
 CONCESSIONS: Photos, Hoop-La, Striker, Ball Games, Huckleby Buck, Basket Ball, Darts, Lead Gallery, Bumper, Pitch-Till-You-Win, or any Concessions that work in Wisconsin. Will sell Exclusive on Novelties, Custard and Jewelry. SHOWS: Can place What-Is-It, Giant Rats, Mechanical, Five-in-One, Fun House, Glass House or any worthwhile attractions. Can furnish new Top to reliable operator. Want Manager for high class Arcade. Wire all replies
MICKEY STARK, Mgr., Sparta, Wis., July 14-20; then per route.

PLAYLAND UNITED SHOWS
CAN PLACE FOR FAIRS AND CELEBRATIONS
 Starting Morenci, Michigan, Celebration, July 23rd-26th.
 Concessions that work for ten cents; Scales and Guess Your Age open. Belleville, Mich., Twenty-Fifth Annual Celebration, July 30th to Aug. 2nd. Wire or come on.
C. J. BENNETT, Mgr.
 This week, Auburn Heights, Michigan.

BEE'S Old Reliable Shows CLEAN AMUSEMENTS INC.
you won't get stung!
WANT Agents for office-owned Concessions. Shows with own equipment and transportation. Will book 20% to office. Route: Hodgenville, Ky., July 14-19, and then Fairs until November, starting with Lawrenceburg, Ky., July 21-26.

HETH EXPOSITION SHOWS
WANT
 Hoop-La, Fish Pond, Guess Your Age, Bumper, Ball Games or any 10¢ Concessions for six Fairs in Illinois and Southern Free Fairs. Will book Side Show or any Grind Show. **WANT** MANAGER FOR BINGO. ADDRESS:
WISCONSIN DELLS, WIS., this week; then per route.

WANTED FERRIS WHEEL FOREMAN
 To join on wire.
SOL NUGER
WINCHESTER AMUSEMENT CO.
 Martinsburg, W. Va., this week.

Magnolia Exposition Shows
WANT
 Legitimate Concessions of all kinds. On account of misunderstanding will sell X on Popcorn and Snow Cone. Need Chairplane Foreman, top salary. Have nice Girl Show, complete, need Operator and Girls. Mule Stanton wants Skillo and Roll-Down Agents. All replies:
C. W. HENDRIX
 Warsaw, Ky.
 P.S.: R. F. (Red) Inman, wired you to join. Advise yes or no.

ART CONVERSE
CAN PLACE
 For long season, one more Featured Freak. Want one or two more good Working Acts. Can also place good Inside Man. Address:
c/o MAJESTIC GREATER SHOWS
 Lima, Ohio, this week

WANTED AGENT
 For Candy Floss, Pitch-Till-You-Win and other Slum Stores.
ORVILLE MILLER
 Care Pryor's Shows
 Madison, W. Va.

FOR SALE COMPLETE PICTURE SHOW
 New Holmes Machine, Picture Booth Trailer, 7 days Film, Pop Corn Machine. This show operating, can be seen in action. Making money. First \$1,250.00 takes it all; equipment, stock and all. Sickness.
BILLY BEAM
 Bentonville, Ark.

WANTED Shows and Concessions for
ARMSTRONG COUNTY FAIR
 Ford City, Pa., Labor Day, Sept. 1 to 6.
 Rates very reasonable.
W. B. MECHLING, Secy.

SHORT RANGE GALLERIES
 (If it's not a "BOYCE" it's not the best)
2 FOR SALE, OTHERS TO LEASE.
 Write for details.
BOYCE CONCESSIONS
 506 N. Vandeventer Ave., St. Louis 8, Mo.
 Formerly Boyce-Wilson Concessions

WANT TO BUY
 Ten Sections, Portable Bleachers, 10 or 11 Tiers High. Must Be in Good Condition.
PANHANDLE SOUTH PLAINS FAIR ASSN.
 Box 561, Lubbock, Texas

MADISON BROS.' SHOWS
WANT
 Manager for Side Show with Acts. Manager for Girl Show. Must have girls and wardrobe. Address:
 Woodstock, Ill., this week

WANTED FERRIS WHEEL FOREMAN
 At once. Salary no object if sober and reliable.
 Address: **HETH EXPOSITION SHOWS**
 Wisconsin Dells, Wis., this week

John FRANCIS Shows

WANT CAPABLE RIDE MEN WHO CAN DRIVE SEMIS
 CAN PLACE CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK
 HAVE COMPLETE MOTORDROME, WITH TRANSPORTATION, READY TO OPERATE
 (Will sell or lease to responsible party) (No gypsies wanted)
 Prairie du Chien, Wis., this week; Darlington and Lancaster Fairs
 following. Have five weeks of Fairs in Wisconsin.
**WISCONSIN FAIR SECRETARIES
 AND CELEBRATION COMMITTEES**
 We have two open dates—weeks of August 12 and 18.
 All address
JOHN FRANCIS, Mgr.
 Prairie du Chien, Wis., this week; then per route.

FAY'S Silver Derby SHOWS

WANTED WANTED WANTED
 Concessions, Popcorn, Floss, Apples, Photos, D. B. Alley, Long and Short
 Range Gallery, Hoop-La, String, Penny Pitch, Custard, High Striker or
 any Grind Store not conflicting. Shows—5 or 10-in-1, Monkey, Wild Life,
 Fun House. Ride Help that can drive semis.
 Join the show that gives you a long season; Florida all winter. This week,
 Chillicothe, Ill., City Park; Abingdon, Ill., next.
E. J. FAY, Mgr.

J. L. (JIMMIE) HENSON SHOWS CAN PLACE

For Seneca, S. C., July 21-26, With West Union, S. C.; Toccoa, Ga.;
 Clayton, Ga.; Franklin, N. C.; Clarksville, Ga.; Cornelia, Ga., To Follow.
 Then the Tobacco Markets. We Stay Out All Winter.
 Want A-1 Foreman for \$5 Wheel, Help on other rides. Will place
 Bumper, Hoop-La, Fish Ponds, Hi-Striker, Coke Bottles, String, Darts,
 Pitch-U-Win, Bowling Alley, Lead Gallery, Bingo, Novelties, Jewelry, Scales,
 Floss, Apples and Fries, American Palmist. All legitimate Concessions,
 come on, will place you. Privilege, \$15.00. Will place any clean Show
 with own, low percentage. Benny Doss wants Agents for Hanky-Panks.
 All reply **J. L. HENSON PENDLETON, S. C., this week.**

BELL-VINSON Shows

WANT WANT
 MERRY-GO-ROUND FOREMAN. Must be capable. Also Men on other
 Rides. Good pay.
 CAN PLACE a few more Concessions. What have you?
 Henry Hukill wants capable Cook House Help. Also Agent for Snow Cone.
 Specks Holbrook wants Agents for Bumper, Hoop-La and Ball Game.
 John Dreis wants Wheel Foreman. Wife can sell tickets. (Smitty and Ann,
 answer.)
 Address Sycamore, Ill., this week.

JONES GREATER SHOWS

Want for Long Season of Fairs and Celebrations
 Shows. Want Fun House, Motordrome. CONCESSIONS—Want Cook
 House, Arcade, Lead Gallery, Novelties, Huckley Buck, Bowling Alley,
 Jewelry, String Game and others that don't conflict.
WANT FREE ACT FOR BALANCE OF SEASON.
 HELP—Want Lot Man and Electrician. Want man to handle front gate.
 Can place experienced Ride Men on all rides. Address
JONES GREATER SHOWS
 Point Pleasant, W. Va., this week.

WORLD of TODAY SHOWS

TWO SHOWS COMBINED IN ONE

WANT
 Wheel Foreman, one capable of taking care of Twin Wheels. Drunkards
 do not apply as you will not last.
 WORLD OF TODAY SHOWS, Valley City, N. D., week July 14; Perham,
 Minn., week July 20.

WANT WANT

Stock Concessions that can work Fairs, also Shows of all kinds for the
 following dates: Mt. Vernon Fair, July 22-26 inclusive; Byesville Home-
 coming July 28-August 2 inclusive; Steelton Merchants' Celebration,
 Columbus, Ohio, July 28-August 2; Woodsfield Fair, August 5-8.

HAPPY ATTRACTIONS

Wellston, Ohio

WONDER SHOWS OF AMERICA

"THE WORLD'S
 FINEST RAILROAD SHOW"

WANT
 TALKER FOR HAWAIIAN SHOW. (Must be sober.) RIDE HELP AND HELP IN
 ALL DEPARTMENTS. (Must be sober and reliable—otherwise stay away.)
 SIDE SHOW ATTRACTIONS. Ticket Sellers, and want high-class Oddity to feature.
 This is an office-paid Side Show. Red and Wilma Lopez, Buddy Miller, Bessie Rameaux,
 Andy Walker, "Pony Boy," "The Carters" and others who have worked for me, contact
JOE MOONEY.
 THIS IS A RAILROAD SHOW—WE TRANSPORT EVERYONE AFTER JOINING.
 Address:
MAX GOODMAN, Gen. Mgr.
 Beardstown, Ill., this week; Hammond, Ind., next week.

WANT MANAGER WITH ACTS

To take complete charge of Side Show. Want strong show. Have nine
 Fairs and best line of Still Dates in country. Long season. Wire
J. E. BAXTER, Gate City Shows
 Waynesville, N. C., this week.

LONG LANE 55TH ANNUAL CELEBRATION

CARL BOHN & SONS UNITED SHOWS
 Want Ferris Wheel, Kiddie Rides with own transportation, Slum Stores
 not conflicting, Count Store and Skillo Agents. All contact
CARL BOHN, Owner, Long Lane, Mo., July 14-19.
 P.S.—Tucky Paulette, contact Sister Lena at once here.

FOR SALE—LEAPING LENA RIDE

Completely rebuilt, new platforms, catwalk, new tires on cars. Ride run with new Le Roi
 motor. Ride must be seen to be appreciated. For sale cheap or will trade on Spitfire, Roll-o-
 Plane, Fun House, or what have you? Ride can be seen in State Park, E. Grand Forks, Minn.,
 or get in touch with me as per route.
A. VOMBERG, Badger State Shows

PIONEER SHOWS

high class midway attractions

Watkins Glen, N. Y., Annual Police Fair, July 21-26
 Big Celebration. Free gate. Want legitimate Concessions, Shows of merit, Ride Help, other Help.
 No lishes. Big Celebration following this one. Answer:
MICKEY PERCELL
 WATSONTOWN, PA., THIS WEEK

UNITED AMUSEMENT SHOWS

Will book, buy or lease a Ferris Wheel.
 CONCESSIONS—String Game, Cat Rack, Clothespin, Coca-Cola, High
 Striker. Will sell the X on Corn and Apples. Wire **ARTHUR J. APRIL,**
 General Manager, Oakland Beach, R. I., 14-19.

PAGE BROS.' SHOWS

FEATURING 85 FOOT HIGH POLE FREE ACT
 Want to buy 8-Tub Octopus or will lease or book, with or without transportation.
 Can place Slum Concessions of all kinds. Musicians and Performers for Jig Show, come on.
Waverly, Tenn., this week; then Mt. Pleasant, Tenn.
 P.S.: Want to buy Seats for small Circus.

PRICES SLASHED!

JUMBO BEARS

ALL SILK PLUSH

Glistening Finish

\$33.00 DOZEN

Send for Complete Price List

—It's FREE!

TERMS: 25% deposit, balance C. O. D.,
F. O. B. Pittsburgh, Pa.

Capable Circus Manager

With little cash. Best set-up and opportunity offered in circus biz today. Former Roy Acuff Show property with more added, plus 14 miniature cages, animals for menagerie. Must be seen to be appreciated. Suggest immediate action or come to North Carolina if interested and see for yourself. This is no junk, the best of show property. All replies:

CHARLIE CAMPBELL
SYLVA, N. C.

FOR SALE CHEAP

Short Range Lead Gallery. Targets, loading tubes, six automatic rifles, eight cases of ammunition. For further information contact

CHARLES FISHER
Clermont Harbor, Miss.

ROGER BROS.' CIRCUS

Superintendent Charley Smith wants to contact Harry Leroy right away. Also Fat Byers and other former workmen. Dolly Jacobs, contact S. Rubens. Also Jackson and Mae. Can use 2 more Clowns. See route in other ad.

WANTED

FOR THE GREAT KARLAND INDOOR CIRCUS Acts that can do two or more: Elephants, Trained Wild Animals (Prof. Keller, write), Tumbler, Trampoline, Trapeze, Novelties, Clowns, no Freaks, Bars, Bicycles, any and all who double. Guaranteed auspices. C. S. KARLAND, owner, Great Karland Circus, 338 Boush St., Norfolk, Va.

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.: Arkansas City, Kan.; Anthony 21-26.
All-American Am. Co.: Muscotah, Kan., 14-16; Pomona 17-19; Mayview, Mo., 21-26.
American Banner: Cambridge, Mass.
American United: Anaconda, Mont.
A. M. P.: Richwood, W. Va.; Mount Hope 21-26.
Anderson's Greater: Allen, Ky.; Garrett 21-26.
A. & P. Am.: Marshall, Ark.
Badger State: Fertile, Minn., 14-16; Warren 17-19.
Baker's United: Montezuma, Ind.
B. & C. Expo.: Williamson, N. Y.
Bee's Old Reliable: Hodgenville, Ky.; (Fair) Lawrenceburg 21-26.
Bell & Vinson: Sycamore, Ill.
Bernard & Barry: Toronto, Ont., Can.
B. & H.: Leesville, S. C.
Big State Am. Co.: Pleasanton, Tex., 14-20.
Bistany & Perry: Lansford, Pa.
Blue Grass State: (Fair) Golconda, Ill.; (Fair) Harrisburg 21-26.
Blue Ribbon: Kankakee, Ill.
Bohn & Sons United: Long Lane, Mo.
Brady & Leedy: Waynesburg, Pa.
Brewer's United: Bonham, Tex.
Bright Lights Expo.: Mt. Pleasant, Pa.; Beaver Falls 21-26.
Brodbeck: Winfield, Kan., 17-19; Great Bend 24-26.
Brownie Am. Co.: Greensburg, Kan.
Buck, O. C.: Claremont, N. H.
Bullock Am. Co.: Great Falls, S. C.
Burke, Harry: Breaux Ridge, La.
Caledonia: Catskill, N. Y.
California: Gilroy, Calif., 14-20.
Capell Bros.: Pauls Valley, Okla.
Capital City: Vanceburg, Ky.
Caravella Am.: Meadville, Pa.
Carr, Lawrence: Norwich, Conn.; Westerly, R. I., 21-26.
Casey, E. J., No. 1: (Fair) Russell, Man., Can., 18-19; (Fair) Gilbert Plains 23-24; Clear Lake 25-26.
Casey, E. J., No. 2: (Fair) Assiniboia, Sask., Can., 16-17; (Fair) Stoughton 18-19; (Fair) Foam Lake 21; (Fair) Melville 22-23; Biggar 26.
Casey, E. J., No. 3: Shoal Lake, Man., Can., 16; St. Vital 18-19; Sioux Lookout, Ont., 22-23; Nipigon 25-26.
Cavalcade of Amusements: Rockford, Ill., 14-16.
Central States: Burr Oak, Kan., 14-16; Linn 17-19; Leavenworth 21-26.
Cetlin & Wilson: Akron, O.
Coastal Plain: Rowland, N. C.
Coleman Bros.: Amsterdam, N. Y.
Collins, Wm. T.: (Fair) Langdon, N. D., 14-16; (Fair) Hamilton 17-19; (Fair) Wadena, Minn., 23-26.
Continental: Morrisville, Vt.
Chanos, Jimmie: Sidney, O.; Spencerville 21-26.
Cherokee Am. Co.: Canton, Kan.

Copper State: Imperial, Neb.; Fallsade 21-26.
Craft Expo.: Redding, Calif.
Crafts 20 Big: Santa Rosa, Calif.
Craig, Harry: Ponca City, Okla.
Crandell's Midway: Burkesville, Ky.; Edmont 21-26.
Crescent: Weyburn, Sask., Can., 17-19; Stetler, Alta., 21-23; Wetaskiwin 24-26.
Crescent Am. Co.: Vinton, Va.; Roanoke 21-26.
Crystal Expo.: Dante, Va.; Clinchco 21-26.
Cudney Border State: Eufaula, Okla.; Jay 21-26.
Cumberland Valley: Tullahoma, Tenn.
Cunningham: Crooksville, O.
Curl W. S.: Rockford, O.; Camden 21-26.
De Luxe: Wilson, Conn.; Newington 21-26.
Denton, Johnny J.: Grundy, Va.
Dickson's United: Stillwell, Okla.
Dobson United: Phillips, Wis., 13-16; Park Falls 17-20.
Down River Am. Co.: New Boston, Mich.
Douglas Greater: Seattle, Wash.
D. & P.: Dickson City, Pa.; Jessup 21-26.
Dudley, D. S.: Kermit, Tex.
Dumont: Cumberland, Md.; Lebanon, Pa., 21-26.
Dupree, Jimmie: Akron, Colo.
Dyer's Greater: Galena, Ill.
Eddie's Expo.: Parkers Landing, Pa.
Elliott, L. W., Am. Co.: Maple Rapids, Mich., 17-19.
Endy Bros.: Ambridge, Pa.
Exposition at Home: St. Clair, Pa.
Evans United: New Virginia, Iowa.
Fairway Am.: Gladewater, Tex.; Kilgore 21-26.
Fay's Silver Derby: Chillicothe, Ill.
Ferris: (Ontario & Niagara Sts.) Buffalo, N. Y.
Fidler's United: Madison, Wis.
Fleming, Mad Cody: Augusta, Ga.
Florida Am. Co.: Fort Payne, Ala.
Francis, John: Prairie Du Chien, Wis.; Darlington 21-26.
Franklin, Don: Rotan, Tex.; Snyder 21-26.
Franks Playland: Macon, Ga.
Frear's United: Skidmore, Mo.
Garden State: (Fair) Hackettstown, N. J.; (Fair) Kimberton, Pa., 23-Aug. 2.
Gate City: Waynesville, N. C.; Canton 21-26.
Gem Carnival: Dallas City, Ill.; Keokuk, Ia., 21-26.
Gem City: Aurora, Ill.
Gentsch, J. A.: Lexington, Tenn.
Gielow Am.: Genoa City, Ill.
Gold Bond: Sparta, Wis.
Gold Medal: (Fair) Salem, Ill., 14-18; (Fair) Urbana 21-26.
Golden Rule: Montgomery, Pa.
Gooding's American Expo.: Zanesville, O.
Gooding Am. Co., No. 1: Greenfield, O.
Gooding Am. Co., No. 2: Columbus, O.
Gooding Am. Co., No. 3: Cleveland, O.
Gooding Am. Co., No. 4: California, Pa.
Gooding Greater: (Fair) Columbus, Ind.
Gooding Park Attrs.: Lakewood, O.
Granite State: Providence, R. I.
Great Sutton: Kewanee, Ill.
Greater Rainbow: Minneapolis, Kan.
Greater United: Tulla, Tex.
Grimes Am. Co.: Lisbon, N. H.
Groves Greater: Oakdale, La.
Gulf Coast: Bowling Green, Mo.
Hale's: Eldorado Springs, Mo.
Hames, Bill: Round Rock, Tex.; McKinney 21-26.
H. M. G. Amusement: Paoli, Ind.
Hannum, Morris: Conshohocken, Pa.
Happy Attrs.: (Fair) Wellston, O.; (Fair) Mt. Vernon 22-26.
Happyland: Owosso, Mich.
Harrison Greater: York, Pa.
Hartsock Bros.: Milan, Mo.
Heart of Texas: Ponca City, Okla.
Heller's Acme: Greenwood Lake, N. J.
Henson, J. L.: Anderson, S. C.
Heth Expo.: Wisconsin Dells, Wis.
Heth, L. J.: Frankfort, Ky.
Hill's Greater: Rapid City, S. D.; Custer 21-26.
Home State: International Falls, Minn.
Hot'le, Buff: Murphysboro, Ill.
Imperial: Springfield, Ill.
Imperial Expo.: McMinnville, Ore.
International: East Grand Forks, Minn.
Jayhawk Am. Co.: Auburn, Neb.
Johnny's United: Bedford, Ind.; Rosedale 21-26.
Joliet & Grant: Fredonia, Pa.
Jolly: Landover, Md.
Jones Greater: Point Pleasant, W. Va.
Jones, Johnny J., Expo.: Lyons, Ill.
Joyland Midway Attrs.: Carsonville, Mich.; Berkley 23-26.
Kaus, W. C.: Plymouth, Pa.; (Fair) Red Lion 21-26.
Keystone Expo.: Roxobel, N. C.
Kilgore: Gunter, Tex.; Iredell 21-26.
Kirkwood, Joseph J.: Troy, N. Y.
La Cross Am.: Randolph, Vt.; Newport, N. H., 21-26.
Lamb, L. B.: Fairfield, Ia., 14-18.
Lawrence Greater: Newburgh, N. Y.
Lee United: Boyne City, Mich.
Leeright, J. R.: Belleville, Kan.
Long's United: Reno, Nev.
Madison Bros.: Woodstock, Ill.
Magic Empire: Chrisman, Ill.
Magic Valley Am. Co.: White Deer, Tex.
Magnolia Expo.: Warsaw, Ky.
Maine Am.: Ellsworth, Me.
Majestic Greater: Lima, O.
Marion Greater: Batesburg, S. C.
Marks, John H.: Charleston, W. Va.
Martin, J. F.: Attleboro, Mass.
McBride Bros.: Walnut Cove, N. C.; Mayodan 21-26.
McCall, Jim: Butler, Ga.
McKee, John: Lapeer, Mich.; Jackson 21-26.
Meeker: Sandpoint, Idaho, 14-16; Ronan, Mont., 18-20; Hamilton 21-26.
Merit: New Bedford, Mass.
Merriam & Robinson: Clarion, Ia., 14-16; Ogden 18-19; Anamosa 21-26.
Merry Midway Attrs.: Rossville, Ill.
Midway of Mirth: Rankin, Ill.
Midwest: St. Anthony, Idaho, 22-24; Three Forks, Mont., 26-27.
Midwestern Expo.: Thompson, Ia., 14-16; Forest City 17-19.
Mighty Hoosier State: Montpelier, Ind.; Marion 21-26.
Mighty Page: Dalton, Ga.
Model Shows of Canada: Charlottetown, P.E.I., Can.; Summerside 21-26.
Modernistic: Delmar, Md.
Model Shows, Inc.: Bushnell, Ill.; Chandlerville 21-26.
Moore's Modern: (Fair) Martinsville, Ill.
Mound City: Jerseyville, Ill.
Northern Expo.: Glasgow, Mont., 14-16; Scobey 17-19.
Northwestern Am. Co.: Whitehouse, O., 17-19; Maumee 25-26.

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Lowell, Mass., 15; Lawrence 16; Gloucester 17; Wakefield 18; Salem 19; Brockton 21.
Beatty, Clyde: Fort Morgan, Colo., 15; Greeley 16; Denver 17-19.
Cole Bros.: Davenport, Ia., 15; Cedar Rapids 16; Waterloo 17; Des Moines 18-19.
Cole, James M.: Alma, Mich., 15; St. Johns 16; Lake Odessa 17; Portage 18; Niles 19.
Dalley Bros.: Dexter, Me., 15; Skowhegan 16; Waterville 17; Rumford 18; Lewiston 19.
Garden Bros.: Sudbury, Ont., Can., 14-17; Huntsville 18-19; Stratford 21-23.
Gould, Jay: Anoka, Minn., 16-18; Battle Lake 19-20; Eagle Bend 21-22; Kerkhoven 23-24; Excelsior 25-27.
Gran Circo Americano: Call, Colombia, care Consulado Americano, until July 28.
Hunt Bros.: Falmouth, Mass., 17.
Kelly, A. G., & Miller Bros.: Sault Ste. Marie, Mich., 15; Newberry 16; Munising 17; Marquette 18; Gwinn 19; Republic 20.
King Bros.: Northampton, Mass., 15; Fitchburg 16; Worcester 17-18; Taunton 19; Fall River 21.
Mills Bros.: Marshalltown, Ia., 15; Iowa Falls 16; Mason City 17; Algona 18; Ft. Dodge 19; Webster City 21; Boone 22; Perry 23; Ames 24; Des Moines 25-26.
Montgomery, C. R.: Tremonton, Utah, 17.
Packs, Thomas N.: Knoxville, Tenn., 21-26.
Polack Bros. (Eastern): St. Cloud, Minn., 19-22; Fort Dodge, Ia., 24-26.
Polack Bros. (Western): San Bernardino, Calif., 14-16; Riverside 17-19; Salinas 21-23; Modesto 25-26.
Ringling Bros. and Barnum & Bailey: Akron, O., 15; Canton 16; Mansfield 17; Marion 18; Columbus 19-20; Dayton 21; Lima 22; Toledo 23-24; Detroit, Mich., 25-30.
Roger Bros.: Cascade, Mont., 15; East Helena 16; Deer Lodge 17; Anaconda 18; Phillipsburg 19; Missoula 21.
Rogers, Roy: (Forbes Field) Pittsburgh, Pa., 14-19.
Sparks: New Glasgow, N. S., Can., 17; Amherst 18; St. John, N. B., 19; Woodstock 21; Edmunston 22; Lauzon, Que., 23; Quebec City 24.
Stevens Bros.: Fayette, Ia., 17.

Ohio Valley: Deshler, O.
Omar's Greater: Cushing, Okla.
Pacific Coast: Oring, Wash.
Page Bros.: Waverly, Tenn.; Mt. Pleasant 21-26.
Page, J. J.: Chesapeake, O.
Parris & McIntyre: Swanquarter, N. C.
Paul's Am. Co.: Sarcoise, Mo.
Pearl City Rides: Dixon, Ill.
Penn Premier: Corning, N. Y.; Wellsboro, Pa., 21-26.
Peppers All-State: Wheeling, W. Va.
Peerless Celebration Am.: Grantsville, Md.; Somerset, Pa., 21-26.
Pike Am.: Macks Creek, Mo., 17-19; Louisville 23-24; Charity 25-26.
Pine State: Bolivar, Tenn.; Parson 21-26.
Pioneer: Watsontown, Pa.; Watkins Glen, N. Y., 21-26.
Playland United: Auburn Heights, Mich.; Morenci 23-26.
Playtime, No. 1: Provincetown, Mass.
Playtime, No. 2: Orleans, Ma s.
Powelson Greater: West Salem, O.; Toronto 21-26.
Prell's Broadway: Hammonton, N. J.
Pryor's: Madison, W. Va.
Rafferty & R. & S.: Ayden, N. C.; Henderson 21-26.
Raines Am. Co.: Mansfield, Ark.
Red's United: Butte, Neb., 15-16; Bassett 18-19; Verdigris 22-23.
Regent: Greenville, O.; Garrett, Ind., 21-26.
Reid, King: St. Albans, Vt.
Rockwell: Harper, Kan.
Rogers Bros.: Moorhead, Minn.
Rogers Greater: Washington, Ind.; (Fair) Rockport 21-26.
Rogers & Powell: Rosedale, Miss.
Roof Garden: Adena, O.
Royal American: (Fair) Edmonton, Alta., Can.; (Fair) Saskatoon, Sask., 21-26.
Royal Crown: Toledo, O.
Royal Expo.: Cuthbert, Ga.; Tifton 21-Aug. 2.
Rupe's Midway for Fun: Grant, Neb.
Sam's Funland: Enfield, N. C.
Scheffer's Just for Fun: Mineral Wells, Tex.
Scioto Valley: Chauncey, O.
Shan Bros.: Danville, Ky.
Silver Slipper: Cynthia, Ky.
Silver States: Falls City, Neb.
Smith Am. Co.: Lamar, Mo.
Smith, Casey: Clinton, Okla.
Smith, George Clyde: Jennerstown, Pa.; Hunt-Ingdon 21-26.
Snapp's Greater: Monmouth, Ill.
Snyder's Greater: Madison, Ind.
Southern Am. Co.: Haskell, Tex.
Southern States: Monticello, Pa.
Southern Valley: Leland, Miss.; Greenville 21-26.
Strader, M. A.: Liberal, Kan.
Stafford: Indianapolis, Ind.
Standard: Ft. Benton, Mont.
Stebler's Greater: Barton, Md.
Stephens, C. A.: Narrows, Va.
Strates, James E.: Schenectady, N. Y.; Syracuse 21-26.
Sunflower State: Sidney, Neb.
Sunset Am. Co.: Anes, Ia.; Cherokee, 21-26.
Sweeney's United: Glenville, W. Va.
Tassel, Sam: Collingsdale, Pa.
Tassel, Barney: Alexandria, Va.
Tatham Bros.: Cuba, Ill.
Thompson Bros., No. 1: Portage, Pa.
Thompson Bros., No. 2: Mill Hall, Pa.
Tidwell, T. J.: Borger, Tex.
Tip Top: New Holstein, Wis., 19-20.
Tivoli Expo.: (Fair) Wapello, Ia.
Triangle: Belle Vernon, Pa.; Altoona 21-26.
Tri-State: Jasper, Minn., 18-19.
Turner Bros.: (Fair) Taylorville, Ill.
20th Century: Concordia, Kan.
United Am.: Oakland Beach, R. I.
Utah Expo.: Heber, Utah.
Veterans United: Sioux Falls, S. D., 14-20; Anthon, Ia., 22-23; Charter Oak 24-26.
Victory Expo.: Fureka, Kan.; Cherryvale 21-26.
Virginia Greater: Bel Air, Md.

BEACON BLANKETS

ONE CASE OR A CARLOAD
PLACE YOUR ORDER NOW

No.	Description	Size	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.

WANT

CIRCUS ACTS — ANIMAL ACT — CLOWNS

For biggest Shrine Week in North America, week October 6. Also want

three Promoters take charge three cities. Write only.

BOB MORTON

1327 Spruce Street, Philadelphia, Pa.

POLLOCK BROS.' CIRCUS—EASTERN UNIT

WANTS

CANDY BUTCHERS, MAN AND WIFE, FOR POPCORN. MEN FOR SALE ON SEATS. LONG SEASON.

Address

Fred Proper, Supt. of Concessions

St. Cloud, Minn., July 19-22; Ft. Dodge, Iowa, July 24-26; Omaha, Nebr., Week July 28.



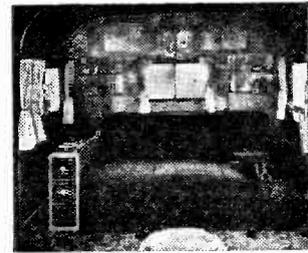
Economical FOR LIVING OR TRAVEL!

Two New SCHULT Models to Suit Your Purse and Purpose

One modest investment in a Schult offers you complete accommodations for years of comfortable living, plus mobility. You get every real facility of a furnished home, at a mere fraction of the cost. Two popular sizes:

LUXURY LINER
Famous 26-foot model with three separate rooms. Comfort and privacy for four adults. "Accent on Living."

COMMODORE
A 21-foot luxury travel coach that sleeps four and is amazingly spacious and has most "big coach" features.



LIVING ROOM
of Luxury Liner. Both models have separate bedrooms and completely equipped kitchens.

WRITE FOR CATALOG

SCHULT CORP. Dept. 207, ELKHART, IND.
In Canada: John Inglis Co., Ltd., Toronto

SCHULT BUILT TO LAST
Trailer Coaches



SYRUPS
Ready To Use. NO SUGAR NEEDED.
1 gal. makes 6 gals. of finished drink. Continuous supply available in the following flavors:
Orange, Lemon, Lime, Grape, Cola, Pineapple, Loganberry, Root Beer, Cherry, Cinnamon, Strawberry, Ginger Ale.
PACKED FOUR 1 GALLONS TO A CASE only \$1.45 Gal. ALSO A COMPLETE LINE OF SNOW BALL AND CANDY APPLE SUPPLIES, SUCH AS U.S. CERTIFIED POWDER AND LIQUID COLORS, FLAVORS, STICKS, ETC.

CALIFORNIA ORANGE JUICE COMPANY
1017 WOODLAND AVE. CLEVELAND, O.

REGENT SHOWS
WANT FOR GARRETT, IND., AMERICAN LEGION CELEBRATION, WEEK JULY 21

CONCESSIONS—Photo Gallery, Ball Games, any legitimate Merchandise Concession. SHOWS—Can use 2 Shows. Those with own outfits, will book for liberal percentage. Will furnish transportation if needed. Want Penny Arcade. Dick Keller, contact.
RIDES—Can use any Ride, major or kiddie, not conflicting with ours for coming Fairs and Celebrations. Address:
HARRY ALKON, Greenville, Ohio, this week.

WANTED

Griddle and Kitchen Help for Sit-Down Grab. Highest pay. No former friends, drunks or agitators answer.

L. B. LAMB SHOW
Fairfield, Iowa, this week; then per route.

WANTED

Entertainment suitable for Outdoor Stadium.
J. P. FITZPATRICK
Citizens Tribune Springfield, Ill.

Wade, W. G., No. 1: Muskegon, Mich.; (Fair) Ithaca 22-26.
Wade, W. G., No. 2: Zeeland, Mich.; (Fair) Cassopolis 22-26.
Wallace Bros.: Clinton, Ia.
Wallace Bros. of Canada: (Fair) Yorkton, Sask., Can., 14-16; (Fair) Melfort 17-19; (Fair) Lloydminster 21-23; (Fair) Vermilion, Alta., 24-26.
Wallace, I. K., Attrs.: North Wales, Pa.
Wallace & Murray: Benwood, W. Va.
Ward, John R.: South Beloit, Ill.
Wason Am.: Indian Head, Md.
West Coast: Bend, Ore., 15-19; Eugene 21-27.
Wheeler, Eddie L.: Cleveland, Tenn.
White, Art: East Brady, Pa.
White Rose Am.: Milroy, Pa.
White Star Attrs., No. 1: Wooster, O.
White Star Attrs., No. 2: Green Springs, O.
Whitney & Scott United: Buffalo Center, Ia.
Wilson Greater: Bridger, Mont.
Wilson's Famous: Sandwich, Ill.; La Salle 21-27.
Wolf Greater: Wheaton, Minn., 14-16; Sleepy Eye 18-20; West Concord 22-24; Chaska 25-27.
Wolfe Am. Co.: Tryon, N. C.
Wonder City: Chester, Ill.
Wonder Shows of America: Beardstown, Ill.; Hammond, Ind., 21-26.
World of Mirth: Augusta, Me.; Bath 21-26.
World of Pleasure: Ironwood, Mich.
World of Today: Valley City, N. D.; Perham, Minn., 20-26.
Wrigley, J. C.: McGregor, Tex.
Wrightsman: Fairfield, Calif.
Zeiger, C. F., United: Powell, Wyo.; Greybull 21-26.

Harry Dunn Dies In Fall From Wire

GALLIPOLIS, O., July 12. — Harry Dunn, of Rita and Dunn, high-wire act with Jones Greater Shows, was killed when he fell from the wire here at 11:50 o'clock tonight. Services will be held Wednesday (16) at Gutlips & Henderson Funeral Home, Newark, O.

NEW REGAL EXPOSITION SHOWS
WANT

For Washington, D. C., this week, with Fairfax, Va., July 21-26.
Sober, capable Ride Help: Acts for Side Show. Musicians and Performers for Minstrel, contact Prof. Tom Johnson. Will book Grind Shows with or without outfits. Good proposition. Concessions—Will book Stock Concessions, \$25. Need Agent.
B. M. SCOTT
New Regal Exposition Shows, Washington, D. C.

AT LIBERTY

Bingo Manager and 4 Helpers. What have you? Open for balance of season; go anywhere; have own transportation. Can post bond or will buy Bingo with a good Show. We are not hungry.
PAT GRANDE
116 N. Peterboro St. Canastota, N. Y.

WANTED

FLY-O-PLANE FOREMAN
to start immediately. Must be capable of completely handling Ride. Can also place Second Man. Write or wire
B. H. BRITT
G. P. O. Box 1488 Detroit 31, Mich.

ATTENTION!

AMUSEMENT PARKS AND CARNIVALS
Have two 140 Ft. High Batavia Towers suitable for High Wire Act, Parachute Jump, Observation or Radio. Heavy steel angle construction. Ladders on both. Immediate shipment. Phone, wire, write
E. L. RYSDORP, 2402 Ford St., South Bend, Ind. Phone 47430

WANT TO BUY

Bingo, at least 30 ft. Write or wire
JOHN ADAMS
Washington, Pa.

BILL HARTMAN
Write me at once. Very urgent.

AL PASCHALL
P. O. Box 1704 RICHMOND, VA.

WANT GRIDDLE MAN

\$35.00 Per Week. Sober and Fast.
J. A. GENTSCH SHOWS
Lexington, Tenn.

ANDERSON'S GREATER SHOWS
the fine old show with the grand old name

WANT WANT WANT

Want Sound Car, good proposition. Want to book Diggers, Novelties, Popcorn, Candy Floss, Duck or Fish Pond. All Stock Concessions, \$20. Want Chairplane Foreman. New Ride, no neon. Want Man for new Smith & Smith Kiddie Airplane who will take care of it. Want Second Man for Wheel. Want Grind Shows with own outfits, or will furnish outfits for qualified showmen. Will book Grind Store to party with at least two Hanky Panks. Hoppy Chapman wants Skillo Agent. Wire:
ANDERSON'S GREATER SHOWS, Allen, Ky., this week, followed by Garrett (Ky.) Fair.

WANTED FOR COPPER STATE SHOWS

Want to buy Ferris Wheel or book same and other Rides. Will book or buy. What have you? Want Girl Show, have complete frame-up; any Show with own transportation. Can use legitimate Stores. No X. Always use useful Carnival People. Imperial, Palisade, Wallace, the three big spots in Western Nebraska. This show out till Xmas. Get in the money spots of the West. Wire or call
COPPER STATE SHOWS, Imperial, Nebr., week July 14-19; Palisade, three-day celebration, July 24-25-26. All addresses as per route.

WANT ELI WHEEL, TILT-A-WHIRL OR FLY-O-PLANE

All year, seven days' action. Also ex. Pea Pool, Diggers, Popcorn, Apples, Floss, Novelties. Business good. No gate, grief, grift or passes. Funspot of the Gulf. Replies:
General Manager American Legion Fun Beach Park
PHONE 616, BILOXI, MISS.

WANTED

Ride Help and Concessions. Ferris Wheel Foreman to join at once, salary \$65.00 per week. Drunkards and hop scotchers, stay away. Playing New York City lots until November. Also want Men around New York for extra help to tear down and put up. Will pay top salaries. Want experienced Agents for Ball Games and Candy Floss. Can give proper people a good proposition. Showing this week, Dyckman St. and 10th Ave., New York City. Wire:
MAX GRUBERG, WORLD FAMOUS SHOWS
PERMANENT ADDRESS: APT. 2C, 201 W. 54 ST., NEW YORK CITY.

MIMIC WORLD SHOWS WANT

To book Ferris Wheel, Bingo Game and any Stock Concession that does not conflict; also good clean Shows of merit for FAIRS, including Ruston, North Louisiana State Fair, Mansfield and others. Hawkshaw wants Agents for Scales, Popcorn, Candy Apples, Lady Ballgame Agents; also Count Store, Nail Store; must conform to shows' policy. Address:
L. E. DOYLE
Spring Hill, La., or 1708 Creswell Ave., Shreveport, La.

BRADY & LEEDY SHOW

Sober and reliable Ride Help, Electrician and Lot Man, Welder, Mechanic, etc. Want legitimate Concessions of all kinds; High-Striker, Penny Arcade, String Game, Candy Floss, French Fries, Rotaries, Short Range Gallery. Happy Winters wants to hear from brother, Rags. Carl Atkins, get in touch. Need personnel for Ten-in-One. Address: Waynesburg, Pa., this week.
P.S.: Our Fairs start in two weeks.

NOW BOOKING FOR GREAT GALAX, VA., FAIR

WEEK OF AUGUST 25-30
CONCESSIONS—Hi-Striker, Novelties, Weight, Bowling Alley, Basket Ball, Bumper, String Game, others not conflicting. (BINGO HELP and BALL GAME Workers, contact.) SHOWS—Funhouse, Midget, Penny Arcade, Wild Life, Fishbowl. NOTICE! Have beautiful 77 ft. PANEL FRONT and MINSTREL SHOW complete for reliable people—ANNA LEE KING, CONTACT!
This week, RICHWOOD, W. VA.; MOUNT HOPE, W. VA., next week. All Replies to
A. M. PODSOBINSKI, GEN. MGR. A. M. P. SHOWS

WANT WANT WANT

Ride Help of all kinds and those driving semi-trailers preferred. This week, Alexandria, Va.; next week, Colonial Beach, Va., right in town. Can place anything good. What have you?
Wire—Write

BARNEY TASSELL UNIT SHOW

FOR SALE—FLY-O-PLANE

Excellent mechanical condition, A-1 in appearance, immediate possession possible. New truck and semi-trailer available if desired.
D. WADE
Detroit Leland Hotel, Detroit 26, Mich. Telephone: RAndolph 2300

WANT—McBRIDE BROS.' SHOWS—WANT

For Walnut Cove, N. C., July 14-19; Mayodan, N. C., July 21-26; then the red one, Schoolfield, Va., Aug. 4-9.
10-Cent Stock Concessions, small Shows, one Flat Ride, Train Ride. Limited space at Schoolfield, Va. Those joining now given preference. All reply:
McBRIDE BROS.' SHOWS, Walnut Cove, N. C., this week; then as per route.

MIDWAY CONFAB

Billy Logsdon reports the side show business was so good July 4 at Rantoul, Ill., that he has purchased a new 30-foot house trailer.

King Reid, of Manchester, Vt., owner of the shows bearing his name, recently was the featured speaker at the Dover, N. H., Lions Club.

Altho some midwayites stay out all winter—they look happier during the summer.

Carl Miller, now working for Cutler-Hammer in Milwaukee, writes that his feet are getting itchy. He once toured with Zimdar's Greater and Crowley United shows.

L. R. Lewis, writing from Muncie, Ind., reports business on his clothes pin concession on the Hennies Bros.' Shows continues good.

Clif Wilson, of the Royal American Shows, was in New York last week to look over Coney Island's new rides, the Gyroscope and Aer-O-Bat, for show owner Carl Sedlmayr.

Elsie Miller, secretary of the Ladies' Auxiliary, Showmen's League of America, is on a two-week vacation in the Lake Superior region.

Art Craner, who has been renamed for another year on the centennial, travel and recreation committee of the California State Chamber of Com-

Towns banned carnival sound trucks from their streets, and now some shows are trying to out-loud themselves out of towns.



ELECTRIC ECHOLS ICE SHAVER FOR SNOW CONES

Immediate Delivery
\$60.00

Limited Supply

C. R. FRANK, DISTRIBUTOR
933 N. Broadway, St. Louis, Missouri

CALEDONIA SHOWS

WANT

CONCESSIONS: Scales, Candy Floss, String Game, Coke Bottles, Fish Pond and Grind Stores of all kinds. WANT DANCERS FOR GIRL SHOW. Office-owned, top salary. Want Help for Ferris Wheel and Chairplane. Have Chairplane for sale. Will book on Show for rest of season. Wanted—Shows and Rides that do not conflict. Write

FRED B. PERKINS
CALEDONIA SHOWS, CATSKILL, N. Y., WEEK JULY 14

MODEL SHOWS, Inc.

Want for Chandlerville, Illinois, Fair, July 21-27 AND 15 FAIRS AND CELEBRATIONS FOLLOWING SHOWS—Mechanical, Animal, Glass House, Fun House, Ten-in-One, Motordrome or what have you? CONCESSIONS—Bumper, Hoop-La, Add-Up, Dart or any not conflicting. Want small, clean Cook House or Sit Down Grab. WANT TO BUY—Number Five Eli Wheel, with or without transportation. MODEL SHOWS, INC. Bushnell, Illinois, this week; Chandlerville, Illinois, next.

THE JOLLY SHOWS

Ride Help wanted for No. 5 Wheel and Chairplane; salary all you are worth. Will book one more Ride not conflicting with show-owned Rides. Will book Snake, Midget or 5-in-1 Shows, or what have you? Landover Hills, Md., this week.

BILL ENFANTE JACK ROBINSON
2235 First Street, N. W., Washington 1, D. C.

CRANDELL'S MIDWAY DELUXE

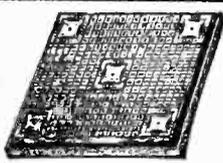
WILL BUY CARNIVAL EQUIPMENT OF ALL KINDS Rides, Show Tops, Banner Lines, Concession Tops and Frames sensibly priced. Will book now for long season south—Shows with own equipment. Rides not conflicting. Concessions not conflicting. Privilege Show Concessions, \$15.50. Wire what you have. Good proposition for Sound Car. Can place useful people in all departments. Will furnish top for organized Minstrel Troupe. Can use experienced Fireworks Man and sensational Free Act. This Show never closes. Open all winter in Florida.

L. C. CRANDELL, Mgr.
Burkesville, Kentucky, this week; then Edmonton, Ky.

O. C. BUCK SHOWS

CAN PLACE

Photos for balance of season and Fairs. No gypsies. Also well-framed Pony Track. O. C. BUCK, Claremont, N. H.



PENNY PITCH GAMES

Size 48x48", Price \$37.50. Size 48x48", With 1 Jack Pot, \$45.00. Pots, \$50.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

BINGO GAMES

75-Player Complete\$6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1947
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs.
Any Quantity, Each 1 1/2¢
Analysis, 8-p., with White Cover, Each 15¢
Forecast and Analysis, 10-p., Fancy Covers, Ea. 5¢
Samples of the 4 Readings, Four for 25¢.
No. 1, 36 Pages, Assorted Color Covers 85¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polloy.
1200 Dreams. Bound in Heavy Gold Paper
Covers, Good Quality Paper, Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢
PACK OF 79 EGYPTIAN F. T. CARDS 25¢
Answers All Questions, Lucky Numbers, etc. 50¢
Signa Cards, Illustrated, Pack of 36 15¢
Graphology Charts, 9x17, Sam. 5¢. Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 8x5. Contains all 12 Analyses.
Very Well Written, \$5.00 per 100; Sample 10¢.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit.
Our name or ads do not appear in any merchandise.
Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

Save BY BUYING BETTER

POPCORN

S. A. HYBRID CORN—YELLOW PEARL CORN

BOXES, BAGS, CONES AND SALT

- Cottonseed and Peanut Oils in 5-Gallon Containers and Drums.
- Popsit Plus in One-Gallon Containers, 6 to a Case.
- Coconut Oil in 50 and 400-Lb. Drums Colored and Natural.

Distributors for Star Popcorn Machines.
IMMEDIATE DELIVERY
Write for Descriptive Folders.

J & N POPCORN Specialties Co.

1751-1459 W. 69th St. Chicago 36, Ill.
THE HOUSE OF QUALITY

★★ POP CORN ★★

Hoosier Pride Brand POP CORN and Hoosier Pride Coconut Oil SEASONING is a combination that's hard to beat. We have only one grade to offer and that is the best. May we place your name on our mailing list?

THE INDIANA POP CORN CO.

Wire—Write—Phone MUNCIE, IND.



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
5234 E. VAN BUREN
PHOENIX, ARIZONA

WANTED CARNIVAL

For
BENTON COUNTY FAIR
BOSWELL, IND., AUG. 12-13-14-15.

Free gate. No exhibits or live stock removed until 10 p.m. last night. Plenty Free Acts.
Write, Wire:
EDGAR BURNETT, Box E, Boswell, Ind.

ON HAND

Carbons for the 60-Inch Searchlight. Positive Carbons, 4 1/2"x2 1/2". Negative Carbons, 7/16"x1 1/2". Packed 25 pairs to round metal cylinder, 8 cylinders to a case. 20¢ per pair, F. O. B. New Orleans in case lots only.

R. E. LLEWELLYN
3138 Jefferson Highway, New Orleans 20, La.

SHOW CIRCUS CONCESSION

TENTS

COVERS OF ALL KINDS

HOGSHIRE TENT & AWNING MFG. CO., Inc.
2401 Hampton Blvd. NORFOLK, VA.
Established 1898

OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN

In 50 lb. and 100 lb. moisture-proof bags. Write for catalog.
BETTY ZANE CORN PRODUCTS, INC.
638 Bellefontaine Ave. Marion, Ohio

FOR SALE

Real bargain for quick sale. Funhouse built on semi. Real flash for back-end. Opens to 60 feet. First \$1,500 takes it; worth \$3,000. Reason for selling, playing same territory. Can be inspected this week at Allen, Ky., or following week at Garrett (Ky.) Fair. Address:

Anderson's Greater Shows
Allen, Ky., this week

WANTED

FOR SOUTHERN STATE SHOWS

Experienced Ride Help for Octopus and Double Loop, also Second Men all Rides, first-class Mechanic. Drunks and agitators, save your time and mine. Concessions—Hoop-La, small BINGO, Ball Game, Fish Pond. All answers to JOHN B. DAVIS, Monticello, Fla., this week; Qutman, Ga., Tobacco Festival next week.

CONCESSIONS WANTED Old Settlers' Celebration

August 21-22-23
Concessions of all kinds for annual Celebration. Drawing every night. Sponsored by American Legion. Contact **GEORGE STEPHEN**, Post Commander, Post 414, Burlington, Indiana. Also would like to contact someone for Donkey Baseball and Basketball Games for other occasions.

JIMMY ANNIN

WANTS

Two experienced Six Cat Agents, one Pin Store Agent. Harry Head, wire immediately your phone number. This week, Montpelier, then Marion, Indiana. Two Working Men to take care Grind Stores. Care Mighty Hoosier State Shows.

WANTED HIGH FREE ACT

For balance of season, also Electrician.

This week, Dante, Va.; next week, Clinchco, Va.

W. E. BUNTS, MGR. CRYSTAL EXPO. SHOW

For Sale, Super Roll-o-Plane

In good shape and also '41 Chev. Truck. No junk. Can be seen in operation week of July 14-19 on the
BARNEY TASSELL UNIT SHOWS
Groveton, Va. (right out of Alexandria)

DENNIS BROS.' SHOWS

Rexford, Kansas, Street Fair this week; Pallsade, Nebraska, Annual Celebration following; Norcatur, Kansas, August 5-6-7.
Will book any kind of Show. Popcorn, Novelties, Drink Stand, Pony Ride or any Show. All replies to
F. B. DENNIS

WANTED CONCESSIONS

FOR MOUNT OLIVE, ILL., HOMECOMING
July 22-23-24-25 and 26, on the Streets.
CHARLES OLIVER
1417 Gratton St. St. Louis, Mo.

WANTED

GAMES, CONCESSIONS, ETC., FOR
V. F. W. Autumn Festival
(Indoor) Cynthiana, Ky., Oct. 15, 16, 17 and 18.
For details write
J. D. BRUNKER, Secy., Box 213, Cynthiana, Ky.

CARNIVAL WANTED

WITH CONCESSIONS
AMERICAN LEGION HOME COMING
3 Days, Last Week in August.
All Replies to **W. M. GEORGE, Gilman, Wis.**

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.
 1520-24 W. Adams St., Chicago 7

New ELECTRIC CORN POPPER



Now you can go into business for yourself and pay for your machine in one week.

We also have complete supplies for you and a grade of hullless pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

LET'S GET STARTED NOW
 HERE IS OUR SPECIAL OFFER—

New Excel Electric Popper . . . \$ 79.50
 #100 Baby Golden Hullless Popcorn . . . 11.00
 1 Cs 6 Gal. Popsit Seasoning . . . 19.00
 1 M Classine Bags (10c Size) . . . 3.00
 1 Cs Salt (24 2 Lb. Boxes) . . . 2.40

TOTAL COST . . . \$114.90
 Gross Sales Approx. \$140.00

Write — Wire — Phone
INDIANA POP CORN CO.
 MUNCIE, IND.

C. A. WOODIN SHOWS WILL BOOK

Animal or other Grand Shows, 25%. Rides and Concessions not conflicting. Positively no Girl Shows, no drinks, no gyms. Will buy Merry-Go-Round and Ball Game. McClusky, N. D., July 17-19; Plaza, 20-21; Stanley, 23-26.

BAKER'S GAME SHOP
 EVERYTHING YOU NEED IN GAMES.
 Can Ship at Once.
 2807 W. WARREN, DETROIT, MICH.
 Phone: TYler 5-0334

POPCORN with the **POP GUARANTEED**

Our Hybrid Popcorn is Backed by a Money Back Guarantee If You Are Not Completely Satisfied in Every Respect. Write for Special Contract Price.

Finest Quality Roasted Peanuts — Attractive Circus Bags
 5 Sizes Boxes — Cones — Bags — Snow Cones — Floss Papers
 Napkins — Spoons — Flavor Concentrates — Colors — Sticks
 Immediate Delivery Star Poppers. Used Popcorn and Peanut Equipment Bought & Sold

CHUNK-E-NUT PRODUCTS CO.
 Serving You From Coast To Coast

MATTY MILLER 231 N. Second St. PHILADELPHIA 6, PA.
 HANK THEODOR 2908 Smallman St. PITTSBURGH 1, PA.
 JOE MOSS 1261-65 E. Sixth St. LOS ANGELES 21, CAL.

OCTOPUS ROLLOPLANE FLY-O-PLANE
 World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

FOR PROFIT AND FLASH THE SPITFIRE
 IS "SUREFIRE"
 WORLD'S MOST BEAUTIFUL RIDE
FRANK HRUBETZ & CO. SALEM, ORE.



merce, recently attended various meetings in San Francisco, Sacramento and Los Angeles.

Then there are the wild visionaries who plan midways that aren't top-heavy during rainy springs, yet are just right for fairs—but they don't own or build any midways.

Ernest (Rube) Liebman, chairman of the membership committee for the Showmen's League of America, started the ball rolling by sending a reprint from *The Billboard* of last January 4, a strong letter and two application blanks to each member.

Gertrude Bell writes that after being out of show business for nine years she recently joined the Cycloops, a new aerial act booked with the Sam Tassell Shows. Act uses a 75-foot rigging surmounted with a revolving loop. She formerly appeared with the Three French Misses.

Wanda Lee, who visited Gate City Shows at Bryson City, N. C., recently reports that Joe Baxter has a well-lighted outfit, and that Gene Padgett is doing well with two girl shows, there being plenty of money in the Smokies.

Today's cries of poverty from midways would have sounded funny to those who tramped during the depression years, and thought anyone who owned two pair of shoes was rich.

Fielding Graham, who has had the Glass House with James E. Strates Shows, suffered a heart attack June 14 and is convalescing at his home in Kansas City, Mo. . . . Tommie and Etta Henderson and daughter, Hedda, spent July 4 with Warren and Grofo Henderson at Vernal, Utah, while en route with their niece and nephew, Mildred and Lee Justice, to Yellowstone National Park.

When the Whybro ride org played Mancos, Colo., over the July 4 weekend to big business, Owner Whybro was host to the entire personnel at a picnic at Mesa Verde National Park. Following the picnic the host and guests visited the cliff dwelling ruins in the park. Those making the trip included Miss LeHice, Mr. and Mrs. W. A. (Forty) Fortier, Mrs. Rathburn, Mrs. Saunders, Mrs. Calter, (See Midway Confab on page 64)

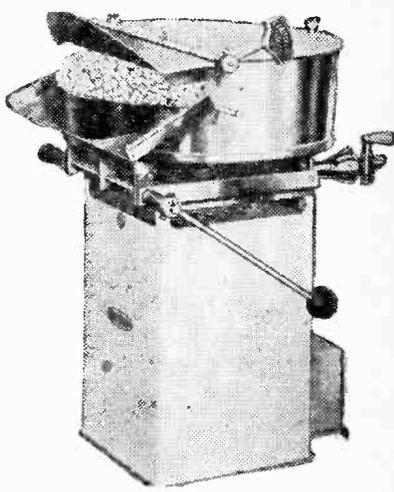
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CRETORS
 since 1885

IMPROVED
GIANT MODEL 41 POPCORN MACHINE

- Insures Large Production
- Weight Equalizing Device—Makes Pan Easy To Dump



A fast, efficient trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped with handle interchangeable—right or left hand operation. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn pressure, insuring maximum popping volume. Enclosed transmission. Gears run in oil. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.

Capacity
 Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

Specifications
 Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11 1/4" x 17 1/2".

C. CRETORS & CO. 602 W. Cermak Rd. Chicago 16, Ill.

Get ALL Your Needs From ONE Source of Supply!

COCONUT 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
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 Also Salt Seasoning Paper Cones Bags
 ★

S. A. YELLOW HYBRID POPCORN
 Best Quality Corn Guaranteed FOR POPPING VOLUME
 LARGE QUANTITY PRICES SENT ON REQUEST

Distributors for CRETORS ★ **All Prices Subject to Change**
 Popcorn Machines

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

FERRIS RIDES AND SHOWS

Want Ride Help for Rocket, Wheel or Chairplane. Top wages, room and board. Slim Allen, I answered your wire! Why don't you show? Want for Celebrations and Fairs—Hi-Striker, Clothespin or Block, Pitch-Fill-You-Win, Dart Games, Cane Rack or any not conflicting. We book but one of a kind. No gate, flats or gymps! Want for #2 Unit for Veterans' Celebration, Aug. 4th to 9th, on the streets at Albion, N. Y.—Cookhouse or Grab, all legitimate Concessions. This is a red one! Contact

DICK NEUGENT, NEUGENT ENTERPRISES
 En Route, Buffalo, N. Y., Ontario and Niagara Sts., July 15-20.

FOR SALE
2 Three Car Phila. Toboggan Co. Roller Coaster Trains
 In excellent condition—\$1,500.00.
6 Aero-Plane Cars for Circular Swing, including three phase motors and propellers—\$1,500.00. Write or wire
CELORON REALTY CORP., Jamestown, New York

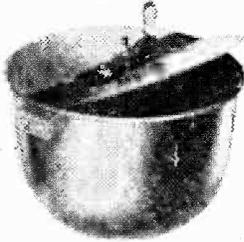
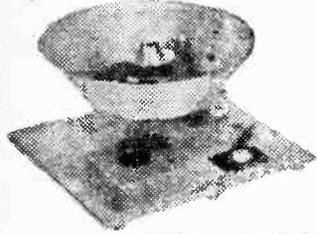
BIG MONEY MAKERS

ENGINEERED FOR TROUBLE-FREE SERVICE

★ 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.



★ NEW SUPER KETTLE

Ideal Popcorn Popper for large volume business! 35-Quart capacity Kettle, 19 1/2" diam. by 15" deep. Made of 3 3/4" aluminum. Gearless agitator. Sturdy. Makes uniformly delicious popcorn—and MAKES MONEY for you! \$37.50. Also 12-Quart Saratoga Kettle, \$20.00; 8-Quart Kettle, \$10.00; 6x6 Tops with frames, \$150.00. Write. IMMEDIATE SHIPMENT. Terms: 25% with order, balance on delivery. F. O. B. Toledo.

CONCESSION SUPPLY COMPANY
Box 133, Station B, TOLEDO 6, Ohio. Phone Kingswood 2408

Midway Confab

(Continued from page 63)

Mrs. Johnston and daughter and George Redwood.

Contracting downtown lots is difficult because it involves the elimination of dumping garbage cans in every nook and cranny, boisterous conduct and the use of loud-speakers.

Mrs. Ed Ferrerii was tendered a surprise dinner at the Langwell Hotel, Elmira, N. Y., July 6, in celebration of her birthday by her husband and daughter, Lani Jean, of the B. & V. Shows. The Ferreris have the girl revue on the shows. Guests included Mr. and Mrs. Slim Skelton, Kitty Brett, Tom Dean, Peggy Ducker, Bernice Higginbotham, Red O'Brien, Vonnie Wilson, Ronnie Constantine and J. D. Martin and daughter, Betty. Mrs. Ferrerii received a number of gifts.

Bill Holt, well-known show operator who has been in the Hawaiian Islands the past eight months, was in Chicago July 7 on business. He will return to Honolulu in a few weeks. Maxie Herman, now residing in Toronto, was in Chicago with him. Maxie reported that his nephew, Lew, Canadian legal representative for the Showmen's League of America, the National Showmen's Association and the American Carnival Association, recently was made a king's counsellor, the highest honor accorded lawyers in the British Empire.

When word that higher liquor taxes were being debated reached the ears of the midway soak, he wanted to know why the shows' general agent wasn't in Washington fighting the idea.

Among guests at the recent Miami wedding of Nora Lou, only daughter of Mr. and Mrs. Homer C. Ayers, to James C. Gibson, of Fairfield, Fla., were Mr. and Mrs. E. B. (Curly) Hyde, former owner of Eric B. Hyde Shows; Mr. and Mrs. Vernon Moore, veteran troupers; Mrs. Max Tarbes, sister of Mrs. Moore, and whose hus-

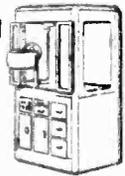
POPCORN

- 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.
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WHEELS

Blazers, Comicals and numbered Laydowns, Chariots, Milk Bottles, Cabs, Hoopla Blocks and Rings, Horse Race, Dice Games, Bingo Games, Carrels and Markers, Penny Pitch, Charts, Darts and many others. Catalogue on request.

WILLIAM ROTT, Inc., Manufacturers
142 W. 74th Street New York 117, N. Y.

ALAMO EXPOSITION SHOWS

FOR ANTHONY, KANSAS, FAIR AND RACE MEET

For 12 Fairs in Kansas, Oklahoma, including Oskaloosa, Iowa, and Davenport, Iowa, Fairs; then to Kansas, Oklahoma and Texas Fairs. First Fair Anthony, Kansas, July 21-26.

Can place capable man to operate office Grab. Will book or buy one more Eli Ferris Wheel. Will book Pretzel Ride, Baby Train, Wild Life Exhibit, Mechanical Show or any Shows or Rides that do not conflict. Buck Ray wants Kitchen Help, also Waiters and Cooks. Frank Shorty Tappen wants Side Show Attractions. Can place Novelties for balance of season. Long and Short Range Shooting Galleries, also Concessions. Agents for Coupon Stores. This show stays out until first week in December.

All address

JACK RUBACK, Mgr.

Arkansas City, Kansas, July 14-19; Anthony, Kansas, July 21-26; Lawrence, Kansas, July 28-August 2; then Iowa Fairs.

WALLACE & MURRAY

JULY 21-26—NEW MARTINSVILLE, W. VA., FOREMEN'S ANNUAL FESTIVAL—JULY 21-26

WANT TO BUY three Banners immediately, any subject. WANT TO BOOK CONCESSIONS—Arcade, Frozen Custard, Diggers, a club; will book Concessions of ALL KINDS. Special prices to Hanky Panks. Good opening for Ball Games. SHOWS—Shows of any description with own transportation not conflicting with what we have. RIDES—Softie, Roll-o-Plane, Octopus and Kiddie Train with own transportation; very liberal proposition. HELP—Earl Dixon wants Roll-down and Alley Agents, also Agent for only Wheel on Show. Harry Smiles wants one Agent for Slim Skillo. All replies to **JACK L. MURRAY, Gen. Mgr. Concessions; JIMMIE TIERNAN, Bus. Mgr.** Western W. Va. Firemen's Celebration, Benwood, W. Va., all this week.

MODERN CHAIRPLANE AND KIDDIE AIRPLANE RIDE **IMPROVED**

WRITE FOR CATALOGUE.
Can give delivery within two to three weeks on Chairplanes. Also immediate delivery on Gears and Clutch Parts.

SMITH & SMITH, SPRINGVILLE, N. Y.

BOOMERANG

Unlimited Capacity — Repeater — Thriller
Write for Catalogue

U. S. RIDING DEVICES CORP.
298 Junius Street Brooklyn 12, New York

NEW 10 CAR JEEP STYLE KIDDIE AUTO RIDE

Complete with canvas top. Ready to operate. Easy to assemble or dismantle. Purchase one now. Orders filled in less than 30 days. For more information write or wire

IMPERIAL KIDDIE RIDES
211 W. 13TH STREET LORAIN, OHIO

WORLD OF MIRTH SHOWS

WANT

GIRLS for GIRL SHOW—Tap, Toe, Rhumba, Fans, Acrobatic, Strip, Dance Teams and anything suitable for a revue. GIRLS for POSING SHOW—No experience necessary. Must be young and attractive. GIRLS for HAWAIIAN SHOW—State experience. TALKER for GIRL SHOW—Only A-1 Talker will be considered. MUSICIANS for GIRL SHOW and HAWAIIAN SHOW—State instrument, experience and salary expected. Reason for this ad—enlarging all Shows and adding one more Show for Fairs. STATE ROOMS available to all people engaged.

All answers:
J. Seiertino, World of Mirth Shows
This week, Augusta, Me.; next week, Bath, Me.

CONCESSIONS—LAST CALL

BROWNSTOWN, INDIANA, ANNUAL HOMECOMING

MAIN STREET, JULY 21 TO 26.

Few more choice locations left, such as Penny Arcade, Scales, Milk Bottles, High Striker, Huckle Buck, Dart Stores, Hoop-La, String Game and others. Address inquiries:

GOODING AMUSEMENT COMPANY, INC.
1300 NORTON AVENUE COLUMBUS, OHIO

WANTED—C. A. STEPHENS SHOWS—WANTED

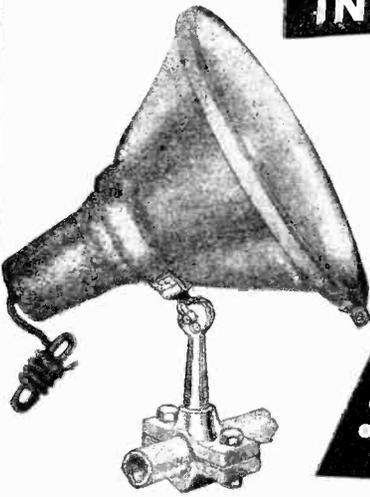
Concessions—Will book Concessions that work for Stock. Shows not conflicting with Glass, Snake, Animal, Girl or Side Show. Rides—Due to disappointment will book Merry-Go-Round for our Fairs and balance of season at a very liberal percentage. Mr. Cliff Coleman wants Roll-o-Plane Help; Emery, come on. For Sale—Kiddie Auto and Dual Loop.

All wires to Narrows, Va., this week.

A. & P. AMUSEMENT CO.

Need Bingo, Snowball, Concessions working for stock. Need Foreman for Merry-Go-Round, Mix-Up. Marshall, Arkansas, this week

**INDOOR-OUTDOOR
ALL-PURPOSE
Multi
FLOODLIGHT**



- 3 standard sizes—150-200 watt, 300-500 watt, 1,000 to 1,500 watt.
- Heavy gauge steel.
- Heat-resistant glass.
- 3 ft. heavy duty cord furnished.
- Also available in ground spike support and threaded mounting.

• Orders shipped same day.
• Overnight service within 500 miles of Chicago.

Write, wire or phone
EDDIE MURPHY or MAX AVERS
(at Englewood)
5801 S. Halsted St., Chicago 27, Ill.

Englewood
ELECTRICAL SUPPLY CO.

EXCELLENCE IN ELECTRICAL PRODUCTS

W. C. KAUS SHOWS
Pride of the Piedmont country

RED LION FAIR FAIR FAIR FAIR AT RED LION, PA.

Want complete Side Show or Five-in-One. Any Grind or Walk-Thru Show with own outfits. Can furnish one 20x30 top and front for small show also. Can use complete Monkey Show with own equipment.

Want Photos, Penny Arcade, Ball Games and other Grind Stores.

What have you to offer? We have a wonderful route of Fairs beginning with next week and our tour South. Write or wire

W. C. KAUS SHOWS
PLYMOUTH, PENNA.
RUSS OWENS, Manager **MARIE KAUS, Owner**

JAMES E. STRATES SHOWS
WANT

Merry-Go-Round and Hey-Dey Foremen. Good salaries to ride men who can deliver. Can also use one good Grind Show, preferably Crime or War Exhibit. Want Show Carpenters and Builders, Blacksmith and good Show Artist and Sign Painter.

Steve Gekas wants Counter men, Griddle Men and good Dinner Cook for cookhouse. Frances Fornier wants Agents of Slum Bowling Alley that will throw out stock; Dart, Spot Stores and Merchandise Wheel Agents.

Be with the show that has fourteen of the best fairs in the East.

JAMES E. STRATES
Schenectady, N. Y., week of July 14th; then as per route.

WANT

Act for Side Show, Freaks and Working Acts.

Barkoot Bros.' Shows at present, Fairs later. Mickey or Thelma, come on, C. H. Berger here. State all first letter and lowest salary. Also want Girls for Dancing Show and Posing Show. Good pay. Write or wire

DON DiGIOVANNA
134 Burton St., S. W. Grand Rapids, Mich.

JOHNNY'S UNITED SHOWS
"Honesty Is Our Policy"

Now playing Bedford, Ind.; next week, Rosedale, Ind., Street Homecoming, with Otterbein, Ind., Street Fair, July 28 to Aug. 2.

WILL BOOK OCTOPUS or SPITFIRE. Can place Grab, Huckly Buck, Balloon Darts, Bumpers, Guess Age and Weight, Hoop-La, Clothes Pin, String Game, Coke Bottles, Cork Gallery, Lead Gallery, Cotton Candy, Ice Cream, Custard, Bowling Alley, Candy Apples and Glass Pitch. WANT Second Man for #5 Eli Wheel. Want Agents for office-owned Stock Concessions. JIM says: "COME ON, NELL AND JOE." Will book Monkey Show, Snakes, Fat or any Grind Show of merit.

Reply to JOHN RORTEMONT, Bedford, Ind., this week.

band is with the W. G. Wade No. 1 Unit; Mr. and Mrs. Paul Miller, business associates of Hyde in Miami; Mr. and Mrs. O. E. McLendon Sr.; Verna Mae Clifford and Capt. O. E. McLendon Jr. The Ayers, who formerly owned the Great Southern Exposition, are currently operating the Argonaut Airways Corporation. A reception followed the double-ring ceremony, after which the newlyweds left for a brief honeymoon.

"I had an uncle, Oswald," said a towner, "who claimed he made a fortune every year with a carnival by running what he called 'A watch or a dollar for a dime.' He died without having a dime in his jeans, and we've never learned where and in what safety deposit boxes he had hidden his fortunes."

Detroit Notes: Bernard Robbins, secretary of the Michigan Showmen's Association, was a visitor at *The Billboard* office here. . . . Mrs. Roscoe T. Wade reports the Joyland Midway suffered a brief but heavy rainstorm Sunday (7) afternoon. . . . Warren A. Berg, parachute jumper, fell 2,000 feet July 4 while working with the Joyland Midway rides for the Carl Stitt Post of the American Legion at Wyoming and Lyndon avenues, but managed to get an emergency chute open and escape injury. . . . The shop of Leo Benvenuti and Robert Moers, who run the Detroit Art Industries, carnival plaster firm, was seriously damaged by a two-alarm fire Sunday (7). Firemen fought the blaze for three hours. . . . Doc Hagaar is taking over the mug joint and other attractions in Edward Stein's Playland. . . . Robert Percival, of Johannesburg, South Africa, is buying a Zombie Castle and other equipment to be installed at Durban for the opening of the spring season there in December. . . . D. Wade, general representative of the W. G. Wade Shows, is undergoing treatment for stomach trouble at his home.

LLOYD'S RELIABLE RIDES



DEPENDABLE MANAGEMENT
CLEAN ATTRACTIONS

Want Photos, Grab; both must have flash string, bumper. Cane Rack or any Concession working for stock. What have you? Dowagiac, Mich., this week; Whitestown, Ind., next week; with other good spots to follow. ATTENTION, COMMITTEES: We have all of September open; for a clean show get in touch with us. No gypsies, drunks or flatties.

STEVE NORWOOD
PLEASE CONTACT
"FATS" McCULLOUGH
Diesel Electrician with
TRIANGLE SHOWS
Fairhope, Washington Twp., Pa., this week;
Altoona, Pa., next week.

FOR SALE

Smith & Smith Chairplane, Fence, Ticket Box, Misc.; Air Cool Motor, A-1 shape; 1949 Stake Body Chev. Truck; Kiddie Train, new this year; Fence, Wiring, etc.; 30x50 Top, good as new. Can be seen at Melvin Beach, White Lake, N. C. All wire mail to Elizabethtown, N. C.

M. P. DABNEY
P. S.: Reason for selling, have interest in other Rides.

FOR SALE
COMPLETE COOKHOUSE

20 by 30, with Trailmobile Van Body, 20 foot International Tractor, Model 33. Everything in good condition, ready to operate. Good tires. Can be seen operating. Other business, reason for selling.

JOHN GRAVIS
307 4th Ave., Myrtle Beach S. C.

POPCORN and CONCESSION HQ

A Season's Contract With Blevins Will Save You 10 Per Cent on All Popcorn, Seasoning and Supplies. Write Today for Contract.



• "100 Plus" Purdue hybrid popcorn (net) \$7.97.

• BEE HIVE, the superior hybrid that popped out more than \$200 per bag (in regular 10¢ carnival boxes) before thousands at the N. A. A. P. P. B. convention (net) \$9.85.

POPCORN MACHINES



"King Bee" Portable Popcorn Machine. Burns Gasoline, as Illustrated \$135.00
Small Electric Hand-Operated Machine 79.50
Jumbo Giant Wholesale Popper 248.00
Super Star, Floor Model 589.00
Silver Star, Floor Model 485.00
Super Star, Counter Model 519.00
Silver Star, Counter Model 398.00
Corn Crib, All Steel, Holds 500 Lbs. Raw Corn 85.00

POPCORN SEASONING

In Stock—Liquid, Solid, or Coconut Oil Seasoning. Also famous Savorol Powdered Seasoning. Priced competitively.

SPECIAL: Finest "Pops-Rite" Coconut Oil Seasoning, 5 Gallons (net) \$11.25

FOR THE CONCESSION



Echols Ice Ball Machine. Fast, lightweight. Cast aluminum. In stock for immediate shipment. With Motor, \$75.00.

FRENCH WAFFLE IRONS



Hexagon, Round, Rose Designs. Free Formula With Each Order. Each: \$2.50. Complete Set: \$7.50.

Bags • Boxes • Popcorn Color and Flavor • Kettle Kneeling Kits • Scoops • Paper Cups • Candy Floss Paper • Certified Food Colors • Duvan Orange Syrup • Candy Apple Paper • Salt • Flavor Concentrates • Straws • Soda Cups • Cup Holders • Sundae Dishes.

KING CONCESSION Trailers Now in Stock
CATALOGUE ON REQUEST

BLEVINS POPCORN CO.
31ST & CHARLOTTE
NASHVILLE

VICTORY EXPOSITION SHOWS

"America's Finest Midway Attractions"

WANT WANT WANT
FOR THE FOLLOWING OUTSTANDING ROUTE

Greenwood County Fair, Eureka, Kan., this week.
Southeastern Kansas Soldiers' Reunion, Cherryvale, Kan., July 21-26.
Cherokee County Fair, Columbus, Kan., July 28-August 3.
Randolph County Fair, Moberly, Mo., August 5-7.
Ozark Empire Fair, Springfield, Mo., August 9-15.
Central Kansas Free Fair, Abilene, Kan., August 18-23.
Lyon County Free Fair, Emporia, Kan., August 25-30.
Northwest Missouri State Fair, Bethany, Mo., September 1-6.
Tulsa State Fair, Tulsa, Okla., September 13-20.
Central West Texas Fair, Haskell, Tex., September 23-27.
Texas-Oklahoma Fair, Iowa Park, Tex., September 29-October 4.
Shelby County Fair, Center, Tex., October 6-11.
Nacogdoches Fair and Livestock Exposition, Nacogdoches, Tex., October 13-18.
Season Ends—Valley Midwinter Fair, Harlingen, Tex., November 22-30.

1948 Season Opens
CHARRO DAYS FIESTA, BROWNSVILLE, TEXAS
January 21-February 8

SHOWS—Side Show, Monkey Show, Motordrome. (Jimmy or Carl Byers, wire.)

RIDES—Looper and Caterpillar.

RIDE HELP—Foremen for Wheel, Spitfire, Fly-o-Plane, also other Useful Ride Help that drive semis.

CONCESSION AGENTS—For Hanky Panks. Can place one Wheel Agent. (Bob Murry, wire.)

ADDRESS AS PER ROUTE ABOVE

REGER BROTHERS

FOR SALE FOR SALE FOR SALE

Terms: Cash, the below equipment to be sold as a unit with contract or piece sold at end of season Oct. 1.

- 2 #5 Eli Ferris Wheels and 1 special built Van Trailers to haul same, and tractors.
 - 1 32-ft. Allan Herschell Little Beauty Merry-Co-Round, modernistically decorated, special built Van and Trailer to haul same.
 - 1 10-Car Modernistic Kiddie Auto Ride, special built sleepers and Semi to haul same.
 - 1 Pickneyville Chair-o-Plane, special built Truck to haul same.
 - 1 50Kw. 2300 Primary Transformer; 1 30Kw. Generator System, A.C., 110-220 volts. Mounted on aluminum special built Tandem Truck; 3,000 ft. Cable and Junction Boxes.
 - 1 Aluminum Main Entrance, 16 feet high, new.
- Above have all Chevrolet Tractors, repainted this spring and overhauled and rubber in A-1 condition. Above Rides A-1 condition and clean throughout.
Western Union, per route in Billboard, or P. O. Box #5, Canton, Mo.

W. R. GEREN Presents

MIGHTY HOOSIER-STATE Shows

FAIRS! CELEBRATIONS! FAIRS!

ALL INDIANA
Montpelier Fair and Race Meet, this week; Marion Merchants' Fair, July 21-26; Bremen Free Fair, July 28 to August 2; North Judson Street Fair, Aug. 4-9; Blackwell Knox County Fair, Aug. 12-16; Corydon Harrison County Fair, Aug. 18-23.

FOR SALE: 1946 Flying Scooter with 28-foot Superior Semi, new, built for this Ride. Price with Semi, cash only, \$11,500.00.

1946 Spitfire. Ride can not be told from new, with 26-foot Kentucky Semi, built for Ride. Price, \$10,000.00. These Rides can be seen in operation at any time. Will sell and turn them over to buyer August 24th. Reason for selling and the only reason is, I am framing 2 units with 4 Rides on each. Each Ride above is without tractor, and prices for cash only. All replies

W. R. GEREN, Owner Mighty Hoosier State Shows
Per Route.

CONCESSIONS WANTED For Italian Fiesta

JOLIET, ILL. — July 28th to August 3d — ON THE STREETS

Rides, Cotton Candy and Popcorn already booked. WANT: Snow Cones, Mug Outfit, High Striker, Mouse Game, Pitch-Till-You-Win, Slum Novelties, Stock Wheels, and what have you? No griff! Can use any Hanky Pank Concessions. Privilege, \$25.00 for the period. Address

FRED A. POTENZA 741 N. Wolcott, Chicago 22, Illinois

FROM THE LOTS

Prell's Broadway

PATCHOGUE, L. I., July 12.—Shows are playing their third, and final, Long Island stand here, after which they will return to New Jersey territory.

Exceptionally good business was experienced at Lehighton, Pa., June 16-21, grossing well over \$2,000. Monday (16) more than 2,500 patrons passed thru the turnstiles and attendance progressively increased until it reached its peak on Saturday (21) with over 7,000 on the midway—the biggest Saturday of the season.

Top money maker in Lehighton was Bob White's *Scandals*; second, the Barro Brothers' Motordrome; with Cash Miller's Side Show running a close third. A new, dark ride and a kiddie ride were added to the lineup.

Jump of 189 miles, from Lehighton to Huntington, L. I., was a tough one and some of the trucks did not reach the lot until Monday (23) morning, but shows were up and ready for business that night. So far not one Monday has been lost due to inability of help, under the direction of Abe Prell and Whitey Hewitt, to get shows up on time.

Huntington, L. I., was a red one, with only one day lost due to rain. A Kiddie Train was added to Kiddie Land, which now has four new rides under the supervision of Bill Sylvester.

While the shows were in Babylon, L. I., June 30-July 5, Mr. and Mrs. Sam Prell celebrated their 43d wedding anniversary and a real shindig was thrown by the show personnel. Later a dinner party was staged at the Tudor Restaurant, in Bayshore, with the following participating: Mr. and Mrs. Joe Prell, Mr. and Mrs. Abe Prell, Mr. and Mrs. Ben Prell, Mr. and Mrs. Bill Sylvester, Paddy Finnerty, Carl Lee, Stash Lee, Allan Traver and Jack Kelly. Mrs. Joe Prell entertained with several vocal numbers.

Plans are under way for a mid-night ramble to be held soon for the National Showmen's Association and Sam Prell has appointed Joe Prell to head the committee in charge.—ALLEN A. TRAVER.

Meyerhoff's Crescent

MEDICINE HAT, Alta., July 12.—From all appearances we are at last a jump ahead of the rain. From the opening date in Penticton, B. C., March 31, there wasn't a week until we hit Prince Albert, Sask., that the shows didn't have two to three days of rain. The week of June 23 broke the jinx, but owing to crop failures business was bad.

The previous week in Regina, Sask., the lot was so wet the miniature train track went underground with the locomotive pushing mud ahead of it like a snowplow until it was closed down. The Boomerang worked loose on the slippery soil and the cars, instead of going down the tunnel when released, went as they pleased.

At Edmonton, Alta., the week of June 5, \$300 worth of sawdust on the lot didn't help much and wind and rain played havoc with the outfit. The teardown was accomplished in a downpour. After the first dry week of the season at Prince Albert the shows jumped into Ponoka, Alta., for the stampede and clicked right across the board—hot weather and thousands of customers. At the Lethbridge Fair, July 2-5, a thunderstorm opening night about 5 p.m. scattered the crowd, but it came back and business was exceptionally good for the remainder of the stand. Here at Medicine Hat, under Canadian Legion auspices, we were in a week ahead of the local stampede and breaking in a new lot.

Virginia Greater

ANNAPOLIS, Md., July 12.—Stand here the week ending July 5 was not up to expectations. Tuesday night (1) was lost to rain, and the July 4 biz was nothing to brag about. Nevertheless, the org has been holding its own.

Ray Buckley, chairman of the VFW committee at Cambridge, Md., was a visitor. Mrs. Eva McAllister left for her home in Camden, N. J., where her eldest daughter underwent an appendectomy, from which she is recuperating satisfactorily.

Mrs. Dave Linebarrier returned from a trip to Daytona Beach, Fla., where her husband, Dave, is recovering from illness. The Linebarriers have the popcorn and candy apple concession. Paul Linebarrier spent his army leave assisting his sister-in-law, Mrs. Dave Linebarrier, on the shows.

Mr. and Mrs. Phillip Minelli, in from their home in Orange, N. J., visited Mr. and Mrs. Rocco Maccucci on the show for several days. Mrs. Russell Lane and niece also spent a few days on the shows, visiting Mrs. Lane's husband, Big Boy Lane.

Previous stand at Frederick, Md., the week ended June 28, netted fair business in the face of poor weather. Org followed another show into the spot. Several nights were lost to heavy showers.—H. W. (HAPPY) ARNOLD.

Eddie L. Wheeler

MORRISTOWN, Tenn., July 12.—After five weeks of cold and rain, stand here was more than satisfactory, with all reporting good business. Weather was ideal, crowds were enthusiastic and the sponsoring committee, Veterans of Foreign Wars, co-operated. The July 4 week-end helped make it an outstanding date. Ferris Wheel led rides, and Capt. Buck Groggin's Dog and Pony Circus topped shows.

Staff includes Eddie L. Wheeler, owner-manager; Tom Bass, general agent; Lois Wheeler, treasurer; Carleton Abbott, secretary; Con Cunningham, lot superintendent, and Jimmy Shipman, electrician.

Concessions recently added include J. S. Shaver, three, and Jack Chapman, Harry Coulson and Ben Wheeler, one each.

Mrs. Eddie Wheeler is convalescing at her home in Rome, Ga., from a prolonged illness.—CARLETON ABBOTT.

L. B. Lamb

KNOXVILLE, Ia., July 12.—Shows moved in here from Albia, Ia., where business was just so-so mainly because it rained July 4. Shows played Albia a year ago during the July 4 week and enjoyed top business and great co-operation from the sponsoring committee. This year the committee did little in the way of bally-hoo.

Org opened the season in Sheffield, Ala., March 9 and, like all other shows, battled the elements most of the time. The week of June 23 saw shows in Kirksville, Mo., the best stand of the season so far. Saturday night, June 28, just as shows started to tear down, a tornado struck. It tore a dozen concession tops, one show top and tipped the Ferris Wheel. Wheel was sent to the factory in Jacksonville, Ill., to be rebuilt. The concession and show tops were repaired in time for the opening in Albia.

Shows carry 7 rides, 6 shows and 35 concessions. The writer is back on the job again after an operation.—L. B. LAMB.

"AMERICA'S FINEST SHOW CANVAS"
FOR IMMEDIATE DELIVERY . . . USED CONCESSION TENTS
 20x40 and 20x30 Hip Roof Tents
 14x28 Bingo Top, awnings attached--khaki
 Flashy Flameproofed Canvas Available In These Colors
 ● Forest Green
 ● Royal Blue
 ● Orange
 ● Khaki
BERNIE MENDELSON—CHARLES DRIVER
O. Henry Tent & Awning Co.
 4862 N. CLARK ST. CHICAGO 40

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.

SHOWMEN'S FINANCE PLAN
GRASK TRAILER SALES
 314 E. 8th St. DES MOINES 9, IOWA
House Trailer Displays
 At Our Branches in 16 Cities.
 Write for Nearest Location.
 One-Week Delivery Anywhere in U. S.

TURTLES CHAMELEONS
 BOXES — FOOD — PINS and CHAINS
 Write for Prices.
TROPICAL TURTLE CO.
 HOUMA, LOUISIANA

FROZEN CUSTARD
 Emery Thompson Freezer, 15-gal. per hr. Custom built serve cab., Mills compressors, Leonard storage freezer, fluorescents. Completely equipped, on 35 1/8 T. Built this year. On good show but have good reason for selling at \$3,500.00 cash.
BUD THOMAS
 c/o WHITE ROSE AMUSEMENTS
 Milroy, Pa., this week; then per route; or 1838 Cedar, Allentown, Pa.

BIGGER PROFITS FOR YOU
 Have Girl Show with name attraction or can open special show with name attraction only. Terrific draw!
A. CHARLES, Manager
 725 SO. WESTLAKE AVE.
 LOS ANGELES, CALIF.

FOR SALE
BRAND NEW FROZEN CUSTARD MACHINES
 Immediate delivery. Guaranteed.
 Write or Wire for Details.
SAMUEL D. LIPMAN, Flag Park,
 P. O. Box 598 Jacksonville Beach, Fla.
 Phone 9202

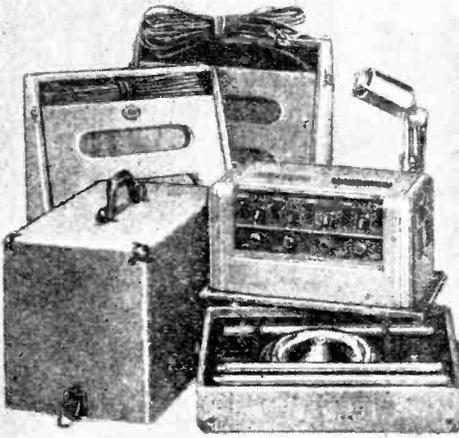
FOREMEN WANTED
 For Merry-Go-Round, Octopus and Tilt. Long season South; must drive. Can use some Second Men. Join at once. Agitators and boozers don't answer, you won't last. All wire
L. B. LAMB SHOWS
 Fairfield, Ia., this week.

PLASTER
 New, Sensational Item! Everyone Wants One! A Real Buy.
 HAWAIIAN GIRL (large), 25¢ ea.; 18 to carton, \$4.50. (We reserve the right to limit quantity on this item.) Other Large Plaster (asstd.), \$3.00 Doz. Pin-Up Girls (5 poses), \$2.40 Doz. See our Plaster. Each has real flash.
 25% Deposit With Order, Balance C. O. D.
BOTTO NOVELTY PLASTER CO.
 3032 WALTON PLACE ST. LOUIS 15, MO.

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

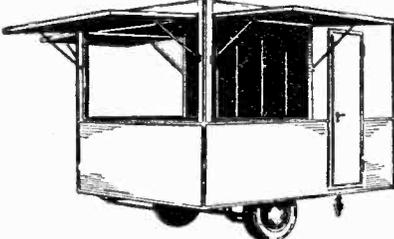
Royal Crown
 MANSFIELD, O., July 12.—Week's stand here, played under the combined auspices of 10 veterans' posts, proved one of the best of the season thus far. July 4, with over 10,000 people on the midway, was a red one. Shows opened at noon and continued in operation long past midnight. Special features included a band contest with each veterans' post represented, fireworks and free acts.
 Buddy Marshall's Motordrome led shows, with Bancroft's 10-in-1 second. Roxy Arnella's *Varieties* was well received. Midway had 12 rides, 12 shows and 78 concessions. Sponsors signed contracts with the shows to provide the midway at next year's annual. Show officials said the local date was one of the best since org played the Orange Festival at Winter Haven, Fla., early this year. Owner-Manager Eddie Young has recovered from a recent flu attack. S. C. Morgan, formerly with Hennies Bros.' Shows, is in the office as an assistant to Secretary Smith. D. C. Crowley joined with his Monkey Circus.
 During the engagement, the writer entertained 138 orphans from the Rutland County Orphanage. *The Mansfield News-Star* and local radio station co-operated. Org moved from the Blue Goose showgrounds here to Fremont, O., for a week's engagement.—DOLLY YOUNG.

Heart of Texas
 BLACKWELL, Okla., July 12. — Business here the week ending July 5 was satisfactory. Shows, rides and the gate netted good totals. Concessions, however, were somewhat off, according to B. C. McDonald, watchdog of the treasury.
 Ethel Cochran left on a short business trip to Missouri. Henry Nault, of the Zombie Castle, left and the show was taken over by Mrs. Nault until the arrival of Virginia McDonald in August.
 Elsie Watkins and her baby are one of the ticket box features. Hedy Jo Starr's Circus Side Show entertained a big crowd July 4. Tilt-a-Whirl continued to top the rides. Jimmie Savage's revue had a big holiday play.
 Eddie (Baby Doll) Bellnap has joined Johnnie Cannon's advance staff, replacing Hary Eare. Edna and Le Roy Bryant have joined the concession row.
 Helen Beall is a recent addition to the ranks of the cashiers. Joreeta Hill, fellow co-ed of Tahoka, Tex., is spending her vacation with Bobbie Jean Lynch on the shows.—LILLIAN JOHNSON.

Put Your Show Across with

Rauland
Powerful Portable Sound!

35-WATT PORTABLE SYSTEM
 The RAULAND 35-Watt PD-835 Portable System illustrated will cover approximately 20,000 people indoors, or 50,000 square feet outdoors. It's the last word in sound amplification and portable convenience. Two handsomely carrying cases house the entire system: 35-Watt amplifier, 2—12" PM Dynamic Speakers, Dynamic Microphone, mike floor stand, all necessary cables and plugs. Features: 4 Microphone Inputs; 2 Phono Inputs with Dual Fader; Separate Bass and Treble Controls; illuminated amplifier panel. (Optional: remote mixing of 3 microphones.)
 Show-people "on the go" choose Rauland Portable Sound for its easy convenience, dependable power and professional tonal fidelity. Whether you select the powerful 35-Watt Portable System illustrated, or the smaller 20 and 14 Watt Portables which are available, you'll sound "like a million" —you'll put your show across wherever you go! RAULAND Portable Sound is the professional answer to your amplification needs. It has the perfect tonal realism, the abundant coverage, the fine versatility that puts extra punch and extra brilliance into your performance. So get the best in Portable Sound—get RAULAND! Write for details today . . .
 RAULAND Electronic Sound (formerly Rauland-Webster) is favored among show-people. When you choose RAULAND, you get Sound with a famous reputation for quality . . .

Electronizing is our business.
RADIO • RADAR SOUND COMMUNICATIONS TELEVISION
Rauland
 THE RAULAND CORP. • 4267 N. KNOX AVE. • CHICAGO 41, ILL.


CONCESSION TRAILERS
 This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.
KING AMUSEMENT CO. 82 Orchard St. Mt. Clemens, Mich.

GOLDEN WEST SHOWS
 "THE Best IN THE WEST"
WANT
 CONCESSIONS: Want Cookhouse, Sno-Cones, Bumper, Fish Pond, Live Ducks, High Striker, Pan, Arcade, Candy Floss, Ice Cream, Slum Stores, Mouse, Grab, Stock Stores, or any other LEGITIMATE Concessions. What have you? Wire immediately.
 SHOWS: Want Side Show, Animal, Snake, Fun House, Illusion, or any other clean Show with own transportation. Want Ride Men who drive Semis. Top pay.
 RIDES: Will BOOK or BUY any non-conflicting MAJOR or KIDDIE RIDES with own transportation.
 Have contracted 14 Fairs and Celebrations including: Plumas County Fair, Trinity County Fair, Inter-Mountain Fair, Modoc County Fair, Shasta County Fair, Glenn County Fair, Tehama County Fair, Santa Cruz County Fair, Columbus Day Celebration.
HARRY POLISH FISHER, 1865 Oak Street, San Francisco, Calif.

WANT ONE SENSATIONAL FREE ATTRACTION
 High Act Preferred for
BERKLEY, MICH., JULY 22 TO 26
 Wire
ROSCOE T. WADE
JOYLAND MIDWAY ATTRACTIONS
 CARSONVILLE, MICH.

PEARL CITY RIDES AND SHOWS
REGER BROTHERS
 Wanted: Concessions working for 10¢ not conflicting with what we have. Opening for Cork Gallery, Lead Gallery, Pitch-Till-You-Win, Dart Game, Fish Pond, Mechanical Show, Fun House. Wanted: First Man on Little Beauty Merry-Go-Round; no drunks or chasers need apply.
 FOR SALE: 1 10x12 Concession Top, \$50.00.
 Write or wire, per route, or P. O. BOX 5, Canton, Missouri.

TRIANGLE SHOWS

RESERVE SPACE NOW FOR

HARRINGTON DELAWARE FAIR

WEEK OF JULY 28 TO AUGUST 2

ALL KINDS LEGITIMATE CONCESSIONS
CUSTARD, EATING AND DRINKING STANDS

WANTED Penny Arcade, Dog and Pony Show, Midget or Colored Revue.

AGENTS Pitch Till You Win, Hoopla and other games. Wire Morris G. Linea.

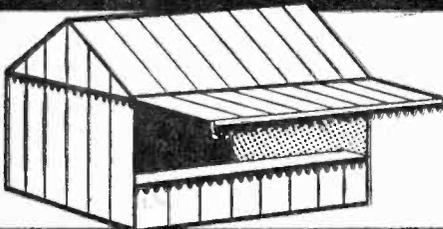
NEED BILLPOSTER. Must be sober and reliable.
Good opportunity for Promoter or Special Agent.

WRITE OR WIRE

TRIANGLE SHOWS

This week, Fairhope, Washington Twp., Pa.
Next week, Altoona, Pa., then Harrington, Del.

ANCHOR TENTS



SQUARE UMBRELLAS FOR NOVELTY STANDS
CONCESSION — TRAVELERS — BINGO —
CIRCUS — BALL GAME — MERRY-GO-
ROUND — GREEN — BLUE — KHAKI —
FLAMEPROOF GREEN — BRIGHT CON-
TRASTING TRIM.

ORDER NOW TO ASSURE
PROMPT DELIVERY

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

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

TENTS

All Sizes—NEW AND USED—All Styles.
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

SEND FOR USED TENT CATALOG

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

J. C. WRIGLEY SHOWS

WANT RIDE HELP FOR OCTOPUS, FERRIS WHEEL AND MIX-UP. WANT

WILL BOOK KIDDIE AUTO RIDE. ALSO CONCESSIONS WORKING FOR STOCK.
WILL BOOK SHOWS THAT DO NOT CONFLICT.

Show is routed for West Texas Wheat Belt. All replies

J. C. WRIGLEY SHOWS

McGregor, Texas, July 14 to 19.

From the Lots

Turner Bros.

DIXON, Ill., July 12.—Opening here Monday (7) was good, with an increase in business on Tuesday. Shows are breaking in a new lot at Assembly Park and it is an ideal location in the middle of a big grove. When the shows moved in Sunday, everybody was busy fighting mosquitos, but thanks to a local dairy and their pest-fighting equipment, they were driven off on Monday morning.

First pre-natal party was held since the organization of the shows with a stork shower for Mrs. R. V. Collins. In attendance were Mrs. C. G. Turner, Mrs. Ray Turner, Mrs. Jack Price, Mrs. Cliff Patton, Mrs. Wayne Harbert, Mrs. Sam Spangle, Margaret Hoffman, Mrs. Judd DeWitt, Mrs. Senna Black, Anna McBride, Mrs. Joseph Ashcraft, Mrs. Tinker Bright, Mrs. Eddie Bentley, Mrs. B. V. Nessler, Leona Atterbury, Mrs. Gertrude Hodge, Madam Zaida, Mrs. Jack Foster, Mrs. Raymond Cartwright, Mrs. Sammy Beavers, Mrs. Tim Waters, Mrs. Chester Nell, Mrs. Tom Blackhall, Mrs. Walter Fellis, Mrs. Carl Edward White Eagle, Mrs. Henry Hudson, Mrs. Freddie Howard, Mrs. Lloyd Palmer and Mrs. Ray Plescovitch. There were many attractive gifts and the Misses Turner, Price and Fellis were in charge of refreshments.

New side show additions are Joe Tracy Emerling, talker, and Mr. and Mrs. Freddie Howard, magic.

Shows have one more still date and then the Illinois fairs. Mr. and Mrs. Jos. Ashcroft joined with their streamlined train and Delbert Wayne will join next week for his third season with a pony ride.

Silver States

WAHOO, Neb., July 12.—All the folks are still talking about the successful stand we had at Aurora, Neb., July 2-5, at the American Legion's Homecoming and Celebration. Org opened there Wednesday (2) to fair business. Thursday there was a big increase and Friday (4) we did capacity, despite a late start. Business was only fair in the afternoon, due mainly to farmers working in the fields that day. By 6 p.m., however, the midway was jammed and it stayed that way until well past midnight. Shows and rides did capacity until 2 a.m.

A new 42-foot Merry-Go-Round, recently purchased, was added to the midway for the first time at the Aurora cele, giving the org eight office-owned rides. Also added in Aurora were two girl shows, making a total of five shows and 35 concessions. Professor Rogers' high-diving dog, Sonia, garnered plenty of publicity.

George Woodward, of Omaha, brother-in-law of James Carpenter, co-owner of the Silver States Shows, visited in Aurora.—FRANK GASKINS.

(See From the Lots on page 70)

FLAMEPROOFED TENTS IN STOCK — ALL NEW

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.

Write Today

UNITED STATES TENT & AWNING CO.
2315-21 W. Hudson CHICAGO 12
Chicago's Big Tent House Since 1870

SIDEWALL NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled No. 12 Duck.
6'x100' ... \$54.56 8'x100' ... \$80.00
7'x100' ... \$63.06 10'x100' ... \$88.48
8'x100' ... \$71.52
Made in any length at the above rate per running foot.
See Our Ad in Classified Section
● Satisfaction Guaranteed—Prompt Delivery.
"If It's Made of Canvas, We Make It"
25% deposit—balance C. O. D.

MICHIGAN SALVAGE
417 W. Jefferson Ave., Detroit 25, Mich.

SHOW CIRCUS CONCESSION TENTS
MERRY-GO-ROUND
CENTRAL Canvas Company
HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

TENTS

Concession, Khaki. Immediate Delivery.
8x10, 8x12, 10x12, 10x14. Also Four-Way Joints, 8x8, 10x10, 10x12. Roped Tents, 20x30 to 40x70. Orange, Green or Blue to order. Change Aprons and Sidewall. Order Now.
D. M. KERR MANUFACTURING CO.
1954 W. GRAND AVE. CHICAGO 22

Carnival and Concession TENTS

Serving the Showmen of the Southwest
JOHN M. COLLIN CO.
18 E. KIRK ST. SHAWNEE, OKLA.

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.

TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes.
Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

QUICK DELIVERY—WIRE, WRITE OR PHONE

TENTCO CANVAS, INC.

130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

T - E - N - T - S

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS
khaki, blue, olive, baker bold stripe

Jimmy Morrissey

ALL-STATE TENT & AWNING CO.

300 E. 9th St. Phone: Harrison 6867 Kansas City, Mo.

CARNIVAL WANTED

CLEAN CARNIVAL WANTED
To Show on Public Square Any
Week in August.

Auspices
WHITE HALL ALUMNI ASSN.

CONTACT:
WESTON ROODHOUSE
WHITE HALL, ILL.

DANCING GIRLS WANTED

For two Girl Shows. Fairs starting soon,
bigger than ever. Good salary and treat-
ment, expenses paid on arrival. Come on
and wire.

STANLEY SCZUREK
CONTINENTAL SHOWS
MORRISVILLE, VERMONT

STAR AMUSEMENT CO.

Wants for Reyno, Arkansas, Homecoming, Week
of July 14.

Stock Concessions that work for a dime and
throw Stock, No X, Girl Show or Geek Show
with own transportation. Diggers, Manager and
Wife for complete small Cookhouse. Boxers and
Wrestlers for Athletic Show. Six Celebrations to
follow, including Cabot Picnic, Heber Springs
Reunion, and Camp Doughboy Reunion. De Witt.
Contact **KID BURNS**, Reyno, Ark., July 14-19,
or home address: Rt. 2, Box 143, Judsonia, Ark.

WANTED

CUSTARD DIPPERS

Attention, Whitey Solomon. Get in touch
with us.

SEASIDE PARK
VIRGINIA BEACH, VA.

WANTED

Capable Head and Agents for Clothes Pins.
Will book any type Hanky-Panky for balance
of season. Address:

WONDER SHOWS OF AMERICA, INC.
Beardstown, Ill., this week; then per route.

TERRE HAUTE, IND. DEMING SHOWGROUND

IS NOT IN THE CITY
You can make some money here in July or
first week of August.

L. E. WATERMAN
40 S. 21st St., Ph.: C-5414, Terre Haute, Ind.

AT LIBERTY

AFTER LABOR DAY OR SOONER:
Eli Wheel, Kiddie Ride, Popcorn, Peanuts,
Candied Apples, High Striker, Cork Shooting
Gallery.

(WILL GO SOUTH)
BOX 12-A, Fayetteville, Penna.

NEW 10 CAR KIDDIE AUTO RIDE

30-Day delivery. \$1,500.00 F. O. B.

F. P. MARKMAN MFG.
Box 596, Forrester, Ill.

RIDE HELP WANTED

For Ferris Wheel and Merry-Go-Round. Top salaries.
Also Agents for Concessions. Address

ERNEST MAROHL
126 N. 6th St. E. St. Louis, Ill.

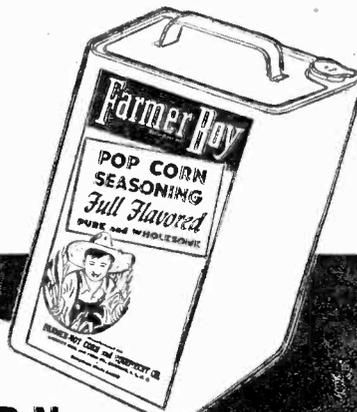
FOR SALE

Brand new Dale Ring Top, 60x140, flameproof,
Khaki trimmed in blue, complete with rigging, poles
and stakes. Never been up. Still in bag. Address

LOYD TAYLOR
120 S. Queen Anne St. Burlington, N. C.
Phone 539-J



START
YOUR
SEASON
RIGHT



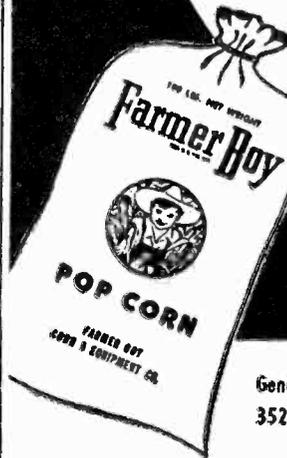
LARGE POPCORN PROFITS

WITH FARMER BOY—AMERICA'S OUTSTANDING
POPCORN SUPPLIERS & EQUIPMENT CO.

You get the best in Jumbo Popcorn, Salt, Sea-
sonings, Bags, Boxes and Equipment.
Satisfied customers everywhere are
using our top quality popcorn
equipment and supplies.

TRY US NOW!

Write, wire, phone for
additional information



Farmer Boy
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General Executive Offices and Showroom
352 W. 44th STREET, NEW YORK 18, N. Y.
Telephone—Circle 6-1293

EVERYTHING AVAILABLE IN
POPCORN
EQUIPMENT

- Counter Models
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- The Finest and Newest
Popcorn Machines

PORTABLE POWER PLANTS WESTINGHOUSE



16½ KW volt compound wound heavy duty, DC
generators, complete with control panels and electric
starters.

Driven by 6 Cylinder Hercules Engines.
Mounted on 4 wheel rubber tired trailers.

SPECIAL LOW PRICES

IMMEDIATE DELIVERY

EMPIRE ELECTRIC COMPANY, Inc.

87-93 Jay Street

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Brooklyn 1, New York

JOYLAND MIDWAY ATTRACTIONS

ADDS THREE MORE BONA FIDE CELEBRATIONS TO
THEIR CIRCUIT

Garrett, Sept. 2-6; New Haven, Sept. 9-13; North Manchester,
Sept. 16-20; all in Indiana and all on the streets.

Can use legitimate Concessions of all kinds. Reasonable rates.
If you want space for the Romeo Peach Festival, Saturday, Sunday and
Monday, August 30 to September 1, get in touch with us, space limited.
Berkley, Mich., July 22 to 26 — First show in 15 years to show this one.
Can use Fun House, Penny Arcade or any small show that can set on
the streets; good proposition. Address:

ROSCOE T. WADE, 16845 Lindsay, Detroit 27, Mich.

WADE W.G. SHOWS

GRATIOT COUNTY FREE FAIR
Ithaca, Mich., July 22 to 26

Can place Glass House, Funhouse, any other Educational Show. Limited space available
for legitimate Stock Concessions for this big Free Fair and our solid Fair route to follow.

W. G. WADE SHOWS

Muskegon, Mich., this week; Barry County Free Fair at Hastings, Mich., follows Ithaca.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate
cards. 35 cards, \$3.50; 50 cards, \$4.00; 75
cards, \$4.50; 100 cards, \$5.50; 150 cards,
\$8.25; 200 cards, \$11.00; 250 cards, \$13.75;
300 cards, \$16.50. Remaining 2,700 cards,
\$5.00 per 100 for cards only—markers or tally
omitted. No. 3 cards—Heavy, Green, Yellow, Red
—Any set of 50 or 100 cards, per card, 6c.

3000 KENO

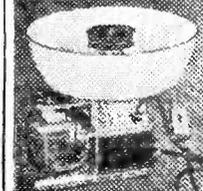
Made in 30 sets of 100 cards each. Played in 3
rows across the cards—not up and down. Light
weight cards. Per set of 100 cards, tally card,
calling markers, \$3.50.

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
Replacements, Numbered Balls, Ea. .53
3,000 Jack Pot Slips (strips of 7 num-
bers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red,
Yellow, per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets,
5 colors, loose only, no pads. Size
4x5. M 1.50
3,000 Featherweight Bingo Sheets, large
size, 5 1/2 x 3; 5 colors; loose, no pads. M 1.75
Adv. Display Posters, Size 24x36. Each .10
Cardboard Strip Markers, 10 M for .75
Nickel Wire Cage, with Chute, Wood Ball
Markers, Master Board; 3 piece lay-
out for 15.00
Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00
Red or Green Plastic Markers, scalloped
edges, transparent, size 3/4 inch. M 2.50
All above prices are transportation extra. Catalog
and sample cards free. No personal checks
accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

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.
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NEW Children's Chair Swings

20-Seat Capacity. Immediate delivery.
\$750.00, F. O. B. Los Angeles.

MOBILE MFG. CO.
3640 So. Crenshaw Los Angeles, Cal.

FOR SALE

3 Set Games (2 Round, 1 Square). Round ones,
\$35.00; Square one, \$55.00. All in good con-
dition. Also 1 Top and Frame, brand new, \$80.00,
made by Anchor; cost \$135.00. Will ship on
25% deposit. Also have FOR SALE, all kinds
of Slum, Jewelry, Balloons, etc.

STEVENS NOVELTY CO.
119 N. Alamo, San Antonio, Tex.

FOR SALE

1 CHAIR-O-PLANE

24-Seat Capacity, reconditioned motor. Very
good condition. Will sell or trade for Kiddie Ride.

S. A. GIBSON
7520 N. Seeley Ave. Sheldrake 8333

7-PASSENGER CARS

'41 Packard, '40 Chrysler, '39 Packard. For sale
at bottom prices. Write, wire or phone.

FITZPATRICK MOTORS

1660 East Main St. Waterbury 71, Conn.

FOR SALE

40-Foot, Three-Abreast, All-Jumping Horse Merry-
Go-Round. Can be seen any time in operation. Now
at Wolf Lake Park, 6 miles east of Muskegon, on
M 46, and one mile north.

G. H. PERKINS

R. 4, Wolf Lake, Muskegon, Mich.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries.
WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

Wanted Shows, Free Act

Kiddie Show, Girl Show, Five-in-One. What have
you? One big week money spot, benefit American
Legion Home. Free gate—July 27 to Aug. 2—
American Legion Park, New Pethlehem, Penna.
Write **JOHN A. FLEMING**, Mayport, Penna.

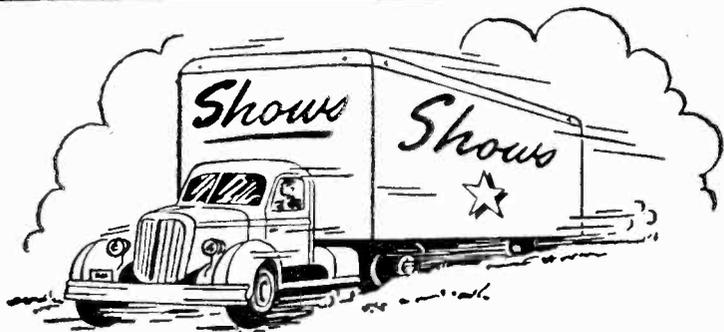
ATTENTION

Beautiful Ride-O for sale after Labor Day. Have to
put up a building, so must vacate.

Will take \$4,500.00 if you'll come and get it.

JIM FOREST

31 W. Atlantic Ave. Daytona Beach, Fla.



BERMAN TRUCKS

"carrying the finest!"

• NOW AVAILABLE •

- 20 Flat Trailers
- 35 Rack Trailers
- 20 Van Trailers
- 15 1½ Ton Tractors
- 30 2 Ton Tractors

All Makes, Excellent Condition, New & Used

Berman Sales Company

Phone: Pennsburg 521

Pennsburg, Pa.

TRAVELITE "HOMETTE" ALUMINUM

The Cadillac of the Industry

ROYCRAFT COACH, Aluminum or Masonite

An Old Name—Always Dependable

SUPERIOR COACH, Oil Tempered Masonite

A Great Road Trailer, With Clerestory Roof

Special Discounts to Show People • 5% Finance Rate • We Deliver Free Anywhere.
3 Locations—2 • Eddie Comstock's HOME TRAILER SALES.

Chicago, Illinois
5901 South Western Ave.
Grovehill 6466
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Buffalo, New York
2420 Delaware Ave.
Riverside 4116
Ted Cope, Mgr.

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6441 Calumet Ave.
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ALL FORMERLY WITH IT. WE UNDERSTAND YOUR PROBLEMS. EDDIE COMSTOCK



"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

WANT

WANT

To book Independent Octopus, Roll-o-Plane, Ridee-O, Flying Scooter or Spitfire. Have complete Side Show—top, front and partially framed inside. Good proposition to right party who has people. Can always place legitimate Concessions of any kind. Will furnish top and front for any capable Showmen that can produce something that will make money.

This show has strong route of good Still Dates, Fairs and Celebrations.

Write or Wire

F. M. SUTTON, JR.

Kewanee, Ill., this week; then per route in The Billboard.

W. R. GEREN Presents

Mighty Hoosier State Shows

WANT RIDE HELP! For Wheel, Scooter, Spitfire, Tilt-a-Whirl. Salary tops. Must drive Semis. If you drink, stay where you are. Second Men, \$35.00; Foremen, \$45.00. This is cash every Wednesday. No hold backs or promises. Come on. Will book Concessions. Legitimate Stock Stores. The only "X" sold on this Show is Bingo, Popcorn. All others open. Come on. Will place you. Privilege, \$26.50.

W. R. GEREN, Owner, MIGHTY HOOSIER STATE SHOWS
Montpelier, Ind., this week; Marion, 21-26.

FROM THE LOTS

(Continued from page 68)

Bright Lights

IRWIN, Pa., July 12.—After a short move from Dravosburg, shows' equipment arrived on the city park lot before noon June 29 and by night-fall everything was up and ready to operate, with the next day being taken off by the majority of the show's personnel in preparation for the week's activities, involving the long grind of operation on night of July 3 and thru the day and night of July 4.

Sponsored by the Irwin Firemen's Fourth of July Celebration Committee, this was the show's fourth year at this event, and it played to capacity business as in previous years. The committee gave excellent co-operation, insuring shows, rides and concessions a satisfactory week.

Fourth of July found the city elaborately decorated for the big parade participated in by more than 48 fire companies from neighboring towns, 10 bands and drum corps, plus 500 marching firemen.

Wednesday (2) night a big fireworks display drew thousands of people who jammed the lot from early evening until midnight. Saturday matinee drew the biggest kiddies' matinee of the season. Saturday night gave shows a big night's business to climax a highly satisfactory week for all departments.

Irwin again was the focal point for the annual gathering of Manager John Gecoma's family and relatives from Pittsburgh and environs, climaxed by a family dinner. Here, too, Assistant Manager Lew Heck entertained relatives from Buffalo. July 4 Lew played host to the shows' personnel at a birthday party in honor of his sister-in-law, with entertainment furnished by Art Snyder's Syncoated Serenaders, musical combo drawn from the crew of Danny Donini's concessions.

Al Bradley, director of public relations, played host to city, county and State officials.

Shows' new Caterpillar arrived from North Tonawanda with its owner J. McSpadden and enjoyed good business. This gives the shows 13 rides. Shows go to McKees Rock's, Pa., playing under auspices of the local firemen.—MRS. H. C. KETCHEM.

Thompson Bros. No. 2

WINDBER, Pa., July 12.—Playing Windber's 50th anniversary celebration proved a winner and the weather and committee co-operated all the way. Outside of Tuesday afternoon (1), weather was ideal thruout the stand, July 1-6.

We were set up here on Delaney Field in the heart of the city. George and Jim Herney joined with their Penny Arcade as did Petey Wiegard and son, Bud, with their candy apple stand. The Funhouse, in charge of Ward Yingling, did big business. George Gladis ran the novelty stand. Also joining here were Mr. and Mrs. John Cole. John has charge of the Octopus and Mary the Dark House. The pitch-till-you-win game was ready for the celebration here with its new blue top.—JOANN THOMPSON.

A & P Amusement

HARRISON, Okla., July 12.—Sponsored by the Junior Chamber of Commerce, shows moved in here from Seligman, Mo., where business was good. Week before, at Southwest City, Mo., shows chalked up another red one at the Southwest Missouri Rodeo.

Despite plenty of rain, sleet and cold weather, shows have not missed a Monday opening. Everett Harper, chief electrician, is doing a good job keeping all electrical equipment in top shape.

Recent visitors included L. A. (Dutch) Hoyt and Fred R. Stumbo, owner of the shows bearing his name. Johnnie Campbell joined in Seligman with his new streamlined cookhouse. Harold Harper planed to Illinois for a look at his farm and returned at Seligman.—NESTOR ELDSTROM.

Page Bros.

MARTIN, Tex., July 12.—Org, in here the week ending July 5, scored good business at City Park under auspices of the American Legion post. It was the first July 4 celebration here in four years, and strong advertising built up attendance.

Mr. and Mrs. Red Bateman and Mr. and Mrs. Paul Pittman each joined with their two concessions. Curly Francis booked his diggers. Lloyd Duty joined with his big six and Mrs. Paul Maples with her penny pitch.

Dad Reading has recovered after a week on the sick list. Buddy Bentley was called to Nashville by the death of his wife, Beatrice.

Paul Maples has renovated the Funhouse and has it looking like new. Animal Show has a new 40 by 60 top and two new monkeys.

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HOTEL SENATOR

915-17 Walnut St.

Caters to

The Show World

NEWLY DECORATED

Rates From \$2.00

Restaurant and Bar

Lee Guber, Mgr.

Florida Amusement Co. Endorses

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SUN SHINE CHOO CHOO

Howard Ingram wires as follows: "The Sun Shine Choo Choo has proven satisfactory and everything you claimed. It is among our WINNERS on the season and we proudly recommend it. Many thanks."

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1307 Grand Central Ave. TAMPA, FLA.

Sunshine Mfg. Co. makes delivery like the Sun On Time. Order Now.

We are still able to make Spring Delivery. (Send \$1.00 for large photo and complete description.)

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Good Merry-Go-Round Foreman and Chairplane Foreman. Top salary. No drunks.

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QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

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CHICAGO, ILL.

Pioneer

ELKLAND, Pa., July 12.—After two banner weeks at New Melford and Shinglehouse, Pa., shows moved on to Elkland. At New Melford fireworks, parades and band concerts on three nights brought good business to rides, shows and concessions and a turtle race proved a popular draw. Shinglehouse, Pa., brought a fair to good Fourth of July stand, with four parades during the week. Good weather prevailed thruout the run. Kid Sukee, the well-known Kansas Kid, is a feature with the Athletic Show.—PHILIP J. KIRKLAND.

Modernistic

EASTON, Md., July 12. — Shows came in here from Berlin, Md., in good time, and the date, which ended July 5, proved a good one. Everything was up and opened on time Monday night, which was good. Tuesday was lost to rain, however. Owner-Manager John and Mrs. Elsie Keeler have recovered from heavy colds. Mr. and Mrs. Leonard Strickland have moved into their new trailer and Charles Conlan is building a new one. Local fire department, sponsors, cooperated.—MRS. CAMILA HOLT.

Johnny T. Tinsley

ATLANTA, July 12. — Shows opened here Monday night (7) to its biggest Monday night of the season so far.

A. C. (Buck) Buchanan, manager of the front gate, is owner of a novelty store on the midway. Ditto C. W. Daniels, in charge of the advance, who now has two stores with Goo Goo Pittman in charge. Willie Hewitt continues to augment his concessions. Mr. and Mrs. Robert Everling purchased a new stock truck, while Mr. and Mrs. Bill Reid added two stores here.

With school out, Mr. and Mrs. Gordon Crandall and Mr. and Mrs. Ed Curtin have been joined by their sons.

Recent visitors include Lee Creshon and his agent, Bill Dollar; Mr. and Mrs. Neal Massaro, now in business in Columbus, Ga.; Showboat Harry, also of Columbus; R. F. McLendon, of *The Atlanta Constitution*; Mr. and Mrs. Raleigh Harrison, Greenville, S. C., and Mr. and Mrs. Bernie Shapiro, of the Southern Poster Printing Company.

Mrs. Robert Brockaway, wife of the electrician, made a flying visit to their Baltimore home. Mrs. Kate Thompson and daughter, Myra Ann, visited the Massaro family in Columbus.

Birthday of Sidney Alcido, free act, was observed with a party given by his wife, Gladys, in the cookhouse. W. W. Mackie, cookhouse owner, continues to go strong for his 72 years. Mr. and Mrs. Herb Guillemettee, with their shooting gallery, are pleased with their first trip in Dixie. Jack and Leslie Coleman are gathering new fishing tackle for their annual trek to St. Marks, Fla., and the ranch of Col. Tuck Archer.

Shows have been getting an increase in business in recent weeks. The weatherman has continued, however, to deal out rain. It rained July 4 and 5, but the early part of the week netted better than fair biz.

Newman, Ga., played the week prior to La Grange, gave the shows one of their best weeks, altho the scheduled opening night was lost as the last truck did not arrive until 5 p.m., the shows having been mired on the Cedartown, Ga., lot. — H. SAWYER.

NOTICE to All Members of the MICHIGAN SHOWMEN'S ASSOCIATION

Read This Carefully—

Objects of



THE LION THE TIGER THE ELEPHANT

Symbolizes the Show World

The insignia that we have adopted, The Lion, The Tiger, The Elephant, is symbolic of the work that we have chosen as our profession.

The Lion is traditionally known to always be on guard, so let us all be on guard to act wisely, and proficiently in our daily decisions.

The Tiger is traditionally known to always be courageous, so let us all muster endless courage to tread upon the path of progress, so that we shall not falter in whatever task lies ahead.

The Elephant is traditionally known never to forget, so let us never forget that we Showmen must unite so that we can continue on with our work, and thereby build a memorial to those yet unborn.

The objectives of the Michigan Showmen's Association are to create good will and brotherly love among all showmen, and to aid and assist through good fellowship those who may be less fortunate, so that this may be a better world in which to live.

The MEMBERSHIP DRIVE is on in full force. Let's all pull together and put it OVER THE TOP!

ONE NEW MEMBER will get you that beautiful LAPEL BUTTON you will be proud to wear.

Don't forget THERE ARE 500 GOOD REASONS why you should bring in at least TWO NEW MEMBERS.

1948 Membership Cards are now being issued—initiation, \$10.00; dues, \$10.00; total, \$20.00.

Send all applications to the Michigan Showmen's Association. If you need application blanks, wire collect. Now is the time. Let's BURN THE MORTGAGE of our new home on Hallowe'en Night.

Adopt the Slogan—

"YOU CAN COUNT ON ME"

Address

ROSCOE T. WADE

Chairman, Membership Committee

MICHIGAN SHOWMEN'S ASSOCIATION

3153 Cass Ave.

Detroit 1, Mich.

L. J. HETH SHOWS WANT

Colored Musicians, Trumpet, Trombone, Drummer with Drums, Bass Player, also Chorus Girls, Blues Singer, Straight Man. Salary out of office. People knowing Tony Paradise, answer. All replies to Frankfort, Ky.

MONKEY SHOW

OR LARGE SNAKE SHOW

WANTED FOR

WISCONSIN STATE FAIR, Aug. 16-26. Show must be capable of big gross—only 3 shows on midway—work to 700,000 people in 10 days. Consider strong Fat Show. Must have first-class outfit. Contact at once. Have exclusive contract.

GAYER & LEWISTON
200 Monroe Ave., Detroit, Mich.
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MIDWEST SHOWS

WANT FOR

EASTERN IDAHO STATE FAIR

BLACKFOOT, IDAHO, SEPTEMBER 9-14

Two more Rides, Show People and a few Concessions.

Albert Wells wants Agents.

Pioneer Days, St. Anthony, Idaho, July 22-24; Radio, Mont., July 26-27; Three Forks, Mont.; then as per route, or BOX 990, Blackfoot, Idaho.

PENNY ARCADE WANTED

Commencing July 21 and for balance of season

Strong circuit of Fairs. Great opportunity for legitimate Arcade. Can also use Arcade for Michigan State Fair, Detroit, August 29 to September 7, inclusive. Same must be large with modern machines and attractive front. This is a great opportunity. Do not apply unless you have an outstanding Arcade, operated in a clean, legitimate manner. Address inquiry:

GOODING AMUSEMENT, INC.

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L. B. LAMB SHOWS

WANT FOR 17 FAIRS STARTING JULY 22

Shows with own equipment, Fun House. Good opening for Penny Arcade. Book Stock Concessions. All wire

L. B. LAMB
FAIRFIELD, IOWA, this week

GETLIN and WILSON SHOWS

WORLD ON PARADE

WEEK JULY 21, SHARON, PA.

CLEARFIELD COUNTY FAIR, CLEARFIELD, PA.
WEEK JULY 28 — 6 DAYS AND NIGHTS

WANT: Chairplane Foreman and Help for same.

WANT: Second Man for Roll-o-Plane.

WANT: Ride Help for Caterpillar.

Can place Workingmen in all departments.

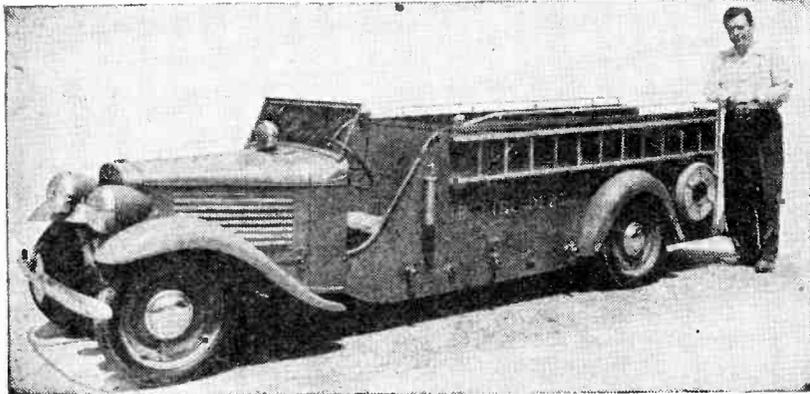
THE REASON FOR THE ABOVE WANTS IS DRINKING. IF YOU DRINK TO EXCESS DON'T JOIN THIS SHOW AS YOU WILL NOT LAST.

WANT: All legitimate Merchandise Concessions and Ball Games. All Eating and Drinking Stands open for the Clearfield Fair.

WANT: Caterpillar and Tractor Drivers. Address McDonald.

David Shaw, contact Jimmy Edwards at once. Important.

All address AKRON, OHIO, this week



Something New! MINIATURE FIRE TRUCK

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MID-WESTERN EXPOSITION

"AMERICA'S SHOW BEAUTIFUL"

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WANTS

Rides—Especially want Roll-o-Plane, Octopus, Pony Track, Wheel, Miniature Train, Fun House, Danny Arnett, contact Lillian Wells here. Shows—Have complete Girl Show, Snake Show; book Drome, Monkey, Animal, Wild Life, Jig, Athletic or Life, Red Doolin, Jerry and Lois Hall, contact. Concessions—Cookhouse or Grab, American Palmistry, Photos, flashy Bingo (must be well stocked), Bowling Alley, Cork Gallery, Flower, Wheels, Pin Store, Roll-Down, Nail, Age, Weight, any 10¢ Stock Concessions. Agents for office percentage. Help—Man and Wife for Pan Game, Legal Adjuster, Stock Man and Semi Drivers. Account of sickness will place sensational Free Attraction to December 1st. This Show still has 14 bona fide Fairs and Celebrations to play thru Iowa, Nebraska, Kansas, Oklahoma, Texas and Louisiana. Route to responsible showmen. No first of Mays or agitators wanted. All wires and correspondence to **TED WOODWARD, Owner-Gen. Mgr., July 14-15-16, Thompson, Ia., American Legion Celebration, on the streets; July 17-18-19, Forest City, Ia., V.F.W. Celebration, around the Court House.**
"Booked solid until December 1st." "Watch Our Route—Unsurpassed."

FOR SALE

1947 Electric Frozen Custard Machine, continuous freezing with storage cabinet mounted on all-metal body truck with plate glass windows, sink, hot water heater and all accessories. Ready to roll. For further information write

FRED SUMROW

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DALLAS, TEX.

Dobson's United Shows

WANT FERRIS WHEEL FOREMAN, ROLL-O-PLANE FOREMAN and other help on all Rides; Semi Drivers, come on per route. Want Electrician, top salary.

Phillips, Wis., July 14-17; Park Falls, 19-22.

FROM THE LOTS

Peerless Celebration

ROCKWOOD, Pa., July 12.—It was a long haul over last week-end, from Broadtop to Rockwood, where show is playing the Volunteer Firemen's 49th Old Home Week. Heavy rains on Sunday (6) night and on Monday (7) turned the lot soupy underfoot and prevented the show from opening Monday, as well as cancelling out the parade scheduled for the opening night.

The preceding week in Broadtop, Pa., was excellent despite several showers, including one during the afternoon of the Fourth. Splendid support from the sponsoring United Mine Workers Association Union, which provided supplementary features including evening concerts by high school bands, morning and afternoon baseball games, and dancing with music furnished by the Broadtop Ramblers. Children's matinee on Saturday (5) afternoon was well attended, with 500 kiddies being hosted by a local tradesman.

Due to the miners having received their annual vacation pay and the celebration being the first of its kind since the war, spending was liberal, especially after it became known that the new mine contracts had been signed. Before the end of the week sponsoring committee signed the org for the same celebration next year.

While in Broadtop numerous visits were exchanged by officials and concessionaires of this show and the George Clyde Smith Shows playing in Saxton, Pa. Peggy Pappas, wife of Cookhouse George Pappas, was visited by numerous relatives from Washington, Pa.

Joe Jernigan framed a popcorn stand and took on Gertrude Scaff, wife of the office secretary, as agent for his cork gallery. Larry Snedeker opened a glass pitch, later converted to dish-in-water penny pitch. Harry Rittley, formerly of the Ringling-Barnum circus, is doing okay with his French fries and cotton candy, assisted by his wife, Estelle, and Joe Barbetti, also an ex-troupier of the Big One, Red Talbott has purchased a cork gallery from Joe Jernigan and installed his wife, Dorothy, as agent.

Larry Snedeker, general agent, and Tommy Lane, lead gallery, paid a visit to the Triangle Shows on Monday night in Connellsville, Pa., where rain delayed but did not prevent opening. Pee Wee Waters, comedian of Anna Lee King's *Creoles in Oil* show, has returned to his home in Greensboro, N. C. Patsy Mespelt, youngest daughter of Co-Owner William J. Mespelt, is now operating her own penny pitch.—LARRY SNEDEKER.

McIntyre & Parrish

BELHAVEN, N. C., July 12.—This proved the spot everyone on the shows was waiting for. While the July 4 grosses didn't come up to last year's record take, rides and concessions did big business and all concerned were well pleased.

Fishing trips were numerous with Clyde Parrish claiming the biggest catch. James McIntyre was runner-up. Ray Price and Sid Crane were near the bottom of the list.

Mr. and Mrs. Earl Hardison, of Belhaven, who were nightly visitors, gave a party at their house. Ola Price and Judie Crane were given prizes for their entertainment bits and Ray Price was presented with a beautiful ring by the Hardisons for his interpretation of the hula.

Joe Price, who recently suffered a broken leg, is coming along okay. Tom Hale joined with bingo and grab; Bill Taylor with two concessions and Bill Scanlon with one—TED CRANE.

Majestic Greater

LIMA, O., July 12. — Majestic Greater Shows played Covington, Ky., the week ended July 5 under auspices of the Veterans of Foreign Wars. Weather was beautiful but business only fair. Trying to buck Coney Island in near-by Cincinnati didn't work out too well, altho the shows did not fare as badly as many expected, winding up on the right side of the books. The sponsoring committee and local officials co-operated.

Marion Perry is now managing the Lion Thrill Arena, with Bob Perry and Wild Bill as riders. Art Converse has added several acts to the side show. Clem Coffey is doing okay. All rides and equipment have been repainted, under direction of Walter Gawle, in preparation for the show's fair season, which starts August 4. Bob and Myrtle Thomas completed their cookhouse and opened it this week. Pennyland is doing well.

Recent visitors included Walter Evans, Larry Gatto and Bill Sachs, of *The Billboard*, William Waldron, Whitey Dehnert and son, James Finn, and the Sobel boys and their wives.

The Wilsons and Eules made several pleasure trips to Cincinnati. Many on the shows took advantage of the early set-up Sunday (29) to make the boat trip to Coney Island park. Uncle Alex Cohen is holding down the front gate box. Encouraging letters have been received from Mae Goldstein, the owner's wife. Mrs. Joe Martin is confined in a Detroit hospital. The writer is thrilled with news of his brother's return from overseas. Cookie, 19-months-old daughter of Bob and Mary Perry, is the pet of the midway. Thanks to Harry Coffin for all favors.—HARRY E. WILSON.

Snyder's Greater

CARROLLTON, Ky., July 12.—The jump here from Eminence, Ky., was made in good time and the show was set up Sunday (6). The week previous gave us big Fourth business at Eminence, still one of the best Fourth spots in the country. It was the 46th annual IOOF Home-Coming and Picnic and all attendance records were shattered with 17,000 paid admissions. Owner-Manager Howard Snyder announced he has contracted for the same spot next year.

Recently joining were Mr. and Mrs. Bob Miller with 5 concessions; Mr. and Mrs. Lloyd Berryhill, 2; Mr. and Mrs. George Desak, who added 3 more; R. L. Franz, 3, and Mrs. Margie Snyder, 1.

Mr. and Mrs. Bert Hamilton were in an accident en route to Eminence from Bedford, Ky. Their house trailer was demolished and their car badly damaged. The Hamiltons escaped serious injury. Mrs. Ann Lou Jarvis is now in charge of the office-owned cookhouse. Mrs. Snyder left Thursday (10) for Wheeling, W. Va., to visit her sister, Mrs. Isadore Rosier. Mr. and Mrs. William Carroll visited relatives in Covington, Ky. While there they purchased a new Ford truck. Mrs. Bert Hamilton visited Cincinnati.

Visitors have included William Geren, owner of the Mighty Hoosier State Shows, and Hayden Richards, of the same org; Mr. and Mrs. Dudley Saunders, Dudley Franklin Saunders, Mr. and Mrs. Clifford Mathews and Mr. and Mrs. Oscar Sutton.—NORA LEE.

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SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Cherokee Org Hits Jackpot Under K. C. At London, Ont.

LONDON, Ont., July 12.—Cherokee Rodeo and Thrill Circus hit the jackpot here the week of June 30, under auspices of the Knights of Columbus. Org reports good crowds with only a few exceptions since leaving winter quarters altho rain played a sort of controlling part in keeping it from getting top houses each date.

Cherokee Hammond, owner and manager, told *The Billboard* that the only place the show was low was at its Toronto stand where it played indoors and had a big nut. He reported the press cool in most spots and frigid in Toronto. *The London Free Press* did a review on the second night, Dominion Day, July 1, and gave the outfit a rave report which pepped up gate receipts.

Cherokee has been lucky in his selection of rodeo riders and performers. His fem riders are attractive and his cowboys are well costumed and clean looking. The Cherokee org is the sixth show to play London since the middle of May.

Pearl Hammond, Cherokee's wife, works in the rope acts and does a bull-whip job with one of the clowns. She will take charge of the No. 2 show when Cherokee cuts back into the U. S. for 14 solid fair dates. Other personnel with the outfit includes Bill Fayban, one-time cowboy and presently general manager of Phillips Petroleum Company. Fayban and Cherokee were riding pals before Fayban went into the oil business. He folds for the summer each year and troupes with the Cherokee Rodeo.

Besides Western stuff in the show, Reckless Red Decker leaps a car from a ramp onto a pile of junked car bodies.

Other personnel are Gale Thomas, bucking bronks and trick riding; Shirley Adams, roping, bronks and trick riding; Verna Jo Renaesallear, Ecna and Chuck Turner, Ralph Clark, Orvil Gillam, Harold George, Donald Biron, Stan Dillibough, Billy Lee, Garth Twohouse, Orville Gaffin, Johnny Drew, Wiley Elliott, Joe Bird, Midge Sloan, Cameron Sullivan, Jelly Duke, Dorothy Duke, Beverly Duke, and Bob, Edith and Jo Ann Hold.

L. V. (Leo) Hearn, Niagara Falls, Ont., is booker and general representative in Canada. Jack Raum, Ozark, Mo., is general representative in U. S.

Knights were smart on the comps (only 400), which were honored at the opening performance only. From then on it was cash on the line.

K. of C. invited Shriners to the Thursday night show and Shriners and show's male personnel were entertained royally at K. of C. club-rooms after the show with a stag. Friday was ladies' night with all hands attending.

New Assiniboia, Sask., Dates

ASSINIBOIA, Sask., July 12.—Postponed because of rain, the Assiniboia Rodeo will be held August 4 and 5. President and manager is T. G. Ross, with J. Bright, secretary and managing director; John Norgard, arena manager, and Don Perin, arena director.

Prescott, Ariz., Pays \$13,295 To Top Hands

PRESCOTT, Ariz., July 12.—Prize money totaling \$13,295 was awarded to cowboy winners in the 60th annual Frontier Days Rodeo here July 3-6.

Bo Giles, Pearce, Ariz., and A. D. Browning, Willcox, Ariz., split \$1,530 for winning first in the finals of Team Roping. Lyman Tenney and J. E. Browning, Willcox, received \$1,142.50, and Clarence Balcom, Coolidge, Ariz., and Frank Macias, Wickenburg, Ariz., divided \$765 for third. Other winners:

Calf Roping—First, Joe Cornwall, Kingman, Ariz., \$510; second, Dick Stephens, Kingman, \$382.50; third, Frank Macias, Wickenburg, \$255.

Bull Riding—First, Lyman Tenney, \$192; second, Sid Despain, Prescott, \$114; third, Arnold Jones, Prescott, \$96.

Bareback Bronk Riding—First, Vic Dossey, Coolidge, \$150; second, Del Brooks, Casa Grande, Ariz., \$112.50; third, Chuck Black, Skull Valley, Ariz., \$75.

Saddle Bronk Riding—First, Walter Pruitt, Williams, Ariz., \$105; second, Sid Despain, \$78.75; third, Tony Mendes, Lancaster, Calif., \$52.50.

Bulldogging—First, Del Haverly, Benson, \$96; second, George Whitney, Las Vegas, Nev., \$72; third, Jack Busenback, Pearce, \$48.

Junior Team Roping—First, Lloyd Davis, Congress, Ariz., and Johnny Shumaker, Phoenix, Ariz., \$48; second, Dave Mansur, Tucson, Ariz., and Lloyd Davis, Congress, \$36; and third, Dave Mansur, Tucson, and Johnny Shumaker, Phoenix, \$24.

Mingus Esquerro, a Chemehuevi Indian from Parker, Ariz., drew down some \$1,100 in prize money to emerge as the top winner in the All-Indian division. A \$500 saddle, in-laid with silver, was won by David Vincenti, 65, Navajo from Crown Point, N. M., victor in the half-mile horse race in which winners of all previous races at the powwow were entered.

Estimate 30,000 Attend Crosswell, Mich., Centen

CROSWELL, Mich., July 12.—Centennial celebration here drew an estimated 30,000 people for the four days ending Saturday (5). Event included a town-wide celebration, with boat races on the river, an air show at the airport, horse races and free acts at the fairgrounds, where Joyland Midway attractions were set up.

Joyland officials reported capacity business on the rides July 4. Admission to the grounds was free, with a 50-cent charge for parking. Event was sponsored by city officials.

Black Diamond Pays \$700

BLACK DIAMOND, Alta., July 12.—Prize money of more than \$700 was given out at the Black Diamond Stampede. Arena director was Pat Nichols. Winners were: Saddle Bronk, Muff Doan, Allan Brown, Ray Newman, Charlie Chick; Bareback, Laurel Ives, Harold Manderville, Muff Doan; Steer Riding, Gordon Doan, Ralph Thompson, Wally Lindstrom, Jack Cooke; Steer Decorating, Harold Manderville, Tom Duce, Von Lewis, Padgett Berry; Calf Roping, Dick Andrews, Sandy Porter, Frank MacDonald and Bill Mounkes, tied; Wild Cow Milking, Clifford Vandergrift, Pete Labelle. Crowd and contestants packed the stampede plant to capacity. Attendance was 4,500.

Crown Point Lions Give Wade No. 1 Big Mob of Funseekers

CROWN POINT, Ind., July 12.—Annual celebration, sponsored by the Lions Club, drew a crowd estimated at 25 per cent over last year with 18,000 out July 4. Afternoon attendance was off because of threatened rain, but the night turnout more than made it up.

W. G. Wade Shows No. 1 Unit furnished all major attractions for a six-day stand, opening three days in advance of the celebration. Gate charge of 25 cents for adults was in force July 4 only. Total attendance for the six days was estimated at slightly under 30,000. Event was held on the fairgrounds, with free acts in the afternoon, auto races, fireworks and a dance at night.

Sunbury, Pa., Rodeo Business Said Fair

SUNBURY, Pa., July 12.—Business at the Texas Rangers Rodeo here July 3-5, sponsored by the Elks Club, was just fair, officials reported. The rodeo, held in the high school stadium, with the I. K. Wallace attractions on an adjoining lot, had competition from the Mardi Gras, a street dance, a Fourth of July parade, fireworks, style revue and beauty contest.

The Lone Star Ranger, with his horse, Silver King, was featured during the three-day stand, with Ken Maynard an added feature Friday and Saturday (4-5). Ed Rais was arena director and Milt Hinkle did the slack and production.

Cowpokes Ride Toughies To Assist Injured Hand

MEADOW LAKE, Sask., July 12.—Three-day town-sponsored Meadow Lake Stampede played to an estimated 16,500 attendance. Fred Johnson and Roy Newman staged exhibition rides on two of the toughest buckers as a benefit for Glen Elliott, Vermilion, Alta., who suffered broken ribs and a punctured lung when trampled by a bronk. The crowd gave \$257 in a silver collection and the Kinsmen Club added \$50. Finalists were:

Chuck wagon races. George Stupka: saddle bronk, Roy Newman, Bobby Daniels, Bob Ludwig; bareback, Fred Johnson, Hillward Evans, Roy Newman; steer riding, Jim Adamson, Bobby Reigel, Art Adamson; calf roping, John Rempel, Tommy Ryan, Tom Chartier; wild cow milking, Bobby Daniels, Goog Clark, Joe Neault; wild horse race, Ross Newman, Garnet Liesen, George Kirby.

Macleod, Alta., Sets Record

MACLEOD, Alta., July 12.—Both days were perfect and attendance was a record, with about 5,000 on hand for the second day, for the two-day Macleod Stampede. Indians from the Blood and Peigan reserves were in the pre-show parade. Herman Linder was arena manager and Warren Cooper announcer. Winners were:

Saddle bronk, Frank Duce and Cecil Bedford, tied for first; Johnny Tubbs and Laurel Ives, Bareback, Jim Like, C. Bedford, J. White and J. Chapman; calf roping, Jack Cochlan, George Pambaum, G. Noworthy and Jim Cochlan; steer decorating, Dick Andrews, Tony Olsen, Tom Duce and Merl Sorenson, and wild cow milking, George Richmond and Jack Cochlan.

Ponoka, Alta., Draws 20,000

PONOKA, Alta., July 12.—The 14th annual Ponoka Stampede drew 20,000 attendance in two days. Rodeo entries were 102 compared with 60 last year. Finalists were: Saddle Bronk, Bill McLean, Jim Turner, Art Boice, Wally Lindstrom; Wild Cow Milking, Cliff Vandergrift, Cam Lansdale, Tom Hodgson, Tom Peake; Calf Roping, Cliff Vandergrift, Art Galarneau, Bill Collins, Val Blake.

CARNIVAL WANTED
Clean Show, good Rides, Straight Concessions
Wanted for
YUMA COUNTY FAIR
AUGUST 20, 21 AND 22
State proposition and deal, first letter.
Wire or write
JAMES NEVINS, Manager, Yuma County Fair,
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WANTED CARNIVAL
for Month of August (Preferred)
Good spot close to center of city in thickly populated district. Bus lines pass lot.
Contact Reliance Ambulance Club
RELIANCE FIRE CO.
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CARNIVAL WANTED
Auspices
WOOD COUNTY INDUSTRIAL UNION COUNCIL
At City Park, Parkersburg, W. Va.
Labor Day, September 1.
For details write
WOOD COUNTY INDUSTRIAL UNION COUNCIL
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Parkersburg, W. Va.

WANTED FOR
Shedville Homecoming
Five miles north of Farmland, Ind., last week in August, five days and nights. Independent Rides of any kind; Shows, especially Athletic Show; Concessions and Free Act. No gyps. Write
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Ridgeville, Ind. Phone: Farmland 115-L

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For the week ending Sept. 4, 5, 6, operating under the V.F.W. and American Legion Fall Festival at Chenoa, Ill. At least 7 Rides.
Address communications to
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WANTED
Concessions—Rides—Acts.
Best two-day stand Northern Illinois.
V-J Day Celebration, August 15 and 16
Apple River, Illinois.
Sponsored by VFW, American Legion, Lions' Club and Firemen.
County-wide—good crowds and good take. Write
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Carnival and Free Acts
For Big Two-Day Harvest Festival, September 1-2. Contact
CHESTER HUGO
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RIDES AND CONCESSIONS
FOR
LIONS' CLUB CARNIVAL AND FAIR
Week of Aug. 11-16, 18-23 or Sept. 1-6.
Reliable Show can have 2 straight weeks of good money. Write, wire or call
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WANT CARNIVAL
To play the
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IN SEPTEMBER, IF POSSIBLE.
Must have a good number of rides.
OSCAR SVENDSEN, Sec., Froid, Montana.

WANT CARNIVAL
For **BALLARD COUNTY FAIR AND RACES**
August 11-16, La Center, Kentucky.
Contact **W. F. McGARY, Manager**
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BERRYVILLE HORSE SHOW AND FAIR

WEEK OF JULY 28TH
CAN USE 10c GRIND STORES, GRAB AND JUICE.
Two Big Days, Thursday and Friday.

WINCHESTER AMUSEMENT CO., SOL NUGER
Will be in Martinsburg, W. Va., week of July 14th;
Tuxedo, Maryland, week of 21st.

BEATTY RETURNS TO ROUTE

Loss by Wreck Figures 100G

John C. Fisher, assistant boss canvasman, dies; 6 injured when 8 cars derailed

CHICAGO, July 12.—Clyde Beatty Circus, victim of wreck early Tuesday morning (8) which cost the life of one employee and injured six others, was expected to pick up its route today at Hastings, Neb., after having lost Norfolk, Fremont, Lincoln and Grand Island.

Figuring the playing time lost in lush circus territory, it is estimated that Beatty suffered a \$100,000 financial reverse as a result of the catastrophe.

The 15-car train was en route from Sioux City, Ia., to Norfolk, Neb., when the accident occurred at 2:50 a.m., Tuesday. Nearly 600 feet of track were torn up and eight cars, five flats and three coaches, were derailed. While the investigation was not complete today, it was opined that a broken rail caused the spill.

John C. Fisher, of Lewistown, Pa., assistant boss canvasman, was killed. His head and chest were crushed by the wheels of a wagon under which he was sleeping.

The six injured were:

Armand Champaign, 42, Providence, R. I., fractured legs, chest and possible other internal injuries.

Floyd Ballard, 54, Negro, Nacoches, Tex., back and possible internal injuries.

Robert Nelson, 27, address not learned; James Carter, 23, canvasman, address not learned; Norman Wynn, 42, Rolla, Mo., stake driver operator, and Takeo, a 22-year-old Filipino, cage boy. Injuries of latter three were not considered serious.

Injured Were on Flats

All the injured with the exception of Champaign were taken to the St. Vincent Hospital, Sioux City, while Champaign was taken to Lutheran Hospital in that city. The injured were riding the flats, and none of those in the three derailed coaches were hurt.

The flats carrying Beatty's lions and tigers stayed on the tracks, and the animals appeared little disturbed.

The cookhouse was set up near the scene of the accident, and all hands pitched in to help clear the debris. The train was returned to Sioux City to the railroad shops there, where repairs were made, and the train moved out of Sioux City Friday afternoon (11).

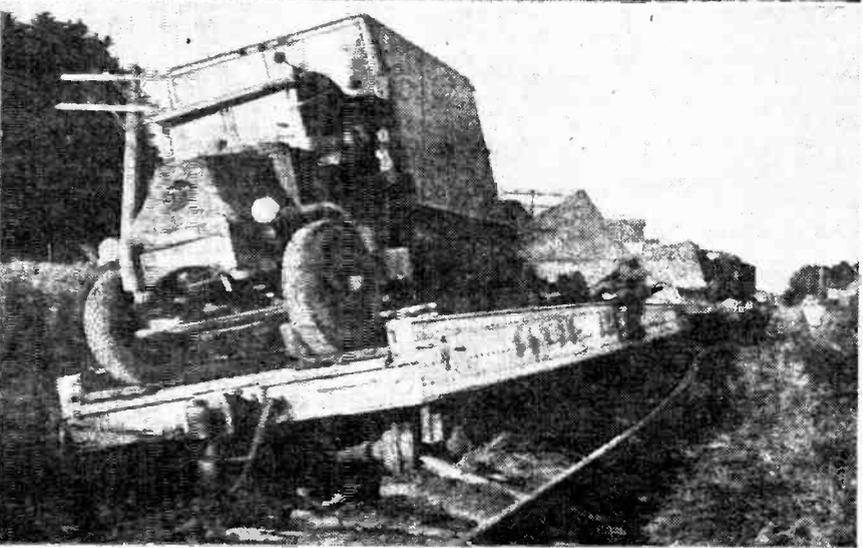
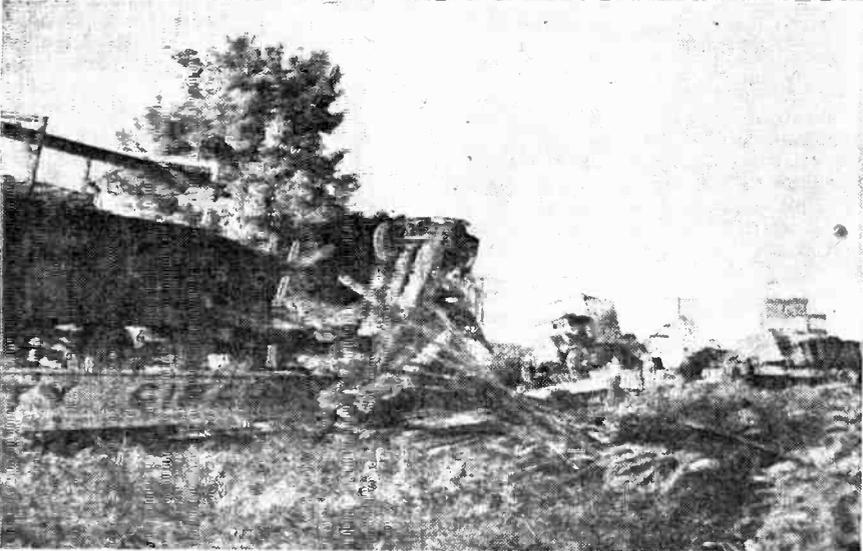
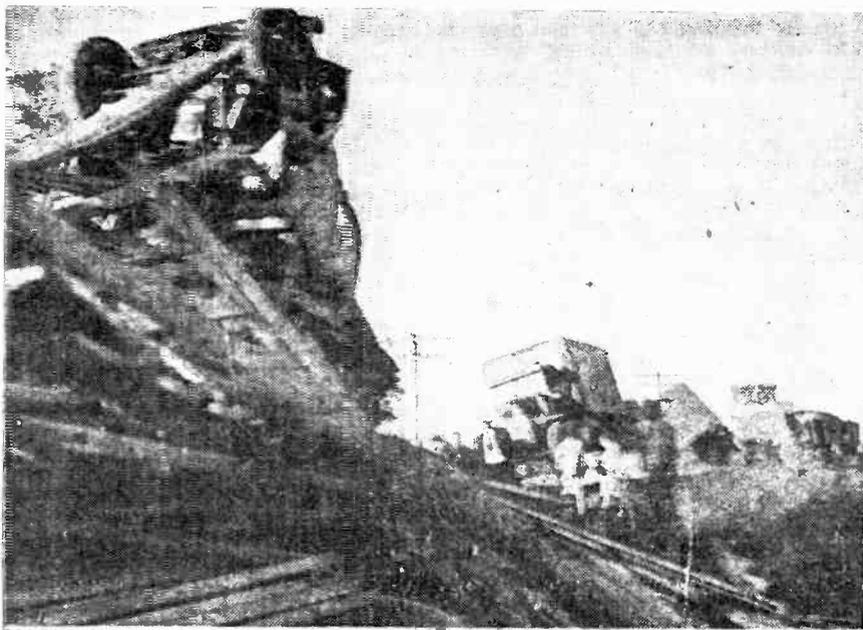
Beatty played Sioux City Monday (7) to a near-capacity matinee and a straw night. On July 4 the matinee was capacity at Owatonna, Minn., but rain held the night show down to a little better than half. Clear weather meant two full houses at Rochester, Minn., Thursday (3) and Red Wing, Minn., Wednesday (2) just cleared a little more than the nut on a lot that was so small the menagerie couldn't go up.

Westerly, R. I., Business

Proves Okay for King

WESTERLY, R. I., July 12.—King Bros.' Circus drew two strong houses here Saturday (5), aided by ideal weather.

At Willimantic, Conn., Wednesday (2), org had a three-quarter house at the matinee and capacity at night.



THREE VIEWS of the wreck of the Clyde Beatty Circus train near Hubbard, Neb., early Tuesday (8) morning which claimed the life of one employee and injured six others.

R-B Grosses Up; Chi Set To Greet Her

Western New York Socks

CHICAGO, July 12. — Ringling Bros. and Barnum & Bailey Circus, in Cleveland today for the first of a two-day stand, rolled across Western New York racking up amazing grosses the past seven days, and is now aiming its guns at Detroit and Chicago, which are all contracted and ready for the big frolic.

Evan Kelly, bossman of Soldier Field for the South Park Commission, declared Friday (11) that J. C. (Tommy) Thomas, traffic manager for the circus, had completed a fine job in contracting for the use of the parking lot near the huge stadium for August 2-10.

"Maybe Tommy will have to sit down with the commissioners for a few minutes before signing, but it is nothing more than a formality as all the details are understood and the Big One is coming," Kelly told *The Billboard* at 4:15 p.m. yesterday.

To Use Park Seats

When asked if there had been any special rules laid down, Kelly declared there would be only the regular regulations, which, he said, included the use of park commission blues with footrests in place of the 18 highs carried by the show. He added, however, the commission is ready to supply 20-inch blues with footrests, which will increase the capacity rather than cut it as was the case a year ago.

Arthur Hopper, general agent, has moved his headquarters to Chicago, arriving here Monday (7), and F. A. (Babe) Boudinot, assistant general agent in charge of billing, had his crews in yesterday, ready to start plastering the town today.

Detroit will see six days of the circus, playing at the Wyoming and Michigan lot July 25-27, and Six-Mile Road and Oakland Boulevard July 28-30. The show will make a one-day stand July 31 at Jackson, Mich., and then skip August 1 for the move into Chicago.

Western N. Y. Sizzles

Big Bertha completed her Western New York journey in a blaze of gelt. In Binghamton the Fourth, the matinee was a sellout and it was near capacity at night. Elmira (5) gave the old-timers something to scratch their knobs over. The matinee was a complete sellout, and the night was mighty close, which the oldsters say never has happened before in the history of the show on the day after the Independence celebration.

Rochester (7) might be considered the weak sister of this current run as there was no excuse for the less than 5,000 for the matinee, but the night business was considerably better. Almost 5,000 hit it in the rain for the Tonawanda matinee and the late night show almost caught 9,000 despite the fact the folks almost had to hunt for the lot.

Olean's 5:30 p.m. matinee nabbed a nifty 6,500 and the big top was three quarters filled for the late night show. Jamestown (10) batted in two honeys, but yesterday in Erie it was doubtful as the fourth section of the 108-car entourage did not arrive until 1 p.m., because of a broken drawbar on a car.

Patterson Org Closes Season

ROCHESTER, Mich., July 12.—Patterson Bros.' Circus closed for the season here Friday (4) and equipment was moved to winter quarters near Holly, Mich. Poor business, plus the shortage of labor, were given as the reasons for the early closing.

The show opened near Flint, Mich., May 15, and toured Ohio and Michi-

Owens Sells Roger Interest

KANSAS CITY, Mo., July 12.—Buck Owens announced he has sold his interest in the Roger Bros.' Circus and has joined with Walter Herod in organizing a unit to play fairs and celebrations.

gan. Tough weather was encountered most of the time.

It was reported Bob Cowls and John Young, owners of Dell Bros.' Circus, will use part of the Patterson equipment for the remainder of the season.

Bailey Bros.' Circus
WANTS
 TWO DANCING GIRLS. COMBINATION MAGICIAN-LECTURER FOR SIDE SHOW. ASSISTANT COOK.
 Address Wakefield, July 18; Salem, 19; Brockton, 21; Hyannis, 23; all Massachusetts.

TWO EXPERIENCED TELEPHONE SALESMEN
 Who can grind 5 days a week A.M. and P.M. Banners and V.P.C. for circus de luxe. auspices until December. One month in 3 cities. No whip used. Work from tap calls.
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 25 years' experience with all types of wild animals, prefer Zoological work. Thorough knowledge of breeding and care of all wild animals, importing and exporting. Thoroughly experienced in Zoological work. Recommendations from America's top animal men. For particulars, write
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ELEPHANT MEN
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 All year work. Wire or phone if coming.
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WANTED
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ATTENTION — RODEO CONTESTANTS
 Announcing big nation-wide competitive Rodeo. First in series of circuit to be held each week beginning Aug. 1-2-3. Over \$500.00 in cash prizes to be given each week, also trophies and ribbons. Queen of Cowgirls contest weekly with cash prizes for winner. All contestants must be entered in entire series to be eligible for Grand Prize at close. Twenty-five entry limit in each event. For full particulars and entry blanks, contact
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WANT A CIRCUS
 To play one or two days under the auspices of Boys' Club, in July or August. Write or wire
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WANTED
 Portable Horizontal Bar Rigging. FOR SALE: Nissen Standard Trampoline, \$150.00; good condition. Want all kinds of Acts for winter work.
GEORGE HUBLER
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FOR SALE
COMPLETE SMALL TRUCK CIRCUS
 Priced Right. Address:
CIRCUS BOX D-47
 Billboard Pub. Co., Cincinnati 22, O.

Late Arrival At Manitowoc Hits Cole Biz

Mat. Light; Night Okay

MANITOWOC, Wis., July 12.—A tie-up in the Milwaukee yards in Racine where it played Monday (7), was responsible for Cole Bros.' Circus being over four hours late arriving here Tuesday (8). Despite the late arrival the show got up in quick time and the matinee was only about 45 minutes late. The lateness, however, hurt, and as a result only a fair crowd was on hand. Night show, however, drew a strong house. Business was good at Racine, with ideal weather. Org got some good newspaper and radio breaks in Racine.

A two-day stand in South Bend, Ind., Friday and Saturday (4-5), proved okay, altho it was short of expectations. Friday's matinee was near capacity and the night house about three-quarters filled. Saturday was similar, matinee being near capacity but the night crowd was only fair.

Weather, Competish Hurt Sacco's Gate

NILES, Mich., July 12.—Weather and plenty of competition from Cole Bros.' Circus, appearing in South Bend, Ind., auto races and Playland Park, South Bend, hurt the draw of the International Circus here July 4-6, booked and presented by Tommy Sacco, Chicago, of the booking office bearing his name.

Org drew 3,255 persons at the one performance Friday (4), but rain raised havoc Saturday and Sunday. Matinees, scheduled for both days, were canceled because of weather. Saturday's crowd was estimated at around 1,000 with about 800 braving the elements Sunday night. The program was well presented and apparently was appreciated by the audiences.

The program: 1.—Colors. 2.—National anthem. 3.—Ruth Steele, dogs. 4.—The Carters, trampoline. 5.—Buck Steele and his horse, Blue Diamond. 6.—Smiley and Barrette, clowns. 7.—The Five Starlettes, tumbling. 8.—Buck Steele, high-school horses. 9.—Buck Steele, Comanche tango horses. 10.—The Three Ems, ladder and traps. 11.—The Malinos, rolla-rolla. 12.—Smiley and Barrette, clowns. 13.—The Three Pals, comedy acrobats. 14.—Charles Dixon and Buddy, seals. 15.—The Hubbers, bar. 16.—Smiley Dailey, comedy bicycle. 17.—Buck Steele, Liberty horses. 18.—The Starlettes, comedy cow. 19.—Buck and Ruth, trick roping. 20.—Smiley and Barrette, clowns. 21.—The Five Paulines, teeterboard. 22.—Sky Princess, high act. 23.—Finale.

Two Wisconsin Spots Okay for Kelly-Miller

CLINTONVILLE, Wis., July 12.—Two of three Wisconsin spots proved okay for the Al G. Kelly & Miller Bros.' Circus, with Clintonville being the best of the three. Sponsored by the American Legion, the K-M org, first circus to play here in nine years, drew a straw house for the one performance.

Waupaca, Wis., gave with two strong houses, despite threatening weather in the afternoon, Saturday (5), and rain at night. Marshfield, Wis., was only fair, org getting only fair crowds at both the matinee and night shows.

Swing  *& Sway*

“The Man on the High Swaying Pole”

the **SENSATIONAL**
ORTON *way!*

● 120-Ft. High ● 35-Ft. Sway
 ● Juggling in Strobolite ● Brilliant Fireworks Climax Act
 Now Playing **PROVIDENCE SHRINE CIRCUS** Narragansett Race Track
 Represented by—
AL MARTIN AGENCY, Hotel Bradford, Boston

YEAR-AROUND WORK!
 Property Men, contact me, and all Men who have worked for me, come on as per route.
BEST ACCOMMODATIONS. SLEEP ALONE IN AIR-CONDITIONED CARS.
FRANK McCLOSKEY
RINGLING BROS. AND BARNUM & BAILEY
 Akron, O., 14-15; Canton, 16; Mansfield, 17; Marion, 18; Columbus 19-20.

<p>STOCK TICKETS One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Prices. No C. O. D. Orders. Size: Single Tkt. 1x2".</p>	<p>A pat on the back develops character if administered often enough and low enough.</p> <p>Check Room Tags</p> <p>TICKETS Baggage Checks Of Any Description.</p> <p>THE TOLEDO TICKET COMPANY Toledo (Ticket City) 2, Ohio</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <table border="1"> <tr><td>2,000</td><td>\$ 6.60</td></tr> <tr><td>4,000</td><td>7.45</td></tr> <tr><td>6,000</td><td>8.30</td></tr> <tr><td>8,000</td><td>9.15</td></tr> <tr><td>10,000</td><td>10.00</td></tr> <tr><td>30,000</td><td>14.00</td></tr> <tr><td>50,000</td><td>18.00</td></tr> <tr><td>100,000</td><td>28.00</td></tr> <tr><td>500,000</td><td>108.00</td></tr> <tr><td>1,000,000</td><td>208.00</td></tr> </table> <p>Roll or Machine Double coupons, Double Prices.</p>	2,000	\$ 6.60	4,000	7.45	6,000	8.30	8,000	9.15	10,000	10.00	30,000	14.00	50,000	18.00	100,000	28.00	500,000	108.00	1,000,000	208.00
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 Plenty of towns—year-round work.
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 Want Circus Act doing two or more, also Ticket Sellers and Working Men. Address:
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 c/o Circus, James E. Strates Shows, Schenectady, N. Y., week July 14; Syracuse, N. Y., week July 21.

To all Locals and Members I. A. Billposters & Billers.
WALLEDA CIRCUS, INC.
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ANIMALS FOR SALE
 Camels, Zebras, Llamas, Water Buffalo, Cape Buffalo, Lions, Leopards, Monkeys, Birds and Reptiles. Immediate delivery.
WORLD JUNGLE COMPOUND
 Thousand Oaks, California

Ringling-Barnum

Old Sol certainly deserted us last week and now we are getting our share of wet weather. The week before we had plenty of nice weather. How things do change! Boots and raincoats are becoming a regular part of our daily wardrobe.

George Blood and his crew did a great job decorating the cookhouse with flags and banners for the turkey dinner served July 4.

The old-time circus train excursion, a rarity in this day and age, was a novelty to the present day troupers in Elmira, N. Y. Two such trains, from different sections of New York State, arrived for the matinee performance.

We day and dated the James E. Strates Shows in Binghamton, N. Y. Performers on both shows visited back and forth. Visitors have included Bill Bowers, solo cornetist with the Buffalo Bill Show; Zig Zeno and Ann Munley, of Carbondale, Pa.; Starr De Belle, Mr. and Mrs. Nate Eagle, Harry Klima, James E. Strates, Mr. and Mrs. Charlie Siegrist; Peggy Forstall, who visited her husband, Theo, of the red wagon; Mr. and Mrs. Lloyd Serfass, of the Penn Premier Shows; Matt Wilson, Johnny Reese, Harry Fink and Larry Trade, also of the Penn org, and Mickey King and her mother.

Around the lot: Myron Orton and his first infant tree gag garners plenty of laughs in the crazy number. . . . Laugh of the week: Watching little Joe Nawrath, who rides the pay-off float in spec, dipping water out of the huge shoe he sits in while the steady downpour of rain kept filling the shoe. . . . Harry Klima and members of Nate Eagle's *Hollywood Midget Revue* taking in the sights. . . . Lou Jacobs still vows 'em with his midget auto gag. . . .

Saluto's rabbit gag now has four persons in it. It should be a production number any day now.

Wonder why they call Snooper "Dreamboat?" . . . Lou Brown closed the season in Erie, Pa., and now we have no Browns in the cookhouse flag race. Good Brown, Bad Brown and Funny Brown were our leading contenders.—DICK MILLER.

Garden Bros.

The weatherman was mad at us in Belleville, Ont., and the fairgrounds was a sea of clay and mud. The largest variety of mosquitos were on hand to welcome us.

Donna Siegrist is visiting her grandmother. Norman Boyle learned the hard way that it's easier to duck the steel arena when it falls, rather than try to catch it. George Keller, Marion Hamilton, Charles Stauffer and Arden Covett are candid camera fiends, but there may be a method in their madness.

A. W. Kennard was forced to show the Canadians a real Texas round-up when his ponies decided to go to the next town a day ahead of schedule.

John Fleck Jr., LaVerna, Judy, Ervin and Marvin Fleck and Earl and Erika Radke, of the Six Irvings, gave a birthday party for their mother, Mrs. John Fleck Sr., who motored from Wisconsin for a visit. Also in the party from Wisconsin were John Fleck Sr., Albert Fleck, Grace Navine, June Gieske and Ella Schmidt. Other visitors included Mrs. C. A. (Cookie) Marsh, of Peru, Neb.; Mr. and Mrs. James Barton and sons, Jackie Lee and James, who motored from Indiana to visit the writer; Mrs. Bob Carr and children, Patricia and Teddy, who are visiting Bob (Pop) Carr; Mrs. Donald Loudon, who visited the Herb Berschts; Patty Conklin and Bill Garden Jr., the latter spending a few days on the show visiting his dad and getting more pictures.

Basil Whitfield has just called "five minutes," so I'm off for the races.—DOLLY JACOBS.

DRESSING ROOM GOSSIP

Mills Bros.

Dressed up in their Sunday best, bright and early June 25, the following troupers entertained at Larkin Children's Home in Elgin, Ill.: Jack and Jill Carlton, Brownie Silverlake, Chief White Eagle, Buffalo Ben, Jack Hoxie, Bill Nippo, Alec Brock and "Butch," Algie, Pulchannini, Marcus, Franklin and Myrna Silverlake, Anne Collins, Johnnie Mae Snyder, Donna Drew, Fern Rablin, Jane Moser, Bobby Fairchild and Jimmy O'Neil.

Danny and Janice Mills arrived from school in Cleveland to be with their parents, Mr. and Mrs. Harry Mills, for the remainder of the season.

On June 29, The Fun on Sunday Club, recently organized on the Mills org, had its initial picnic at Alford Park in Kenosha, Wis. After a cooling plunge into the lake and a sunning on the beach, a delicious dinner prepared by Mom Morales, which consisted of Spanish rice, chicken, fried bananas and all the trimmings, was enjoyed by all. After dinner the girls challenged the boys to a real fight to the finish game of baseball. Guess who won? The girls did; but the umpire lost score after the second inning!

Guests at the DAV Barn Dance Broadcast in Kenosha included Mr. and Mrs. Pete Binker, Mr. and Mrs. Jack Nelson, Mr. and Mrs. Riese and Bill Osborne. Appearing on that broadcast with Paul Scott and His Screwballs were Jack Hoxie and yours truly at which time we were presented with an electric clock with the inscription in gold which reads: "Jack Hoxie-Bonnie Baker Appreciation-Chapter 20-DAV, Kenosha, Wis.—June 29, 1947."

Among the distinguished guests visiting on the lot this week were Obert Miller, Tommy Sacco, Ervin Klauder, Bert Wilson, Bill Green, and Dr. Brown and daughters of Elgin, Bill and Jim Carsky, Pedro Morales and Jack, the Wonder Nuts, Mrs. Wally Gollmar and son Walter and Tex Burwell and Stan Insley, of the Cimarron Round-Up.

Janice and Arlene Mills, junior majorettes, in pale blue and white and spangles, led the grand entry at the matinee in South Beloit, while the band played *Happy Birthday* in honor of Mrs. Jake Mills, known to her many friends on the lot as "Miss Ida."

Jimmy O'Neil, Jack Hoxie, Chief White Eagle, Buffalo Ben, Myrna Silverlake, Mary and Larry Carlton and Roy and Joy Thomas went to the Veterans' Hospital in Waukesha, Wis., for a short entertainment between shows. Having missed the cookhouse they dined in full regalia at the Waukesha Cafe.—BONNIE CAFE.

Bailey Bros.

Bob Immonen, baritone player and the oldest member of the big show band, was honored in Portland, Me., and received plenty of publicity in the papers, one paper using his picture.

Bill Hudson and Jimmy DeCobb had an anxious time when the door of the trunk compartment in the Chevrolet car gag automatically locked. They had to be driven downtown where the Chevrolet dealer finally released them.

Mrs. Lew Henderson and son, Jasper, are vacationing on the show with daddy. Gerald Snellens and Jack Cynane, on advance of the World of Mirth Shows, visited in Presque Isle, Me. The property truck was delayed on the road to Presque Isle which necessitated us playing the town a day late. It didn't hurt business, however, as we had two good houses.

We celebrated July 4 by taking part in the Van Buren, Me., parade with two bands, clowns, horses ponies and elephants. Otis Jones, driver

Clyde Beatty

The July 4 week was an exciting one, what with the holiday and everything. One day Jean Sleeter thought she saw some flying saucers, but they turned out to be two chicken hawks flying over the lot. Arturo Konyot visited in Red Wing, Minn., and Billy Powell came over in North Mankato, Minn., with Miss Chita. On July 4 we had a cloudburst. However, we enjoyed ourselves in the padroom, with entertainment by Jack Gibson's groom ensemble and vocalizing by everyone. This day Milonga Cline began as the shows own prima donna. Charlie Oliver's cookhouse supplied us with a chicken dinner and all the trimmings.

Our Sunday off was a most pleasant one with movies, concerts in the park, and much fun on the rides at River-view Park, Sioux City, Ia. Between shows next day many went swimming. While waiting for the evening show to start the dance team of Day, Rennick and Sleeter entertained with their routine of tap, toe, and acrobatics.

Early Tuesday morning (8) we were awakened by the realization we had met with an accident. Much credit is due all departments and in particular to Congo for getting the generator in action so quickly and to Irish for his fast thinking in getting the injured to the highway and stopping passing cars. Also moving swiftly was Charlie Oliver's cookhouse, which was set up immediately behind a near-by restaurant. Residents of the village of Hubbard, Neb., aided us in every way. The train crews worked steadily. As soon as possible, George Werner began repair work with material at hand and in general everyone did everything they could in getting things back in shape.

Still humorous in this catastrophe was Peg Leg. Sound asleep in his bed roll (in the worst part of the accident) with the flat car on a 45 degree angle, and wagons dangerously teetering all around him, he was roughly shaken awake and asked, "What's the matter, something wrong?"—DICK ANDERSON.

Stevens Bros.

Many of the personnel spent Sunday, June 29, on the golf course, located three blocks from the center of the Dayton, Ia., business district. Others took in the celebration at Devils Lake.

Bob Grubbs is breaking in his toy Mexican dog to do a wire act. Johnnie LaTosky added two more butchers to his concessions. Shela Fae Grady has the snow cone stand.

Paul Nelson is one of the busiest men on the lot since assuming the superintendent's position. The Fox Brewery bally is drawing plenty of attention in each town. It's on the streets from 11 a.m. to 1:30 p.m. each day. The calliope is used for the big show program with a concert out front of the show at 7 p.m. each day. Mr. Morley, of clown alley, is a traffic cop on uptown bally each day. He has a cop's uniform with a white helmet. Four members of clown alley, Morley, Happy Woods, Ted Willards and George Smith, worked streets and stores from 5 to 6 p.m. in Rockwell, Ia.

Mr. and Mrs. Raymond Duke and Eddie Shearer, of the advance, visited recently. The rains came July 4 in Spring Lake Park (Iowa) but cleared for the night show and we did capacity biz. In Dayton, Ia., the paper gave us a big story on Page 1, plus another full page of pictures and stories.—JOHN GRADY.

of the band sleeper, and trumpet player in the big show band, deserves plenty of credit for the way the concert band bus shines.—GEORGE L. MYERS.

James M. Cole

Big event of the past week for some of us was the visit to Cole Bros.' Circus which played a Sunday date in Jackson, Mich., while we Sundayed in Hillsdale. Those making the trip included Bandsmen Charlie Cuthbert, Jim Anders and Cecil Jordan; Tex Maynard with his wife and two children; Joe Scharoun, Jimmy Stutz, Ethel (Rusty) Parent and the writer. Many thanks to the folks over there for their courtesy.

Over the same week-end Tama Frank and Patsy made a trip to Centerville, Mich., to catch the rodeo there and Pete Sullivan and Don Morris journeyed to their home in Jeffersonville, Ind., returning in record time with some new rigging and wardrobe.

The storm in Bryan, O., that blew down the side show top gave the management such a scare that as a safety precaution the night show was canceled and nearly everyone jumped to Hillsdale and attended the late movies. Quick work on the part of Manager Leon Bennett, Ayers Davies and our sailmakers, John Schott and Douglas Hislop, got the top up in fine shape for Monday's opening.

Irvin Sloan (Dutton groom) took the week off to visit relatives in Central Michigan. Sloan has seven married children living in these parts. Cal Townsend was confined to the hospital in Coldwater, Mich., after the physicians diagnosed his cold as pneumonia. He was reported as doing fine and his wife Torchy returned to the show after spending a few days with him. Torchy's mother, Mrs. Engle, is visiting for a few days.

Another visitor for a short tour is Joe Meyers and wife with their daughter, Joanne. Joe had visited before during our New York tour but only for week-ends. Now he has joined for two weeks vacation and is making himself quite useful in everything from the front door to the cookhouse with a bit of clowning thrown in. Joe is a policeman in Auburn, N. Y.

Kay Davies is pinch-hitting for Van Van Vactor, our *Billboard* and mail man, hurt in an auto accident.

Everyone is pulling for a quick recovery of our injured men left in the Coldwater Hospital.—C. B. (Van) Van Vactor and T. B. (Prof.) Farrell.—IDA MAE KERLEY.

Hunt Bros.

Long Island gave us two big weeks, featured by fair weather, good lots and excellent crowds, and our first week in Connecticut kept pace with the previous two.

Birthdays recently have been marked by Harry Hunt, Phil Wirth, Dan Carroll, Dave Nimmo and Germana and Orazio Zoppe. Highlights were the two parties held in the big top between shows for the Zoppes. Both received many gifts, including a special one for Orazio from the wolf pack.

Visitors have included Bill Shilling, May and Frank Wirth, the Muller Family, Colonel and Mrs. Tim McCoy, Mom and Welby Cooke, Mrs. Madeline Parks, Mr. Swan, Gertrude Van Dese and Earl Chapin May.

School may be over for the town kids but school books still are much in evidence among our small fry. Speaking of kids, everyone on the show has visited the Wild West concert to watch the performance of 8-year-old Ethel Nimmo. Orchids also should go to 4-year-old Yolanda Zoppe for her fine performance while pinch-hitting for her brother, Rico, who was laid up with a sprained ankle.

With the recoveries of Mrs. Charles Hunt Sr., Viola Bush, Enrico Zoppe, Del Veney, Marion Drews and yours truly, the sick list carries nary a name at this writing.

Eddie Hunt always is ready to fill in with a boogie beat on the drums.—BUDDY CARROLL.

Sparks

The towners say "it must be a tough life." They would have changed their tune, however, had they been able to crash John Staley's July 4 dinner held July 5 because of a late arrival in Charlottetown, Prince Edward Island. The cook-house was as streamer-bedecked as the Queen Mary. We had lights, music, floral center pieces, napkins and tablecloths, waiters in white jackets and black bow ties and a menu which was out of this world. Henry Kyes finally was cut off after his fourth lobster cocktail.

The show moved from New Brunswick in two sections by car ferry. The hardy souls on the second section got up in time to enjoy the crossing. All the photographers were more than busy. Andy Anderson swears three men tried to talk him into a poker game.

In Moncton, N. B., we saw the famous tidal wave, named the "Boar" and also the mystifying magnetic hill, where your car rolls uphill and has to be powered down. We are on Atlantic daylight saving time and it is still light when the show breaks at night.

Moncton is where the three members of the Al G. Barnes show were killed in the 1930 wreck. They are buried in Moncton and Mr. and Mrs. James Edgar laid wreaths on the graves.

Lot lint: Early morning sun bathers in the backyard. Phil Doto collecting ice water money. Bill Lindsay guiding the "three-legged man." Tommy Thornton looking 'em over in the seats. Old Palm, the elephant, counting the house as she strides majestically around the track for long mount. Mike Doyle readying the banner line.

New sign on the pie car: You still have time to buy them Wild West tickets.—DAVE MURPHY.

Gran Circo Americano

Business our first week in Cali, Colombia, S. A., was very good and it kept up the second week. The weather is ideal and the scenery beautiful.

Newest addition to the show is Dorothy Storey, presenting her dog, Nila, and a performer from Spain who does fire eating, etc. Janis Wilson has a new dog named Cali.

Jerry Wilson says he may come up with a two-headed woman for his side show, but we wonder if it will happen.

The inside of the big top really glistens these days, with the poles, chairs and blues freshly painted.—JIMMY HARRINGTON.

Cole Bros.

Owner Zack Terrell and General Manager Noyelles Burkhart entertained 50 patients from the Veterans' Hospital and 100 patients from Percy Jones General Hospital at Battle Creek, Mich. A. R. Mitchell, member of the Battle Creek Kiwanis Club and CFA, made all arrangements. The Kiwanis Club served the patients refreshments.

CFA members Mr. and Mrs. John Minnings, Art Mitchell, Mr. and Mrs. C. W. Chapman, Mr. and Mrs. Glen Townsend, John Walker and Mr. and Mrs. Tom Gregory were hosts to the following performers at a steak dinner in Battle Creek: Mr. and Mrs. Win Partello, Florence Tennyson, Lucio and June Cristiani, Ruth Nelson, Mr. and Mrs. Harry Thomas, Bonghi, Otto Griebing, Ethel and Freddie Freeman and Hubert Castle.

Becky Griebing, the Merchant of Venice, reports his business is getting so big he's going to add an adding machine and a bookkeeper. Ethel Freeman had a big week, being the house guest of the Townsends and the Gregorys. The following Peruvians made flying trips home from South Bend: Gene Weeks, to see his new grandson; Eddie Woeckener and the Freemans. Thanks to Joe Hoffman, of Peru, for driving us halfway across Indiana. Tom and Win Gregory were guests of the Voises in their stateroom after the show in South Bend.

Members of the James M. Cole Circus paid us a visit in South Bend. Included were Jim Andrews, Charles Cuthbert, Mr. and Mrs. Tex Maynard and children, Jim Stutz, Ethel (Rusty) Parent, Joe Scharoun, Ida Mae Kerley, James M. Cole, Mr. Myers and Buck and Rose Steel.

Johnnie Charlton, catcher for the Chambertys, is out of the program with a torn ligament in his hand. Tommy Comstock, our calliope player, had a big day when we played his home town in Jackson, Mich. Freddie Freeman Jr., paid us a surprise visit in Port Huron, Mich. Jimmy Ray, wrestler with our show, is the official masseur and is pretty good. I'm speaking from experience.

Visitors: James Shuster and son, A. P. Teed, Roy Barrett, Mary Anne DeLochte, June Russell, Mrs. Robert DeLochte, Jess Murden, Butch and Melee Burkhart, Carl and Elizabeth Romig, Billy Thompson, advance agent for the Monroe Bros.' Circus, Mr. and Mrs. Tom Gregory, Mr. and Mrs. Glen Townsend, Joe Hoffman, Mrs. Eddie Woeckener, Leo and Ethel Hamilton, Eva May Lewis, Mitzie Fien, Johnnie R. Vogelsang, Walter J. Pietschman, Clayton Hoffman and Connie Schilperoot.—FREDDIE FREEMAN.

Polack (Western)

We all enjoyed the date in the Los Angeles Coliseum July 4. It was quite a thrill playing to 75,000 persons. The matinee at Long Beach Saturday (5) was delayed because of the late arrival of the train. Hats off to Emil Pallenberg for giving the prop boys a hand.

Clare Delbosq celebrated her birthday Saturday (5) and received a beautiful bouquet in the ring. Loreta LaPearl and her toy dogs left the show to play fairs. Vernon Colbert returned to his first love—magic.

Folks divide their time between the beach and going thru the little shops on the Boardwalk. Louie Stern consulted his doctor and said doctor told him there was no future for old age. O, well!

Gene Connor is a patient in Sawtelle Hospital.

Visitors included Mr. and Mrs. Roberto, Yacopi, Sam Ward, Mr. and Mrs. George Emerson, Hurley Woodson, Red Powell, John West, the Hanneford Family, Mrs. Sue Pallenberg and children, Ernestine Clark, Dorothy Pina and the writer's sister, Mrs. Helen Harmon.—IRENE LAF-FERTY.

Dailey Bros.

Mitt Carl celebrated July 4 by serving a chicken dinner with all the trimmings, plus ice cream and cake. Tommy O'Brien and Larry Carden, whose birthdays are a day apart, set up the ice cream to both dressing rooms.

Louis and Adele Reed went home for a rest after Louis' tough duties in India securing the baby elephants for the show. Adele is known as the candy floss kid. She wore a pink tulle hat the day she left that gave the impression that her head had been dipped in Jean Allen's floss pan. It was very cute.

The unbreakable Bill Fox was drubbed by an elephant and taken to a hospital. Rumors were he had three broken ribs, a broken shoulder and a broken leg. However, next day saw Bill working the elephants, as usual.

A large party of Dailey folks recently enjoyed a moonlight boat ride. Peggy Haley and children, Joy and Denny, left for a visit with Peggy's mother.

Mr. and Mrs. Tommy O'Brien re-

Van Bros.

George Barton joined in Ellenville, N. Y., with seven head of horses, plus dogs and monkeys. Zeke LaMont is doing the clowning. Larry Burns, who had the popcorn and novelties, left the show in Tivoli, N. Y.

Show is enjoying good business when the weather behaves. Jack Hines and his high school mule continue popular. Org, managed by Bob Dickman, with William (Leke) Van Etten, general agent, shows in one ring and moves on six trucks. Org boasts five house trailers.—MAY BARTH.

cently were driven thru the flooded district of Rutland, Vt., by their friends, Mr. Jarvis, theater man of Providence, and May McCormick, a writer; Wally and Joe Beach, CFA'ers, and their grandfather, and Raymond Railsback, former prop boy now in the Marines.—HAZEL KING.

PUBLIC SALE

AUGUST 2, 1947

On account of health and other business interests I will sell at public auction to the highest bidder the following top double and triple registered Palomino, Quarter Horses and Ponies. Also equipment, tack, clothing, rolling stock and miscellaneous items.

STOCK

40 head top slow stallions, mares, 2-year-olds, yearlings, weanlings, broodmares and a few grades. These include Grand Champions at Denver National, Fort Worth Fat Stock Show, Ohio All Palomino Show and many others.

Grand Champions, Smoky Joe, Black Bess, Wilson's Lady, Wilson's Peaches, Little Jim, Orphan Annie, Carrie Thomas, Chico Lindo and many others.

Smoky Joe, AQHA 2216—NQHBA 333. Little Jim, AQHA 3237. Wilson's Lady, AQHA 6172—NQHBRA 2232—PHBA 6999QH. Black Bess, AQHA 3829. Wilson's Peaches, AQHA 7379—NQHBA 2233. Nettie Wagoner, NQHBA 485. Maude Waggoner, NQHBA 486. Carrie Thomas, NQHBA 2823. Orphan Annie, NQHBA 2822.

Four Trick Riding Horses.

TACK

- 1 Complete Sterling Silver Wardrobe.
- 4 Adult Sterling Silver Mounted Saddles, Bridles, Breast Harness and Coronas, Outfits Complete.
- 1 Child's Sterling Silver Mounted Outfit, Complete.
- 1 Pure White Trick Riding Saddle and Breast Harness (New).
- 1 Two-Tone Trick Riding Saddle (New).
- 8 Roping Saddles.

ROLLING STOCK

- 2 1947 Trail Wagon Horse Trailers.
- 1 1947 Dodge Cabover Engine 6-Horse Van, "New".
- 1 1946 Dodge Pickup.
- 1 Circus Trailer (8 Feet by 20 Feet), 18 Inches Off Ground.
- 1 1947 Ford Cabover Engine, 1 1/2 Ton, Chassis and Cab "New".

MIDWAY EQUIPMENT

- 1 Panel Front, 1 Neon Sign, Built-in Carrying Case (Hollywood), Iron Stakes and Chains, Ticket Boxes and many miscellaneous articles.

ATTENTION, CIRCUS OWNERS AND PRODUCERS!

Own your own Wild West Feature, "THE SILVER FLASH," The World's Best Dressed Cowboy. Will be sold at this sale to the highest bidder. This Golden Stallion hind-leg horse and fire jumper, complete sterling silver wardrobe and sterling silver mounted saddle. All equipment and stock available for inspection now. This ad will appear but once. Come in and inspect and mark this date on your calendar.

**SALE STARTS 1:00 P.M.
SATURDAY, AUGUST 2, 1947
Lunch Served on Grounds**

LINDEN VALLEY RANCH

OWNER W. C. "SILVER BILL" VOGES
PORT WASHINGTON, OHIO

SPARKS CIRCUS

CAN PLACE AT ONCE

Candy Butchers, Seat Men, Novelty Men, Men for outside Candy Stand.
Contact THOMAS KENNEDY, Concession Mgr.

Can place capable Banner Man. Contact Show.

Address: New Glasgow, N. S., July 17; Amherst, N. S., 18; St. Johns, N. B., 19; Woodstock, N. B., 21; Edmundston, N. B., 22; Lauzon, Quebec, 23; Quebec City, 24; all Canada.

ROGER BROS.

Reorganizing

Buck Owens no longer with the Show.

Want to lease or buy an Elephant with or without transportation. Want good Family Act, Man or Woman to work Stock, Side Show Acts. Can use Lion Act. Costello, answer. Jimmy O'Dell, Leon Snyder and other former employees, contact Show. Workmen in all departments: good Cookhouse, no rough stuff. Want to buy hay-eating Animals. What have you and price? Can use one Trumpet, Bass and Trombone to enlarge band. For Lease—Show Cones, Candy Floss, Grease Outfit and Juice. Want to hear from Luke Anderson, Dorothy and Bill Hill. The Fraziers, contact Show right away. Want Side Show Manager with Acts.

Cascade, Montana, July 15; East Helena, 16; Deer Lodge, 17; Anaconda, 18; Phillipsburg, 19; Missoula, 21.



"THE SILVER FLASH"

WANTED

DANCING GIRLS

For Revue. Best salaries and wardrobe. Candy Butcher and Talker.

PRINCESS ANITA

c/o Penn Premier Shows, Corning, N. Y.

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.

C. GUYETTE

346 W. 45th St.
New York 19, N. Y.
Phone: Circle 6-4137

BOND BROTHERS' CIRCUS

Can place Lithographers. Want Chimp, Bear, Seal or other Animal Acts. Concert. Will buy fifty-foot Top and Sidewall. State all in first and be ready to join on wire. Address:

1038 Broadway, Camden, N. J.

CIRCUS PHOTOS

OLD-TIMERS you would like to have, from the early 1900's and the 1890's. Parades, Bill Cars, Wagons, Performers, etc. List for stamp.

NAT GREEN

4046 Greenview Ave. Chicago 1, Ill.

SPONSOR FOR IND. ROUNDUP

Monon R.R. Will Pay 6G

Hoosier board also ups p.c. on Coliseum gate to defray program improvement

INDIANAPOLIS, July 12.—Co-operation of Hoosier radio stations with the Indiana State Fair is paying off financially, as well as promotion-wise, for the stations, it was demonstrated this week with the announcement that one hour of the *Hoosier Radio Round-Up*, the opening night Coliseum feature at the annual, has been sold to a sponsor and that the show will be aired commercially over a State network comprised of as many as 25 stations.

The Monon Railroad purchased the hour at a reported \$6,000, and it has retained the right of selling a half hour of that time to a possible co-sponsor. All Hoosier stations who carry the hour broadcast will be paid at the card rate.

Featured Native Sons

Last year, when the *Hoosier Radio Round-Up* was introduced, it went out as a sustaining program on a network of some 19 stations. Stage show consisted of radio talent recruited from the participating radio outlets and was topped by such names among Hoosier's native sons as Hoagy Carmichael, Olsen and Johnson, Singin' Sam and Herb Shriner.

The money received from the radio sponsor also will be used to pay in part for the headliners who will top the Coliseum program. Last year, the names appeared on what amounted to a free basis. Since then, resistance by name stars to playing for free has developed thruout the country generally because of the large number of requests received from governors of many States to head up centennials, fairs and other big doings on a for-free basis.

Smythe Again the Boss

Harry Smythe, of Fort Wayne, Ind., who handled the first *Hoosier Radio Round-Up*, continues in charge of the feature. Again the show will run from 8 to 11 p.m., with one hour of it to hit the air lanes.

Plans call for embellishing the stage performance with an improved stage. Last year more than 12,000 paid to see it. Subsequently, the fair (See *Sponsor for Indiana on page 85*)

Indiana State Scores Another Radio First With Its Center

By Levi Moore

Publicity Director, Indiana State Fair

INDIANAPOLIS, July 12.—With the opening of a new, 12-studio Radio Center on the Indiana State Fairgrounds scheduled for opening day of the 1947 Hoosier fair, the broadcasting industry of Indiana will achieve another "first" that is sure to go into the annals of radio history. Also, the opening of the new center will remove, once and for all, radio's stigma of being the oft-forgotten stepchild of the publicity and public relations field.

During the 1946 annual, Indiana broadcasters demonstrated conclusively their ability to promote and publicize by organizing a united front among 19 of the State's radio stations. Day and night, week in and week out, they hammered home to their listeners the merits of the Indiana State Fair and its many attractions, with the result that last year's event broke all turnstile records to the tune of 627,513 paid admissions.

Building Costs 239C

Recognizing this potent publicity voice, the Indiana State Fair board early this year took steps to give broadcasters the facilities wherein radio could not only demonstrate its talents to eager fair visitors, but also whet the entertainment appetites of several million listeners in Indiana and the surrounding States. Such recognition took the form of the new Radio Center, which is now under construction at the fairgrounds in Indianapolis.

New structure, being built at a cost of \$229,763, will contain 12 modern radio studios. Each studio will be so constructed as to conform to the acoustical requirement of radio. Electrical outlets will be plentiful, artificial and natural lighting will be in abundance, and the decor will combine streamlined beauty with practicability. Radio Center will mark the first building on the Indiana State Fairgrounds to use air-conditioning, a fact which brought forth loud cheers from Indiana radio officials who were invited to sit in on pre-construction consultations.

Also Houses Paddock

Many of the studios will have interconnecting doors and glass observation panels which will permit easy access from one room to another.

Each studio will be able to accommodate an audience of 100 persons, with adequate space for exhibits and displays around the walls.

The building will be a two-story structure, with the Radio Center consuming the entire second floor. In addition to the studios, the floor plans call for construction of a private office which will be used by the fair's publicity director and his staff of assistants, a large utility room, and rest rooms for men and women.

Ground floor will house a paddock, containing 44 stalls for horses entered on a given day's racing card, a testing laboratory, and offices for racing officials. The paddock portion of the building will open on to the race track, while the entrance to the Radio Center will face the main thoroughfare of the fairgrounds. Neon lighting will be used to advertise the radio showplace to fair visitors.

13 Want In

Proof that the Indiana broadcasters have been quick to realize the tremendous potentialities of the new Radio Center is evidenced by the fact that already 13 stations have wired, written or telephoned their requests for space. Luckily, some of the stations are doubling up and sharing studios with friendly competitors. Otherwise, fair officials would be faced with the thoughts of building new additions.

Early entrants who have already received their rent-free contracts for studios in the Center include WFBM, WISH, WIBC, and WIRE, all of Indianapolis; WHOT, South Bend; WHBU, Anderson; WLBC, Muncie; WKMO, Kokomo; WASK, Lafayette; WKBV, Richmond; WOWO, Fort Wayne, WGEF and WMLL, Evansville, and WBOW, Terre Haute. Another station, WKJG, Fort Wayne, a new organization not yet on the air, has tentatively accepted space, pending arrival of newly ordered equipment and the completion of its home studios.

Form Special Network

A particularly outstanding demonstration of the co-operation of Indiana broadcasting stations is the four-city network being formed by the Muncie, Kokomo, La Fayette and (See *Indiana State Fair on page 88*)

New Gate Mark Almost Sure For Calgary

63,911 on Opening Day

CALGARY, Alta., July 12.—When the final returns are made on the 62d annual Calgary Exhibition and Stampede, which opened here Monday (7) and closes tonight, it is almost a certainty a new attendance mark will be chalked up. Event got away to a big start, 63,911 being checked in on opening day. That was just 731 short of the opening day attendance record of 64,692 set last year. And business kept up at a fast clip thru most of the week.

Charles Yule, general manager, and A. H. McGuire, president of the stampede, both of whom stated the outcome for this year's exhibition is brighter than they dared anticipate, said early in the week that 100 applications for concessions were turned down because of lack of space.

All reserved seats for the grandstand were sold out early in the week and the livestock exhibits were the greatest in the history of the event, according to Yule. All week long parking space on all avenues leading to the grounds was jammed.

The 62d annual event opened with a 4½-mile long parade, which, officials estimated, was viewed by 75,000 persons.

At Brandon, Man., the week pre- (See *New Calgary Mark on page 85*)

A Florida Brother Levels a Blast at Free Time Chiselers

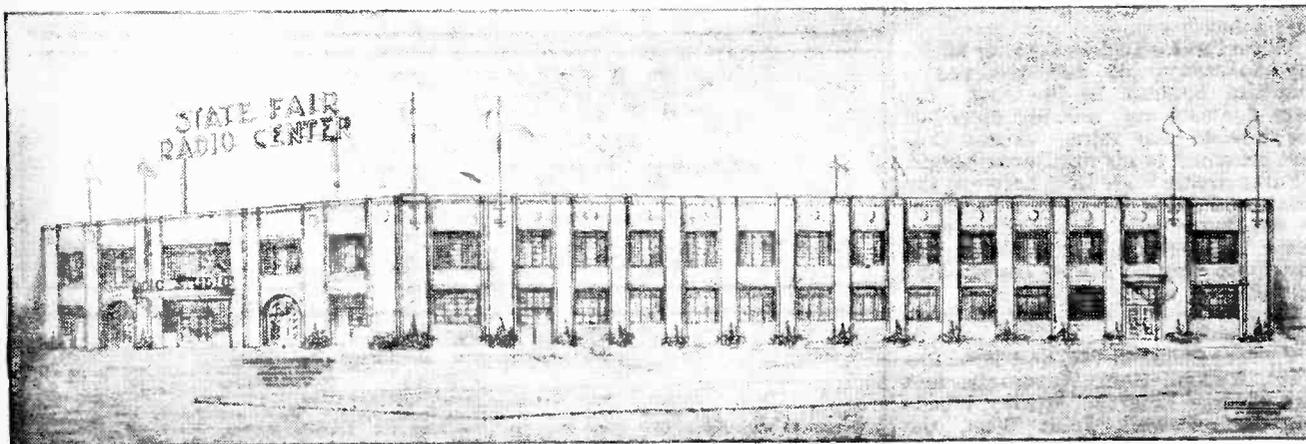
CHICAGO, July 12.—"Sir, you have stuck your neck out!" responded Reggie Martin, general manager of Station WFTL, Fort Lauderdale, Fla., to an inquiry from the outdoor editor of *The Billboard* seeking suggestions from radio stations as to how relations and co-operation between fairs and radio can be improved.

Such relations, Martin replied, "will be vastly improved if fairs will stop trying to chisel time, and instead will approach the use of radio as a legitimate advertising medium!"

"Such an approach will automatically make radio far more amenable to various forms of co-operation with the shows. . . and fairs and expositions . . . will find themselves well ahead of the game with what radio can do for them," Martin points out.

"The logic of this is immediately apparent," Martin maintains, "but it is amazing to note how many men representing this field of entertainment still attempt to chisel, all for free, with radio."

(Editor's Note: Martin's blast at fairs is the only one leveled by the many radio stations replying to *The Billboard*. However, it applies to fairs in the Fort Lauderdale area, and is regarded as a reflection only against annuals in that territory. Unfortunately, not a few Florida fairs are strictly "promotion," and are not fairs in the exposition sense. These promotions, however, have hurt the bona fide fairs in Florida. As for the nation as a whole, most fairs now allocate a reasonable percentage of their advertising budget for the purchase of radio time.)



THE NEW \$229,763 RADIO CENTER, now being constructed at the Indiana State Fairgrounds, Indianapolis, as depicted by an architect. Twelve modern, glass-enclosed, air-conditioned studios, each with an audience capacity of 100, will be housed on the second floor. First floor will house a paddock, 44 horse stalls, speed department office and a testing laboratory.

RADIO PLANTS FOR HARVEST

Stations Need Help To Build Strong Shows

Criticise Carnival Flacks

CHICAGO, July 12.—Pointing out that the average radio station is not staffed sufficiently to do a thoro production job on all programs aired from fairs, several radio execs, in replying to *The Billboard* survey, came up with the same suggestion—that the fairs—and their attractions—give assistance in the preparation of material.

"It would aid radio substantially if people attached to the various shows would have suitable radio material prepared in advance by their flacks," Karl R. Nelson, program manager of Station WTOL, Toledo, points out in a typical reply.

Stations Want Help

The radio material, Nelson suggests, "could either be in the form of suggested questions, if the performer interviews particularly well, or a written script that has been rehearsed."

"Most stations do not have a large enough staff to do a production job for these acts, and everybody concerned would be benefited if a little more thought was given to beforehand preparations," Nelson concludes.

A Rap at Carnivals

Bob Castle, director of special events at Station KBIX, Muskogee, Okla., points out that the Oklahoma Free State Fair in that city has grown over a period of years into a sizable event thru "a concerted interest by the newspaper, the merchants and radio station" and that radio co-operation could be improved "if the press agent of the midway had a better understanding of radio stations."

"The carnivals live in a world all their own and think that all others should beat a path to their door," Castle contends. "To me," he adds, "it should be a half-way affair. The publicity man should contact the station with planned radio programs which are entertaining, just as he contacts the newspaper with interesting stories about the attractions. If he would do this, I feel sure the stations would go all-out to give him air time."

Slamming It Home

Citing from his past experience with carnival publicity men, Castle observes, "They will gladly give you pass books to all the attractions. They will tell you they have the greatest show of its kind on the road. They will count on their fingers the number of stellar performers, and that is the last you hear of them all week long. If you think you want to do a broadcast with some of the people on the show, you have to dig them up and then put words into their mouths."

"Why," Castle asks, "can't these men prepare a series of shows about their own people and of their own people?"

Fairs should bear in mind the interest of radio stations in fair activities from the outset, according to Ralph D. Herbert, program director of Station KILO, Grand Forks, N. D., Fairs, he holds, should provide proper facilities.

"Power outlets and line terminals should be arranged for before other (See *Stations Need Help* on page 85)

Fair Management:

Suggestions on How To Achieve An Effective Radio Campaign

By D. K. Baldwin

(Editor's Note: The writer is assistant manager of the Minnesota State Fair, St. Paul, and is regarded as one of the nation's leading fair execs. He also is an experienced and able radio commentator and radio writer.)

ST. PAUL, July 12.—With but a few outstanding exceptions, fairs are missing a tremendous publicity bet thru failure to co-operate effectively with radio stations covering their trade territory.

Fairs and radio have two fundamental interests in common. Both present to a mass audience a combination of education and entertainment. Both are basically designed to operate in the public interest.

Because of this common purpose, most stations are glad to co-operate with State and county fairs in their listening area.

Fair in Guest Role

But in order to obtain the fullest possible value from that wide coverage, fairs must give correspondingly careful thought and application to the preparation of their radio campaigns. Always must the fair bear in mind two things—first, that it is a guest of the radio station, and second, that, as such, it is also a guest in the countless homes to which its programs are beamed.

No matter how important a particular detail of the fair may seem to the board members, it must be dressed up for radio in such a manner that it will attract and hold the attention of the ultimate listener, who is, after all, the fair's potential customer at the front gate.

Punch Required

For example, an interview with the fair's cattle superintendent may keep his own family glued to the radio, but unless the interview contains a dramatic punch for the listeners who don't know which end of a cow to start on with a milk pail, they will pretty quickly switch to another station. The copywriter must remember his own profane reactions when some soap salesman launches off into his evening blurbs on the home set.

The radio campaign should be planned to start well in advance of the opening of the fair. It should begin on a dignified, institutional note, emphasizing the educational features, with a view to attracting entries in the competitive divisions and selling space in the industrial exhibit halls. As the opening day approaches, more and more stress should be placed on the entertainment events. In short, the campaign should be built up to a climax over a period of several weeks with the same ever-growing intensity and sense of showmanship that is applied to the staging of the grandstand spectacle.

Sell Commentators

Sell local radio commentators on the fair, and then see to it that special material is supplied to them for use on their regular broadcasts, both in advance of, and during, fair week.

Give the radio stations every story that you supply to the newspapers, and give it to them in ample time for simultaneous release on their newscasts.

Apply a rigid ear test to all air copy. Material written exclusively for eye-reading almost invariably sounds clumsy and awkward when read over the air.

It is highly important and of mutual benefit to provide all possible

facilities in exhibition buildings for radio stations to install studios for on-the-spot broadcasts during fair week.

Don't Be Too Busy

Some of the best shows, from a listening standpoint, develop while the fair is in operation. Those responsible for the fair's publicity must never permit themselves to be too busy during the fair to co-operate with interested stations in supplying and arranging broadcast material and lining up potential interviews.

It is only natural that radio people do not know the fair game as well as those who work in it thruout the year. Besides, most stations schedule their programs not from day to day or even week to week, but much farther ahead than that. So in order to relieve yourself in the hectic days while the fair is on, give to the stations, as far in advance as possible, a carefully prepared schedule of the important events and features that will lend themselves to air presentation. In other words, get the dope to them at the earliest possible moment and sew up the time.

Provide Details

The following suggested broadcast guide falls into five general divisions:

1—SPECIAL EVENTS BROADCASTS. Should include the outstanding attractions of the fair . . . grandstand spectacle . . . fireworks . . . thrill show . . . carnival . . . horse races . . . auto races . . . and any special national or regional livestock shows. Pertinent information furnished to the stations should, in each instance, name the members of the fair staff to be contacted for data and program arrangements, and, if possible, the names of outstanding participants, exhibitors or performers who would make good interview material.

2—FARM PROGRAMS. Should embrace the highlights of the agricultural, the livestock and the farm machinery and implements exhibits, with an explanation of innovations and new techniques to be displayed or demonstrated; and should give recognition over the air to outstanding prize winners. There should be interviews with department superintendents, with judges and with visiting authorities from State and national agricultural departments. Make all possible tie-ins on commercial programs sponsored by equipment and implement exhibitors.

Youth Rich Field

3—WOMEN'S PROGRAMS. Should headline outstanding events and exhibits of special interest to women. Interviews with winners who can tell about their prize-winning receipts and techniques. Some of the women performers in the grandstand or carnival acts can relate stories of their professional careers and of their housekeeping problems on the road that make absorbing radio shows from the feminine angle.

4—YOUTH EVENTS. The 4-H Club members, Future Farmers of America, and exhibitors in the school division provide a rich field for hu- (See *Fairs Miss Bet* on page 80)

Outlets Plan 1947 Tie-Ups

Big and little ones prep participation at annuals—direct broadcasts skedded

CHICAGO, July 12.—Promotion-wise radio stations, the big and little ones, particularly those making a big play for the rural audiences, this year will step up their participation in fairs, a survey by *The Billboard* shows.

Most of the radio stations are building their fair schedules. Some already have completed them.

One of the most ambitious fair coverage schedules is that of Station WKZO, Kalamazoo, Mich. Outlet has skedded direct broadcasts from 10 Michigan annuals. They are the Cass County Fair, Cassopolis; Barry County Fair, Hastings; Ionia Free Fair, Ionia; Calhoun County Fair, Marshall; Eaton County Fair, Charlotte; Allegan County Fair, Allegan; St. Joseph County Fair, Centerville; Hillsdale County Fair, Hillsdale; Van Buren County Fair, Hartford, and Kalamazoo County Fair, Kalamazoo.

In addition to the direct broadcasts, Joan Carter, station's women editor, and Carl Collins, its farm service director, each will cut one or two five-minute segments on wire recorders at each of the annuals. Joan Carter's cuttings will be aired on *Women Today* and Collins' on the noon-day farm program.

Tacoma's KMO Ready

Tacoma's (Washington) KMO, which has been at the Western Washington Fair, Puyallup, six miles out of Tacoma, for the past 10 years, is making ready for the '47 event. Station again will have a strategic corner location for its studio, situated half way between the principal grandstand entrance and the main group of restaurants. The studio is of large glassed windows. In addition, the station plans use of a wire recorder and of KINU, its mobile shortwave, Ted Knight, program manager, advises.

KMO last year placed newspaper ads mostly plugging its fair coverage. Thruout the event it aired many shows, of which were of an interview nature with show folks, jockeys, horse handlers, farmers, ranch owners, concession managers and commercial exhibitors taking the mike. Women's interests also were well covered, several half-hour shows going out with interviews including prize-winning jam putter-uppers, knitters, etc. The station dipped heavy into public service coverage, airing broadcasts from the tuberculosis exhibit, army and navy recruiting booths, etc., and broadcasts two daily half-hour concerts of various high schools bands.

Corporation Pays Off

The station reports excellent co-operation from the fair. "As a result," Knight points out, "there were darn few times that they asked us to do anything that we refused. A lot of our music and programs were piped over the PA systems to parking lots and other parts of the grounds."

Tacoma's KTBI also will broadcast from the Western Washington Fair thruout its entire run. The station will maintain its own booth, as in the (See *RADIO PLANTS* on page 81)

SAN DIEGO RECORDS TUMBLE

234,297 Folks In 10-Day Run

"Fiestacade" features heavy name stars — exploitation, ground work draw plaudits

By Doug Rhodes

DEL MAR, Calif., July 12.—San Diego County Fair closed a record-breaking 10-day run here July 6 with total attendance of 234,297, topping the 1946 figure by more than 68,000 and adding more laurels to the brow of Ernie Hulick, general manager of the annual.

Perfect weather, smooth and efficient management and excellent co-operation of San Diego County newspapers were given credit for the highly successful event.

Attendance figures on a day-by-day breakdown were: Thursday (26), 5,809 (premiere opened at 6 p.m.); Friday (27), 13,502; Saturday (28), 22,642; Sunday (29), 45,235; Monday (30), 14,997; Tuesday (1), 19,547; Wednesday (2), 17,531; Thursday (3), 17,597; Friday (4), 32,334; Saturday (5), 25,106 and Sunday (6), 19,997.

Featured highlights included a championship rodeo June 27-29 in which contenders sought points to be credited toward national championships. Stock was furnished by the Christenson Brothers of Eugene, Ore.

Another feature was the Shrine Circus, produced by the Joe Bren Entertainment Service with Bert Nelson as equestrian director. This was acclaimed a success, tho no attendance figures are available. Show was presented 12 times, opening June 26 and running thru July 1.

Big Names Perform

Much-publicized highlights was the second edition of the *Fiestacade* in review, grandstand attraction, with Leo Carillo as emcee. Produced by E. Carlton Winckler, show was a William Morris Agency package with top flight vaude acts, a 16-girl line with dances directed by Dave Gould, and a 12-piece local band under the baton of Al Lyons, popular Southern California maestro. Added attraction of the final show, July 6, was Edgar Bergen and Charley McCarthy.

A national horse show with entries from all over the West was featured for eight performances. On July 3 a junior horse show was an all-day event.

Virtually every department was plugged hard in press and on radio thruout the run. Livestock department, under the direction of Alick Bradley; poultry and rabbit division, agriculture and horticulture, domestic science, domestic arts and flower show were all augmented and enlarged this year. Total premiums exceeded \$75,000.

Special attention was given to keeping the kiddies happy. A half-block-square area was Enchanted Land, a specially-designed kiddie amusement park complete with rides, miniature trains, Funhouses, etc., all calculated to keep junior happy while grown-ups attended adult exhibits. Enchanted Land is an addition this year and augments the Kiddie Corral which made such a hit with parents last year. Colored lights and moving figures representing fairytales and folklore characters attracted as much attention as any feature at the annual.

Press and publicity department

Fairs Miss Bet In Neglecting Radio Angle

(Continued from page 73)

man interest broadcast material. Radio stations welcome as many leads as possible on these personalities and events, which have a far-reaching community value thruout the year.

Furnish Leads

5—SPORTS PROGRAMS. Should include the horse races, auto races and thrill shows, all of which provide excellent material. Here, again, leads should be offered on outstanding personalities and unusual "angles." Motor maintenance and tire care can be covered by an auto race driver, and a thrill show performer can frequently give a good interview on highway safety. Many a worthwhile story on horse training may be found amongst the old-timers in the speed barns. With the *Dan Patch* film about to hit the movie screens, it's surprising the number of present-day horsemen who remember the thrill they got as youngsters from being privileged to carry water for this famous horse.

Here are a few examples of shows that have made local radio history. The local society editor of a leading newspaper did a bang-up broadcast of a 4-H Club style revue. Willie West, of Willie West and McGinity, made some knockout guest appearances on regular local broadcast features with his inimitable stories of trouping all over the world with his "crazy carpenter" act. Selden the Stratosphere Man was a sensation not only in the air but on the air. A man-on-the-street broadcast from the sawdust of the midway disclosed unexpected dramatic talent amongst the pitchmen, performers and cash customers.

Do Selling Job

Remember that all these events must be sold to the radio stations. Fair broadcasts entail a lot of time and effort and expense on the part of the stations. To fill this same time, it's far easier for them to slap on 15 minutes of transcribed music.

Fairs are in show business. So are radio stations. A liberal amount of showmanship mixed into the material, prepared for them will result in shows which they will be glad to air and which, when aired, will pay out at the front gate.

Cultivate the radio field and use plenty of fertilizer.

was a big improvement over last year (first post-war San Diego fair). Plenty of space was grabbed by Eddie Read and Walter Dauchy, who headed the department. The theme, "saludos amigos," and the dashing Don Diego character which has become the annual's trade mark, were plugged to advantage by the two men. Best press stunts were the beauty contest with contenders from more than a score of county communities to choose the "fairest of the fair" and the "First Annual Grand National Turkey Sweepstakes." Latter was a space-grabbing gimmick which drew "racing turkeys" from virtually every town in the county and even one contestant from Nebraska, but attracted 7,500 spectators. Fair also got two network radio breaks. *Queen for a Day* and CGS's *Western Farm Journal* were both aired from the grounds.

Midway was supplied by Ferris

Atlanta Title Race Is Halted Because of Fire

ATLANTA, July 12.—Walter Ader, Bernardsville, N. J., was leading the 100-mile national championship big car automobile race at Lakewood Park here July 4 when the event was stopped on the seventh mile when the car driven by Walter Brown caught fire and blocked traffic.

At the time the race was halted Bill Holland, Bridgeport, Conn., was in second place; Eddie Zelucki, Detroit, third; Ted Horn, Paterson, N. J., fourth; Milt Funkhouser, Louisville, fifth, and Charlie Von Acker, South Bend, Ind., sixth. Event was staged by Sam Nunis.

Greater Shows under the management of Larry Ferris. Org, consisting of 8 rides, 30 concessions, 2 shows and an arcade, is a motorized outfit. Satisfactory business was reported by Ferris, who said his gross for the first nine days was \$19,557. This was about a 50 per cent greater take than another show grossed in 1946. J. Ed Brown again presided as "mayor of the gayway."

In addition to the accolades of Manager Hulick and pressmen Rod and Dauchy, several other officials deserve applause for their efforts in making this the best in San Diego's history. They include Fred Heitfield, in charge of special events; Larry King, entertainment co-ordinator and kid events; Phil Van Dusen, grounds superintendent; F. M. Sandusky, exhibit and concession manager, and Carl Hendrickson, ticket manager.

Gate was 50 cents plus 10 cents tax. Enlisted service personnel and kids up to the age of 12 were admitted free.

Grounds Improved

Considerable improvement to the plant has been made since the 1946 fair. Situated at the famed Del Mar Race Track, all buildings and the grandstand, had been freshly painted and grounds landscaped. A spectacular new fountain with colored lights was added as a permanent improvement as well as a lavish modern lighting innovation at the far end of the Avenue of Flags on the main promenade. The latter, complete with six huge spotlights, threw colored beams into the sky for great distances.

Eating facilities, admittedly poor last year, were greatly improved. A new cafeteria on the Avenue of Flags took care of the overflow from the fairgrounds restaurant. Prices of meals in general were about 15 to 20 per cent higher than in 1946.

ATTENTION At Liberty for Fairs and Celebrations PAUL M. LEWIS UNIT OF ANIMAL ACTS

Liberty Horses, Pony Drill, Comedy Mules, Large Dog Act, Mountain Goats, Mechanical Riding School, Five or Seven Act Unit, ready to go anywhere. PAUL M. LEWIS, Fox Road, Jackson, Michigan.

WANTED

A few good clean Rides and a small Carnival for County Fair. Dates, August 28-29-30. Nothing but Percentage Games. NO FLATS. Contact

CHAS. W. STEPHENS
Laramie County Fair Board, Pine Bluffs, Wyoming

Bring them in with **POSTERS!** Immediate service

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I CAN FURNISH ANY TYPE OF OUTDOOR ACTS OR REVUES ON SHORT NOTICE!

ERNIE YOUNG
155 No. Clark St.
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WANTED

Major and Minor Rides and Other Concessions for Four-Day Fair August 21-22-23-24.

Those interested contact

NEW EXETER FAIR, Inc.
Exeter, Maine

Wanted-Wanted-Wanted

Would like to have some independent Rides. Will sell X on large Cookhouse. There are several Concessions open yet, such as Fish Pond, Duck Pond, Darts, Hoop-La, Country Store, African Dip, Guess Your Weight and Age, Pitch-Till-U-Win, Lead Gallery, Rat or Mouse Game, Blanket Wheel. Sell X on Palmistry.

Fairview Farmers Free Fair
William Myers, Pres. Earl Furnish, Secy.
Bennington, Indiana

U. P. STATE FAIR
August 19-24, Inclusive, Escanaba, Mich.

WANTS

Exclusive Concessionaire for Grand Stand, 5,000 capacity, on percentage basis.
Contact

H. P. Lindsay, Secy.

WANTED
CARNIVAL CONCESSIONS

Centerville, Iowa, Fair
DATES, AUGUST 5, 6, 7 AND 8
Check your dates.
Write A. M. FARBER, Sec.

WANTED
RIDES—CONCESSION—SHOWS

TIOGA VALLEY FAIR
Tioga, Pa., August 3, 4, 5, 6, 7, 8, 9, 1947.
Jimmie Lynch Thrill Show, Firemen's Parade and elaborate Grandstand Attractions. Write or wire at once. **CARL H. FORREST, Sec.**

Radio Plants for Harvest; Outlets Plan 1947 Tie-Ups

(Continued from page 79)

past, carry special broadcasts, give out prizes, and demonstrate new radio and technical equipment.

Eugene's (Ore.) KUGN is both fair and outdoor-show minded, according to Joseph T. Hallock. Pointing out that the station's area is relatively rural, he maintains the station goes all-out to promote and broadcast fair activities. Lane County Fair, held in Eugene, will be completely covered by both KUGN (AM) and KUGN (FM). To plan, as last year, is for a booth, with direct broadcast from the grounds "of every live and interesting show we have" plus using the station's farm editor, Earl Britton, for remotes describing awards for canning, produce, livestock, etc., according to Hallock.

WGY To Air Little One

Plans of other stations, in brief, follow: Schenectady's (N. Y.) WGY will broadcast from the Otsego County Fair, Morris, N. Y.; Lexington's WLEX plans complete coverage of Central Kentucky fairs and to have a booth at the Kentucky State Fair, Louisville, from which it will present a hillbilly troupe thruout the run; Pittsfield's (Mass.) WBRK plans many pre-opening announcements on the Great Barrington (Mass.) Fair, with these urging exhibitors to start preparing their entries and the station also plans to air a two-hour *Man on the Midway* program daily from grounds, in which it "will interview everyone and everything from trained seals to the biggest 'bull-thrower' in the agricultural exhibits," according to John L. Parsons, the station's general manager.

Intensive Coverage

Huntington's (W. Va.) WHUN plans to air "practically every program on our broadcast schedule directly from the radio studios at the Huntington fair and to send out many special fair events"; Lubbock's (Tex.) will have pre-fair round-table discussions with fair officials before the event opens and during the operation of the annual it will carry "all available spot remotes and transcribed pick-ups from the fair," according to Weiss Carr of the station, who says, "We in this locality do everything possible to interest the farmer, the 4-H and FFA member."

Hamilton's (O.) WMOH has scheduled broadcasts from four Ohio annuals, namely Preble County, Eaton; Hamilton County, Carthage; Warren County, Lebanon, and Butler County, Hamilton. At each of these Joseph E. True, the station's sales manager, points out, the station will present newscasts, farm programs and interviews during the full operation time of the events.

To Have Aud Show

Omaha's KFAB again will maintain a studio at Nebraska State Fair, Lincoln, and will air three or four live talent shows each day from the studio, and one half-hour afternoon show from the fairgrounds auditorium, L. A. Miller, program director, advises. Station will also originate a man-on-the-street type of program from the fair and will make transcripts for playback.

Peoria's (Ill.) WMBD, active for the past 12 years in pushing fairs and livestock shows, again will have direct and transcribed shows from Central Illinois county fairs and the State Fair. Station will also broadcast from FFA Regional Shows and 4-H Livestock Shows, Emil (Farmer) Bill of the station's staff infos.

Aim at Network Spot

York's (Pa.) WSBA will use wire recorders in addition to direct telephone circuits from the York Inter-

state Fair. Plan is to give complete coverage of the cattle judging, several special events, shows from the midway and perhaps a network pick-up with some newsworthy individual, Otis Morse, program director, points out.

Pueblo's (Colo.) KGHF will have live broadcasts from Colorado State Fair providing it can get time clearance; otherwise it will use its transcription equipment. Station will have turntables in a fairgrounds studio for producing record shows from the grounds. It will also have a United Press news machine and an exhibit of engineering equipment, which, if possible, will include television. It also will try to feed the *American Farmer* to the ABC network, with prominent farmers at the fair to be interviewed, Cliff Hendrix, program director, reports.

To P.A. Plugs

Canton's (O.) WCMW plans to read exhibitors' spot announcements for a nominal fee, over the public address system at the Stark County Fair, Canton, Robert M. Geis, program director, infos. Station will maintain a booth, from which it will air live musical programs, consisting of staff musician and singers, sports and newscasts, quiz programs, with giveaways to contestants, with these programs to be carried over the public address system when the broadcast schedule does not permit the airing of the programs. As an added public service feature, its booth will be used as a base for lost and found children.

Florence's (Ala.) WJOI will broadcast from the North Alabama State Fair, presenting interviews and station talent. In addition, live shows, not broadcast, will be presented. David E. Bigley, program director, advises.

Expect 25 Broadcasts

Saginaw's (Mich.) WSAM last year aired 25 broadcasts from the Saginaw Fair, in addition to studio programs on the annual, and, according to William J. Lofback, program director, this year's activities will parallel that record.

Columbus's (Ohio) WHKC, following its annual custom, will move the majority of its live programs, excepting only news broadcasts, to the Ohio State Fair during its run in Columbus. Station set-up will be spotted in elevated band stand, which is centrally located. Additional lines will be extended to remote locations on the grounds, from which programs by station's talent will be featured by the sponsors of those exhibits.

Wisconsin Network

WHA, the University of Wisconsin station in Madison, has been broadcasting from the Wisconsin State Fair since the mid-30's and again this year will air shows thru the run of the event. Station will have outlets for direct pick-ups at many points on the grounds. Broadcasts will be rebroadcast by WLBL, Stevens Point, Wis., the State Department of Agriculture station, and a network of State stations.

Shenandoah's (Ia.) KMA will have direct lines from the Iowa State Fair, Des Moines, from which it will air at least three shows daily. The station also will originate the *American Farmer* program on ABC August 23. Identical service is also planned tentatively by this station for the Nebraska State Fair at Lincoln, according to Owen Saddler, station manager.

Sister Stations WHLN, Harlan, Ky., and WNVA, Norton, Va., again this year will present a daily one-hour broadcast from Lee County Fair, Pennington Gap, Va.. Bill Benesch, program director of WNVA reports.

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SEPTEMBER 22-27, INCLUSIVE

INDEPENDENT MIDWAYS OPEN TO CONCESSIONERS

(Everything open except games)

WRITE, PHONE OR WIRE FOR SPACE

Tri-State Fair Association

L. B. HERRING, JR., Manager

Amarillo Building

Amarillo, Texas

CARNIVAL WANTED

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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

WANTED FOR WACO

LONGHORN CLUB'S

HEART O' TEXAS FREE FAIR AND EXPOSITION

WACO, OCT. 21-26—Directly following Dallas State Fair.

Concessions for independent midway. Demonstrators for exhibit zone. Street Decorator. Will book an outstanding Water or Ice Revue or Thrill Circus that can work in Rodeo Arena. First Waco Fair in ten years. Wire, phone or write R. W. STEVENS, Gen. Mgr., 201 Provident Bldg., Waco, Tex. Ph.: 2-1580.

CARNIVAL WANTED

SEPTEMBER 22 THROUGH 28TH

NORTHEAST ARKANSAS DISTRICT FAIR

ROBERT E. BLAYLOCK, Sec'y., Blytheville, Ark.

LINCOLN COUNTY FREE FAIR AND RODEO

Dates: Sept. 11-12-13 at Hugo, Colorado. Openings for Carnival, Concessions, Shows and Special Attractions. (20,000 persons expected to attend.) Address all communications to BOB ICOU, Fair Manager, Hugo, Colorado.

WANT RIDES ONLY

Four-Day Livestock Fair on Main Streets, town of 5,000, Oct. 8-9-10-11.

Will make attractive proposition to independent Ride owners. Tell us what you have.

TRI-COUNTY FAIR ASS'N

AURORA, MO.

OPS HIT JACKPOT JULY 4

Some Report New Records

Coney Island sets pace for holiday — Chi Riverview near all-time high

By Hank Hurley

CHICAGO, July 12.—Having battled the elements thru the early part of the season, amusement park owners and operators, for the most part, hit the proverbial jackpot over the July 4 week-end this year.

In some cases attendance and gross business records were shattered for July 4, and in most cases attendance was at least as good, if not better, than a year ago when most spots thruout the country enjoyed the biggest Fourth in history.

Almost without exception, parkmen reported weather was ideal on the holiday. Altho some reported rain on one of the following two days, Saturday and Sunday (5-6), they were the exception, not the rule.

East, Midwest Big

The big figures and stories came out of the East and Midwest for the most part. New York's Coney Island, for instance, reported 6,000,000 fun seekers for four days, Thursday (3) thru Sunday (6). For the holiday itself, attendance was reported as 1,300,000, which beat last year's outpouring by several thousand. Rockaway Beach had 1,500,000 for three days; Olympic Park, Irvington, N. J., and Palisades Park, Palisade, N. J., reported "peak attendance." Riverside at Agawam, Mass., while giving no figures, reported a new attendance record; Celoron Park, Jamestown, N. Y., said it was the largest July 4 attendance in five years, and Riverview, Chicago, chalked up its second largest single day attendance mark in its long history. The Chicago Amusement center had 53,536 on hand, July 4, which is just slightly below its all-time high of 55,795, chalked up Decoration Day a year ago.

In the Southwest, State Fair Park, Dallas, led the parade with what W. H. Hitzelberger termed "a banner day." The Texas spot registered 60,000 visitors on the holiday.

Newcomb's Santa Monica Pier, Santa Monica, Calif., gave its official three-day figure, July 4-6, as 2,500,000, which, officials said, topped last year. July 4 attendance, largest of the three days, was 1,500,000 Saturday (5), 900,000 went thru the gate and Sunday (6) the count was 1,000,000.

Jantzen Shade Under

Jantzen Beach at Portland, Ore., usually high on the list with glowing reports on holiday attendance, came thru with the report that attendance this July 4 was a shade under last year. However, it must be remembered that the Portland funspot last year chalked up its greatest attendance figure in 18 years.

While no money figures were asked for, or offered in the nationwide questionnaire sent out by *The Billboard* regarding the holiday attendance figures, some operators offered the information that while attendance was big this year, the per capita spending was down a trifle over the war years, especially that of last year.

"That is to be expected, however," (See *Ops Hit Jackpot* on page 85)



THEY FLASH UP THE RIDE FRONTS in the funspots in Budapest, as is shown by this picture of the Scooter at a Budapest amusement center. The gents in front are Kalman Kovacs, left, a Hungarian who represents a British operator who has a half-interest in the enterprise, and Alexander Yerizalov, a former Red army captain who represents the Soviet government which controls the remainder as a former German asset. The banner over the top reads "Long-Live Soviet-Magyar Friendship."

—Press Association, Inc., photo.

Portland Biz Slumps, But Ops Pleased

Jantzen Dancing Slips

PORTLAND, Ore., July 12.—Amusement parks in the Portland area reaped benefits from a three-day July 4 holiday with near perfect weather and, in view of the record holiday travel exodus from city centers, operators counted themselves lucky to fall only slightly below last year's volume on the Fourth.

Jantzen Beach midget race gross equaled last year's Fourth, said General Manager Roy J. Carpenter, while park attendance generally was "off a little" in keeping with the trend during the spring.

Oaks Park business was off a shade, said General Manager Robert Bollinger, while N. B. Welsh, at Blue Lake Park, said attendance the Fourth was about 500 below that of 1946.

Dancing Slumps 25%

At Jantzen, Carpenter said dancing was off about 25 per cent from a year ago. Anson Weeks played the holiday week-end. New kiddie Dipper, built and operated by Carl Miler, of Portland, was popular. Four cars, holding two or three children each, travel a tilted oval 50x30 feet with a 6-foot drop, aluminum vehicles being padded and provided with safety snaps. Ride brings 14 cents for small children, 25 cents for larger children or adults.

Gard Safley, concession operator at Jantzen's Sky Harbor, has added a four-place float plane, a Stinson station wagon job, making, with the two-place planes, five in operation. A 20-minute trip brings \$3.50. Safley also has added a larger boat to the smaller cruiser for water trips, which bring \$1 each plus tax.

Other concessionaires at Jantzen this year are Mirror maze, midget (See *Portland Biz Slumps*, page 84)

More Than 60,000 Persons Registered At Dallas on July 4

DALLAS, July 12.—State Fair Park here was host to nearly 60,000 persons July 4, according to W. H. Hitzelberger, executive vice-president and general manager, who called it a banner day.

Business started early in the morning, he said, and continued until a late hour at night.

"The fireworks show was the feature," Hitzelberger said, "together with an overflow attendance to see *Blossom Time* in our open-air operetta theater." He said that Friday and Saturday (5-6) also were big.

The new rides, Cuddle-Up and Bubble-Bounce, were completed and ready for business July 4 and both rides did a land-office business. The Comet, which Hitzelberger says will be one of the finest Roller Coasters in the South when completed, didn't get finished in time for the holiday but will be ready Sunday (13).

"To those who want to know about weather conditions, suffice to say the weatherman behaved in a most gentlemanly manner thruout the holiday week-end," the Dallas exec said.

Sitting 'Round the Table

(Editor's Note: Discussion continues on the current subject of "What kind of concession games do you approve for parks? How many concessions do you think a park should have? Let's have your ideas on the subject. Simply write your views and mail them to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill.)

Geist Aims Views

A park should provide as many recreational features as are available. Some parks are not situated in a way to absorb too many features. The ideal institution should be located in a place which is accessible literally to hundreds of thousands, if not millions of people. The more people the park can entertain the wider the diversity and the greater the number of amusement features it can support.

Applying this principle every game which is recreational and amusing in its nature may be provided in the park. Games of a pure gambling nature are not the character or nature of concessions we refer to.

I have answered your two questions. Each park must determine the kind, nature and number of concession games it can usefully and profitably support. No rule exists which has no exceptions and not every park conforms exactly with all others. Each is individual in character, created not alone by its owners, managers and employees but, more often and more emphatically, by the nature and character of its patrons.—A JOSEPH GEIST, Rockaways' Playland.

No Flat Joints

On our Pier we do not allow any concessions except games of skill and games which are suitable for children and adults. At present we do not have any tangos or adult games. We do not allow flat joints of any kind on our Pier.

Our business has been very good

this year and we expect one of the best seasons we've ever had. We recently installed a new Philadelphia Toboggan Company Merry-Go-Round on our Pier. Ride formerly was located on the Venice Pier.—WALTER D. NEWCOMB JR., Santa Monica Pier Company.

Should Be Eye-Appealing

The kind of concessions any park should have are those that are appealing to the eye and those complying with the law. I find games of chance are not the proper kind of games for any park or beach.

The number of concessions a park or beach should have depends upon the attendance. It is far better to have less games than needed than to have too many.—JOSEPH L. CAROLO, Oakland Beach, R. I.

Va. Resorts Attract Record July 4 Biz

VIRGINIA BEACH, Va., July 12.—Ideal weather brought record crowds to this resort, Ocean View and other Tidewater Beach spots over the July 4 holiday week-end. Chamber of Commerce and hotel men estimated the three days' patronage at 200,000, an all-time high.

All hotel accommodations here and at Ocean View were taken, and the overflow filled hotels in Norfolk, Portsmouth and Suffolk.

The jam of motor traffic clogged all highways to the beaches.

Carroll's Spot Registers New Record at Gate

AGAWAM, Mass., July 12.—All previous attendance records went by the boards at Ed Carroll's Riverside Park here July 4.

Not even the record crowds of the so-called Ford nights matched the throng which turned out on the holiday night," Carroll reported.

The midway was jammed from early evening until midnight, Carroll said, with all rides and stands absorbing as much as possible under the pressure conditions. One newspaper referred to the crowd as "resembling a New York subway jam." Extra police were called to alleviate the traffic jams which followed the fireworks show at 11 p.m.

Only special events on the calendar were the holiday dance, with a local band, and the fireworks. Carroll pointed to the strong newspaper and radio advertising campaign used before the holiday as one of the big reasons for the record crowd. Weather was ideal.

The holiday program ended Monday night (7) with Harry James' orchestra in the ballroom. Louis Prima is billed here for Monday (14).

Crystal Beach Has Best 4th in Years

SANDUSKY, O., July 12.—"The best July 4 in years" was the way James (Jimmy) Ryan, manager of Crystal Beach Park at near-by Vermilion, termed the holiday week-end. After big days Friday and Saturday (4-5), the rains came Sunday afternoon (6). The downpour ended in time for nearly 2,000 to return to the ballroom at night for Sherman Hayes' band.

A new building, replacing the one hit by lightning and fire April 20, opened July 4. It houses a Penny Arcade, refreshment stand and picnic tables. Roller rink, which was on second floor of old building, was not restored.

A surplus army duck, operated by two ex-G.I.'s, is making hit with kiddies and adults. During the 15-minute ride, the duck leaves the park, goes down a high bank into Lake Erie and returns. Also new at the park this year are a new model Caterpillar, Jeep Auto and Airplane, the latter two for kiddies.

Bands coming up for Sunday nights include Tommy Reed (13), Jimmy Dulio (house band) (20), Ray Robbins (27), Tex Beneke and Glen Miller's band August 3, Randy Brooks August 10 and Vaughn Monroe August 17. Jimmy Dulio, Lorain, O., serves as house band on Friday nights and when a "name" org is unable to play. Carmen Cavallero canceled his July 20 date. Ryan says he has over 15 union, factory and lodge picnics lined up for July and August. Loss of the Arcade-lunch building by fire held up picnic bookings until Ryan was certain the new structure would be ready.

Summit Beach Scores With 50 Years Married Party

AKRON, July 12.—Summit Beach Park co-operated with *The Akron Beacon Journal* to stage a newspaper promotion—a park party in honor of Akron district couples married 50 years or more.

A total of 225 couples with 50 years to their credit turned out for the event and bombarded both park and newspaper with appeals to repeat the party next year.

A huge cake, dancing, music, park rides and gifts for the couples were included in the program.

Celoron Funspot Host to Biggest Crowd in History

JAMESTOWN, N. Y., July 12.—Biggest Fourth of July in its history. More than 25,000 were on hand. . . . Everything went over big.

Those are just a few of the remarks from Harry A. Illions, owner of Celoron Park here, when queried about business July 4 and the following two days.

"The Bush-Laube concessionaires, who have all the food and game privileges in the park, went over the top, as did all the riding devices," Illions said.

Rockaway Hits Jackpot Fourth

NEW YORK, July 12.—Rockaway Beach hit the jackpot July 4 with a police-estimated crowd of 1,500,000 jamming beach, boardwalk, Rockaway's Playland and Seaside Amusement Park. Auto traffic was so heavy that no parking space was available during the afternoon despite the resort having capacity for 40,000 cars, plus room for 14,000 more at Jacob Riis Park. Majority of restaurants and refreshment stands were cleaned out of supplies in the late afternoon.

Saturday (6) attendance at Rockaway Beach dropped to 850,000 but Sunday (6) brought out a normal Sunday crowd of 1,000,000.

Rockaway's Playland played to capacity during the holiday week-end, with rides, games and concessions all getting excellent business. Free attraction was Mademoiselle Antoinette, high swaying pole thriller.

Drambour's Seaside Amusement Park is sporting new entry arches and electric signs. It also has a new Rolloplane. Rides, games and refreshment stands catered to brisk trade during the holiday period.

Business continued brisk at Rockaway during the past week with the Queens County posts of the American Legion holding three-day (10-11-12) convention, with activities centered in the Playland-Seaside parks area. The convention was attended by 10,000 delegates and drew a large number of kibitzers, particularly for the wind-up parade Saturday afternoon (1).

According to George Wolpert, executive secretary of the Rockaway Chamber of Commerce, attendance at the resort, from Decoration Day thru July 6, totaled 10,100,000.

N. J. Reports Big Biz at Top Spots

NEW YORK, July 12.—Olympic Park, Irvington, N. J., and Palisades Park, Cliffside, N. J., drew peak attendances and terrific business during the July 4 week-end. Parking space at both spots jammed on the Fourth, with Olympic Park forced to close its auto entrance during the late afternoon.

Olympic held its crowd by putting on its usual July 4 fireworks display and special concerts by Joe Basile's band. Line-up of acts in the open-air circus had Four Fantinos, aerial; Coco, Steve and Eddie, comedy acro; Riske and Nina, jugglers, and Mlle. Elimina, aerialist. Henry Guenther, Olympic owner, stated attendance this Fourth exceeded that of last year.

Palisades Park claimed terrific attendance on the Fourth with near-by New Yorkers invading the park's big swim pool and staying for outdoor

Coney Island Plays to Top 4-Day Business in History

NEW YORK, July 12.—Coney Island registered what is probably the biggest four-day attendance record in its history, with an estimated total of 6,100,000 visitors from Thursday (3) thru Sunday (6). Invasion peak was Thursday (3) night when a tremendous crowd, estimated at an all-time high of 2,500,000, overflowed the boardwalk, beach and entire amusement area of Coney Island to view a special aviation show and fireworks display sponsored by *The New York Daily Mirror* in conjunction with the First Army and the Coney Island Chamber of Commerce. Thursday afternoon's

crowd remained for the free show and held their vantage points on the boardwalk and beach, both of which were solidly jammed when the air show got under way at 7 p.m., forcing latecomers to spread out along Surf Avenue and thruout the amusement area, which reacted to the benefit of ride operators, show owners and all concessionaires. Parking lot owners reaped a bonanza, most of them doubling or tripling their charges, with some getting \$2 per car for the evening.

Despite the free show, which continued until after 10 o'clock, rides, shows, eateries, games and concessions all did terrific business and some upped their prices, altho this was not general. Feltman's Gardens, which this year has vastly increased the capacity of its indoor and outdoor dining spots, had every table occupied, including those in the dining section of its recently opened Maple Gardens, where prices are in the de luxe brackets. Crowd remained late and spent freely.

Fourth of July attendance was estimated at 1,300,000, topping last year's by several thousand. On Saturday (5) attendance dropped to 1,100,000, and on Sunday (6) reached 1,200,000—normal summer week-end turnouts.

In general the crowds were orderly and even on Thursday (3) night no trouble developed despite the fact that apparently police had not anticipated the jam that developed and did not get properly organized to handle the record-breaking crowd until well after dark.

N. Y. Beaches Get Capacity Throngs

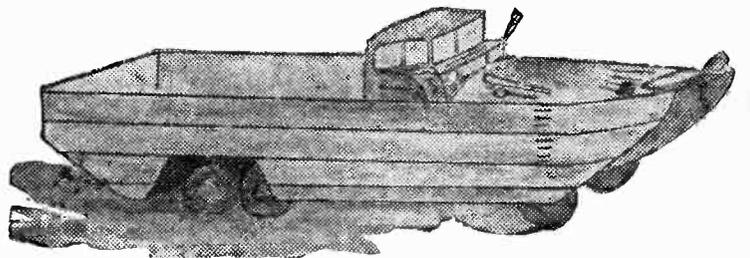
NEW YORK, July 12.—Beach resorts in the New York area chalked up best business of the current season during the July 4 holiday week-end. Swanky Jones Beach hit a high on the Fourth with an estimated 120,000 visitors crowding the resort. Strictly a carriage trade spot, its seven big parking lots were filled by noon and late-comers were forced to leave their cars outside. Attendance Saturday (5) was also high, hitting close to 110,000, but Sunday registered a drop to 84,000, a normal Sunday figure.

Orchard Beach, on Long Island sound, hit the season's high July 4 with close to 100,000, but tapered off to a normal 85,000 Sunday (6).

Playland, Rye, Westchester County's popular spot, enjoyed capacity business over the holiday week-end, with cars, buses and excursion steamers bringing in fun seekers from New York and near-by New Jersey points. Auto traffic was exceedingly heavy and the park's big parking lot jammed early on the Fourth.

dancing. Free attractions were the Berosini Troupe, high-wire act, and George Towne's band. Owners Jack and Irving Rosenthal apparently were well satisfied with the holiday week-end business.

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SUNBURY, PENNA.

Chi Riverview Gets Second Biggest Day in History

CHICAGO, July 12.—The weatherman put on his best bib and tucker in Chicago July 4 and people flocked to Riverview Park to give the spot its second largest single-day crowd in history. Official figures, released by George A. Schmidt, president and general manager, show 53,536 persons passed thru the paid gate. This mark is topped only by the 55,795 chalked up on Decoration Day of 1946. It topped last year's July 4 attendance by 2,897. "We'd really have had some week-end figures to pass out had the weather behaved Saturday and Sunday," Schmidt said. "As it was, attendance figures took quite a drop those two days compared with the Fourth. It rained some Saturday and was threatening the rest of the day, and Sunday was a bit on the cool side. As it was, attendance those two days was good, but nothing to what it would have been had the weather stayed as it was on the Fourth."

The fireworks program, produced by the Thearle-Duffield Fireworks Company, Chicago, was excellent, Schmidt said. This marked the first year since the war that Riverview has used fireworks, but Schmidt said it will be a regular July 4 feature from now on, just as it was before the war. "It's just as I've said all along," Schmidt said. "The attendance out here will take care of itself just as long as we get nice weather. When the weather is good we get the crowds; but you can't expect people to go for outdoor entertainment when it's raining or the weather is cold. Just give us the weather and our final attendance figures will compare favorably with any other year," he added.

Pontchartrain Gets Heavy Week-End Biz

NEW ORLEANS, July 12.—Heaviest crowds of the year thronged Pontchartrain Beach here over the July 4 week-end. Attendance was biggest on the Fourth, and the beach was crowded from early morning until closing time, 11:30 p.m. Crowds were also extra heavy the following Sunday. Hot, fair weather helped considerably. No figures were available.

Current act at the beach is the Lang Troupe, teeterboard. They replaced the Four Mayas, Mexican hand balancing act which was held over an extra week ending June 29. The Lang Troupe is appearing for two weeks without a supporting act. Policy of the beach has been to have one stage and one high pole act.

Harry Batt, director of Pontchartrain, was expected back in New Orleans Friday (11) after a trip to Chicago.

Cincy Coney Sets Fourth Biz Mark; Follow-Up Poor

CINCINNATI, July 12.—Following a statistical review of the July 4 holiday week-end at Coney Island here, Edward L. Schott, park's president and general manager, is more firmly convinced than ever that the amusement business is a tremendous gamble. He reported this week that the July 4 attendance and gross business shattered all previous records for that day, while Sunday (6), hampered by continuous rains, proved one of the worst in the park's history.

Saturday, with improved weather, put crowds and business on a par with last year's figures for the same day. Coney execs had made varied preparations for the celebration of this year's three-day holiday. On Friday night (4), the park staged its traditional and widely approved fireworks display, with Arthur Rozzi, pyrotechnician, in charge. Fireworks also were a feature of Saturday and Sunday night activities.

A festive spirit was reflected in the various programs thruout the park and aboard the steamer Island Queen, which plies the Ohio River. Clyde Trask ork was the attraction over the holidays in Moonlight Gardens, with Paul Kiefer's ork providing the dance music aboard the Queen.

Claude Thornhill ork was set for last night's dance sessions in Moonlight Gardens, after which Trask and his combo took over for the week-end.

Portland Biz Slumps But Ops Are Pleased

(Continued from page 82)

circus, dart wheel, derby racer and rainbow, under concession to Gladys Patrick; Loop-o-Plane, Octopus, Roll-o-Plane, cork gun and sling shot, Mike Krakos and Ed Hellwig; Hey Dey Jeep, Victor Partipilo and E. F. Ferretti; Miniature Train, Sam Partipilo; pony ride, A. C. Shagren; Spitfire, Frank Hrubetz and Norval Hiron; corsage bar, Gene Waddle; animated photo, Harris W. Starbach; blitzkrieg-phonographs, Penny Arcade, Lou Dunis; blower, balloon race, nail game, rolldown, M. E. Peisker; caramel apples, Peter Colmis; French fries, John J. Runstein; frozen custard, Robert Patterson; skee ball, C. S. Rider; archery game, Norval Hiron; soda pop and candy floss, Mrs. M. B. Ketchner.

Picnic Biz Soars

Carpenter reports heavy picnic business at Jantzen, necessitating the opening of more areas for the July and August demands. Tuesdays have been established as Kid Days, children and adults being admitted free between 11 a.m. and 5 p.m., which has served to build up midway play. Tuesday nights feature motorbike racing under the management of Ray Tauscher, former international racing ace.

At Oak Park dancing has been introduced as a new policy this season with Bob Derry's orchestra being first in. Public acceptance has been

Coney Island, New York

By UNO

Ops' comparisons between Independence Day business of 1947 and 1946 differ. Steeplechase Tilyous have it as 50-50. Jimmie Kyrimes, ride king, said never before did the moola pour in so heavy. Tirza did four shows an hour to the 3 a.m. closing with no raise in the 38-cent price and, even without a side show or blow-off, played to a record number of customers.

Most all rides upped the usual charge. Wonder Wheel ran from two bits to 40 cents. Last year it topped with four bits, but Harry Nelson said it was far better this year. Majority of arcades had it 20 per cent less. This year it really was a four-day holiday week-end taking in Thursday (3) with its army airplane maneuvers and fireworks that showed to an outdoor audience estimated at over 2,000,000 that jammed every inch of Coney space. All four days enjoyed ideal weather conditions.

Morris Goldberg and Jack Meer have expanded their field of concessions. They now operate shoot-tilt-u-win and a handwriting booth on Surf, a striker and a fishing game in front of Luna and a guess-your-age on the Bowery.

New owners of the Rocket ride, Surf and West Eighth, are Harry Chamas and Phillip Calemares, who purchased the ride last winter from the Asam brothers. They also own the Sky Dive on the Bowery, originally built and operated by Jimmie Kyrimes, who later sold it to John Pappas. Calemares was formerly partnered with Joe Asam in the Rocket. That was before Chamas stepped into the picture and while he was still managing various candy concessions in the railroad terminal on Stillwell for Phillip. Rocket's history dates back eight years when it was another Kyrimes thriller. Helpers are John Lind, mechanic, and Milton Solky, cashier.

Out of a shipment of 10 elephants from Ceylon, India, eight survived the trip to Coney. The herd was brought to the Island by Harry Rimbberg and L. A. Fox. All are herded on a walk between Bowery and Boardwalk on L. Klein's property and, under George Moran's supervision, they serve elephant riding. Coney goes at two bits for kids, 30 cents for adults. Elephants are not altogether new at Coney. A herd figured for just one season in Luna during Baron Collier's regime. Head trainer for Fox is Larry Davis, assisted by Walter Meyers, Carl Rudquin, A. Durca, Gerry Lesters, Joe Blanco, Stanley Scheller and Theodore Gallop.

Shorts: Meyer Harris, brother-in-law of the Kirschs, of restaurant note, was a visitor from Miami Beach

good, said Bollinger. Also new at Oaks are a float plane, owned by Walker LeRoy, park superintendent, and a speed boat owned by Dean Songer, rink professional.

At Blue Lake Park Welsh reported 8,361 paid admissions July 4, representing 8 per cent less gross money than for the same date in 1946. Welsh said May business set a record for that month, a slump setting in with the advent of cold weather, but he predicted that this season's business would set an all-time record for the spot. June was under 1946 by 4,000 admissions. He reported 2,700 persons swam on the Fourth.

Welsh has sold the four rides at Blue Lake to Frank Eberhart, while other stands are operated under concession by S. A. McConnell. Dancing has been good on Sundays, less satisfying on Saturdays. Ron Salt's orchestra has the Sunday job, while Bob Livingston finished up Saturday (5) and Welsh was looking for a replacement.

where he is a detective with the local police. Dave, a brother in the Kirsch family, is in charge of one of the mutual booths at the race tracks. Irving, another brother, is a furniture expert with Ronnie's store in Brooklyn. Genial and attentive Mike Robbins has been promoted to head waiter in the popular Kirsch eatery.

Imperial Distributing Company has extended invites to the entire coin machine industry for a peek at its new sound movie, Peek, a 5-center and its latest optical as well as vocal machines. The machine stands four feet high and measures 25 inches long and wide. It's compact and attractive. Drop a nickel and see and hear a 2½-minute show. Five to 10 subjects are offered. . . . Saralyn Daiell's first birthday on June 28 was celebrated by pa Lou and ma Billie, operators of penny pitch on Surf. Ma long-distanced the event to the folks at home in Central City, Ky. . . . Buxbaum brothers are opening new fireproof stands on the Bowery side where their Shamrock Irish House was before the fire of May 12 nilled it. New modern structure to replace Shamrock is in the making.

The Kyrimes' four new rides in the new Kyrimes Park, Bowery and West 12th Avenue, are now rolling. They are Whip, Cuddle-Up, Boomerang and Caterpillar. Last-named was the first to get under way after a delay caused by a wait for an okay from the building department as to the fire-proofing merits of a canvas cover. Two more rides, including the Hurricane, a Norman Bartlett thriller, are on the way. Entrance fee on the current four is 20 cents week-days and two bits on week-ends.

Riverview Notes

By Hank Hurley

CHICAGO, July 12.—Nobody can accuse Ray Marsh Brydon of not changing his acts often enough at the Palace of Oddities. Brydon seems to come up with at least one new act every week. This week he had numerous additions to announce. They included Jean and her reptiles; Billy Beckett, novelty musician; Don and Delores, magic and mind reading; Crocko, the Crocodile Boy, new annex attraction; and Dick Eutcher, formerly with the Cavalcade of Amusements and the Oscar Bloom shows, who is handling the inside talking assignments. The Great Twisto, contortionist, is working week-ends for the present but may be a daily feature soon. Back at the Palace after an absence is Little Lord Leo, who is selling tickets out front.

Leona Halligan, Brydon's first assistant, has a bad case of laryngitis, and Yogi-Ray, also of the Palace, spent a few days in Alexian Brothers Hospital receiving treatment for a recent injury.

Bob Geiger, North Park College student, is a new addition at the shooting gallery on the main walk, according to Manager Glen Bell, Dick (Stock Boy) Pronath, who owns the coke bottle game, vacationed in Wisconsin for a few days after the strenuous July 4 week-end. Dorothy Belden, cork shooting gallery, is bemoaning the loss of her wrist watch, and husband Morris isn't feeling too gaily about it.

The boys and girls along concession row report they did okay July 4. Park enjoyed its second largest crowd in history that day and by closing time the boys on the rides, games and concessions felt they'd done a real day's work.

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Ops Hit Jackpot on July 4; Some New Records Reported

(Continued from page 82)

said one park official, "and it's nothing to get excited about. Nobody expected the park spending of the last three or four years to continue forever."

The list of parks answering *The Billboard* questionnaire, together with the facts and figures for the holiday week-end, follows:

EAST

KENNYWOOD, PITTSBURGH, A. B. McSwigan, Manager—Total attendance July 4-6, 60,000 (estimated); July 4 attendance, 35,000 (estimated); weather, ideal; July 5 attendance, 10,000; weather, ideal; July 6 attendance, 15,000; weather, showers in afternoon and evening. Free acts, Cimse Motorcycle Sensation and the Two Carltons, hand balancing. On concert stage, Tex Terry, Republic Pictures, and "Sons of Purple Sage." Ballroom ork, Lee Barrett, July 4-5. Attendance July 4, 3,600, with 1,350 July 5.

BEVERE BEACH, BEVERE, MASS., N. George Sabbagh, Treasurer—Total attendance July 4-6, 550,000 (estimated); July 4 attendance, 200,000 (estimated); weather, ideal; July 5 attendance, 150,000 (estimated); weather, ideal; July 6 attendance, 200,000 (estimated); weather ideal. Fireworks offered.

BEECHWOOD, BALTIMORE, A. T. Miller, Events Manager—Total attendance July 4-6, 20,000 (estimated); July 4 attendance, 8,500 (estimated); weather, fair; July 5 attendance, 6,000 (estimated); weather, ideal; July 6 attendance, 6,000 (estimated); weather, ideal.

MARSHALL HALL, BRYAN'S ROAD, MD., L. Caddison, Manager—Total attendance July 4-6, 18,000 (estimated); July 4 attendance, 8,000 (estimated); weather, ideal; July 5 attendance, 3,000 (estimated); weather, ideal; July 6 attendance, 7,000 (estimated); weather, ideal.

ROCKAWAYS' PLAYLAND, ROCKAWAY BEACH, N. Y., C. A. Geist, Treasurer, Manager—Total attendance July 4-6, 210,000 (estimated); July 4 attendance, 100,000 (estimated); weather, ideal; July 5 attendance, 60,000 (estimated); weather, ideal; July 6 attendance, 50,000 (estimated); weather, fair. Free act July 4, Mademoiselle Antoninette.

SUNSET BAY, IRVING, N. Y.—Total attendance July 4-6, 10,000 (estimated); July 4 attendance, 5,000 (estimated); weather, ideal; July 5 attendance, 2,000 (estimated); weather, ideal; July 6 attendance, 3,000; weather, ideal.

HERSHEY, HERSHEY, PA., George W. Bartells, Assistant Manager—Total attendance July 4-6, 100,000 (estimated); July 4 attendance, 45,000 (estimated); weather, ideal; July 5 attendance, 20,000 (estimated); weather, ideal; July 6 attendance, 35,000 (estimated); weather, fair to 7 p.m., rain after 7 p.m. Ballroom band, Boyd Reyburn July 4-5; attendance July 4, 1,000; July 5, 1,500.

BERTRAND ISLAND, LAKE HOPATONG, N. J., Louis Kraus, Manager—Total attendance July 4-6, 17,000 (estimated); July 4 attendance, 10,000 (estimated); weather, ideal; July 5 attendance, 2,000 (estimated); weather, ideal; July 6 attendance, 5,000 (estimated); weather, fair.

MARCRESAN BEACH, UNION CITY, PA., C. Max Lee, Owner-Manager—Total attendance July 4-6, 14,000 (estimated).

OLIVECREST, CUBA, N. Y.—Total attendance July 4-6, 6,000 (estimated); July 4 attendance, 2,000 (estimated); weather, cloudy; July 5 attendance, 1,500 (estimated); weather, fair; July 6 attendance, 2,000 (estimated); weather, rain in afternoon. Ballroom band, Russ Barone, July 4-5, with attendance 400 each day.

ROLLING GREEN, SUNBURY, PA., R. M. Spangler, Owner-Manager—Total attendance July 4-6, 39,000 (estimated); July 4 attendance, 18,000 (official); weather, fair, with showers at 6 p.m.; July 5 attendance, 8,000 (official); weather, ideal; July 6 attendance, 13,000 (official); weather hot and threatening at night. Free acts, Louis Weir, aerialist, plus band concerts July 2-6. Ballroom band, Ivan Faux, July 4, with attendance of 485; Jim Hardacker, July 5, no attendance figures given.

NATIONAL ZOOLOGICAL, WASHINGTON, W. M. Mann, Director—Total attendance July 4-6, 130,000 (estimated); July 4 attendance, 50,000 (estimated); weather, ideal; July 5 attendance, 20,000 (estimated); weather, ideal; July 6 attendance, 30,000 (estimated); weather, ideal.

CAMDEN, HUNTINGTON, W. VA., H. J. Malloy, Vice-President and Co-Manager—Total attendance July 4-6, 42,000 (estimated); July 4 attendance, 35,000 (estimated); weather, ideal; July 5 attendance, 3,000 (estimated); weather, ideal; July 6 attendance, 4,000 (estimated); weather, rain.

WILLOW MILL, MECHANICSBURG, PA., Harry De H. Stoner, Co-Owner—Total attendance July 4-6, 10,000 (estimated); July 4 attendance, 5,000 (estimated); weather, ideal after early morning windstorm; July 5 attendance, 300 (estimated); weather, ideal; July 6 attendance, 5,000 (estimated); weather, fair with rain at 6 p.m. Free acts, the Three Nit Wits, July 6, Capt. Hugo Martinez and His Society Animal Circus, plus Colta and Colta, magicians, were featured.

IDLEWILD, LIGONIER, PA., C. C. MacDonald, Vice-President—Total attendance July 4-6, 32,600 (official); July 4 attendance, 22,000 (official); weather, ideal; July 5 attendance,

2,600 (official); July 6 attendance, no figure given. Free acts, the Teeter Sisters and Slim Bryant and His Wildcats. Fireworks July 4.

SOUTHWEST

WITT'S PLAYGROUND, LUBBOCK, TEX., Bates Witt, Manager—Total attendance July 4-6, 67,000 (estimated); July 4 attendance, 35,000 (estimated); weather, ideal; July 5 attendance, 7,500 (estimated); weather, ideal; July 6 attendance, 25,000 (estimated), weather, ideal.

LOOKOUT, JACKSONVILLE, TEX., Ernest Hendrick, Manager—Total attendance July 4-6, 8,000 (estimated); July 4 attendance, 3,000 (estimated); weather, ideal; July 5 attendance, 2,000 (estimated); weather, fair; July 6 attendance, 3,000 (estimated); weather, ideal. Spec Wilson's ork, July 4 and 5.

FAR WEST

LAGOON, SALT LAKE CITY, Robert E. Freed, Manager—Total attendance July 4-6, 25,000 (estimated); July 4 attendance, 16,000 (estimated); weather, ideal; July 5 attendance, 6,000 (estimated); weather, ideal; July 6 attendance, 3,000; weather, threatening. Dance band, Dell Bush, July 4-5. Attendance July 4, 3,000; July 5, 989.

SUNSET BEACH, SALT LAKE CITY, Ira Deru, Treasurer—Total attendance July 4-6, 14,409 (official); July 4 attendance, 6,324 (official); weather, good; July 5 attendance, 4,221 (official); weather, good; July 6 attendance, 3,864 (official); weather, cloudy and windy.

SANTA CRUZ BEACH, SANTA CRUZ, CALIF., Louis W. Jenkins Jr., President—Total attendance July 4-6, 75,000 (estimated); July 4 attendance, 30,000 (estimated); weather, ideal; July 5 attendance, 20,000 (estimated); weather, ideal; July 6 attendance, 25,000 (estimated); weather, ideal; fireworks display. Hal Pruden's ork, July 4-6. Ballroom attendance July 4, 2,200 (official); July 5, 2,350 (official); July 6, 350 (official).

SANTA MONICA PIER, SANTA MONICA, CALIF.—Total attendance July 4-6, 2,500,000 (official); July 4 attendance, 1,500,000 (estimated); weather ideal. Spade Cooley's band July 4-6. Ballroom attendance, July 4, 5,000 (estimated); July 5, 3,500 (estimated); July 6, 1,900 (estimated).

MIDWEST

DOLING, SPRINGFIELD, MO., W. W. Morrison, Lessee—Total attendance for July 4-6, 25,000 (estimated); July 4 attendance, 20,000 (estimated); weather, ideal; July 5 attendance, 1,800 (estimated); weather, cloudy; July 6 attendance, 3,200 (estimated); weather, cloudy. Ballroom orchestra, Burchs; Ballroom attendance July 4, 300; July 5, 250; July 6, 150.

TWIN LAKE, PARIS, ILL., Roy Coogan, Manager—Total attendance July 4-6, 30,000 (estimated); July 4 attendance, 20,000 (estimated); weather, fair; July 5 attendance, 1,000; weather, rain; July 6 attendance, 5,000 (estimated); weather, rain in morning. Free acts to date, Frank Lemolnd & Estelle, wire walking and juggling; Doc Hokum, medicine man; George Gilbert, mimic; Dave & Pauline Coleman, torture board; Paul Beckley and Company, landscape artists. Ballroom orchestra Gene Tremble, July 4 attendance, 1,000; July 6 attendance, 500.

GREEN OAK KIDDYLAND, OAKLAND, ILL., M. J. Doolan, President—Total attendance July 4-6, 18,000 (estimated); July 4 attendance, 8,000 (estimated) weather, ideal; July 5 attendance, 6,000 (estimated); weather, fair; July 6 attendance, 4,000 (estimated); weather, rain part of day.

CONY ISLAND, CINCINNATI, Edward L. Schott, President-General Manager—Total attendance July 4-6, 74,000 (official); July 4 attendance, 47,000; weather, ideal; July 5 attendance, 19,000 (official); weather, fair; July 6 attendance, 8,000 (official); weather, poor. Ballroom orchestra, Clyde Trask's; July 4 ballroom attendance, 1,800; July 5 attendance, 3,500, July 6 attendance, 800.

RIVERVIEW, DES MOINES, Robert A. Reichardt, President-General Manager—Total attendance July 4-6, 42,000 (estimated); July 4 attendance, 20,000 (official); weather, rain; July 5 attendance, 10,000 (estimated); weather, rain in afternoon; July 6 attendance, 12,000 (estimated); weather, ideal. Ballroom orchestra, Army Liddell, July 4 attendance, 1,400; July 5 attendance, 1,350; July 6 attendance, 700.

CEDAR POINT ON LAKE ERIE, SANDUSKY, OHIO, Edward A. Smith, President-General Manager—Total attendance July 4-6, no figures given. Ballroom orchestra, Elliott Lawrence; July 4 attendance, 1,400 (official); July 5 attendance, 1,500 (official); July 6 attendance, 1,000.

IDORA AMUSEMENT, YOUNGSTOWN, O., M. A. Rindin, Assistant Manager—Total attendance for July 4-6, 75,000 (estimated); July 4 attendance, 45,000 (estimated); good weather; July 5 attendance, 20,000 (estimated); weather, fair; July 6 attendance, 10,000 (estimated); weather, rain. Ballroom orchestra, Sammy Monte; July 4 attendance, 1,800; July 5 attendance, 976; July 6 attendance, 1,750.

CRAIG BEACH, LAKE MILTON, O., Earl F. Peitz, Manager—Total attendance July 4-6, 22,000 (estimated); July 4 attendance, 11,000 (estimated); ideal weather; July 5 attendance, 7,000 (estimated); weather, fair; July 6 attendance, 4,000 (estimated); weather, poor with rain all day. Ballroom orchestra, Tommy Cloonan; July 4 ballroom attendance, 1,500;

Let 'Em Doll Up

IRVINGTON, N. J., July 12.—Henry Guenther, proprietor of Olympic Park, believes in catering to the women. Latest gadget, strictly for the fair sex, installed in the shady picnic grove, is an open-air powder room—a roofed-over battery of large mirrors topped by a neat sign, "Powder Your Nose." They do.

July 5 attendance, 800; July 6 attendance, 300.

BOB'S PICNIC, PONTIAC, MICH., Robert D. Amos, Owner and Manager—Total attendance July 4-6, 2,215 (official); July 4 attendance, 1,020 (official); weather, cool; July 5 attendance, 432 (official); weather wet and cold; July 6 attendance, 763 (official); rain.

CITY PARK, RICE LAKE, WIS., G. E. Miner—Total attendance July 4-6, 15,000 (estimated); July 4 attendance, 8,000 (estimated); weather, ideal; July 5 attendance, 4,000 (estimated); weather, fair; July 6 attendance, 3,000 (estimated); weather, fair.

IDEAL BEACH, SHAFER LAKE, MONTICELLO, IND., T. E. Spackman, President—Total attendance July 4-6, 30,000 (estimated); July 4 attendance, 14,000 (estimated); weather, ideal; July 5 attendance, 3,000 (estimated); weather, fair; July 6 attendance, 3,000 (estimated); weather, cloudy and cool. Ballroom orchestra, Stan Sterbenz; July 4 ballroom attendance, 2,031; July 5 attendance, 1,195; July 6 attendance, 674.

SOUTH

THE BOARDWALK, JACKSONVILLE BEACH, FLA., H. M. Sheeley, President—Total attendance July 4-6, 50,000 (estimated); July 4 attendance, 30,000 (estimated); weather, rain in morning, cool in afternoon. July 5 attendance, 10,000 (estimated); weather, okay. July 6 attendance, 10,000 (estimated); weather, ideal. Fireworks. Sonny Powell's band July 4-6.

RAINBOW LAKE, MEMPHIS, Leo Pieracini, Manager—Total attendance July 4-6, 10,500 (estimated); July 4 attendance, 4,500 (estimated); weather, ideal; July 5 attendance, 2,000 (estimated); weather, poor; July 6 attendance, 3,000 (estimated); weather, fair.

FAIRGROUNDS AMUSEMENT, MEMPHIS, J. S. Renick, Manager—Total attendance July 4-6, 22,000 (estimated); July 4 attendance, 13,000 (estimated); weather, ideal; July 5 attendance, 4,000 (estimated); weather, ideal; July 6 attendance, 5,000 (estimated); weather, poor. Fireworks.

CASINO PARK, VIRGINIA BEACH, VA., Frank D. Shean, Manager—Total attendance July 4-6, 15,000 (estimated). Weather, good all three days. Pat Mann's ork July 4-6.

CANADA

CRYSTAL BEACH, CRYSTAL BEACH, ONT., F. L. Hall, Manager—Total attendance July 4-6, 75,000 (estimated); July 4 attendance, 35,000 (estimated); weather, ideal; July 5 attendance, 25,000 (estimated); weather, ideal; July 6 attendance, 20,000 (estimated); weather, fair. Maynard Ferguson (special band) in ballroom; attendance July 4, 7,500; July 5, 3,800.

LAKESIDE, PORT DAUHOUSIE, ONT., S. H. Brookson, Manager—Total attendance July 1 (Dominion Day), 15,000; weather, rain in morning, cool and windy in afternoon.

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RSROA OAKLAND EVENTS BIG

WRSC Set-Up Completed at Annual Meet

Announce New Canuck Group

OAKLAND, Calif., July 12.—Sparked by attendance of foreign representatives, the basis for a permanent set-up of the World's Roller Skating Congress, governing body organized by the Roller Skating Rink Operators' Association of the United States for international skating contests, was completed during the annual convention of the RSROA here June 30-July 5. This year's meeting was held in conjunction with the first meeting of the WRSC, the RSROA's national contests and the first international contests.

Altho the championships were new here, attendance fell short of expectations. Nevertheless, it was conclusively demonstrated that roller skating has grown into a sporting event of importance.

Foreign Attendance Highlight

Representatives from Canada, New Zealand, Australia, England and India, highlighted the meeting. These

Home-Grown Kids Capture Bulk Of WRSC International Honors

OAKLAND, Calif., July 12.—American roller skaters held all but one title to sweep the field in the first annual world's amateur rolling skating championships held July 7-8 in Oakland Civic Auditorium under auspices of the World Roller Skating Congress. Norman Latin, Brooklyn, won the men's world figure title by beating

included A. T. Powers, New Zealand Roller Skating Association; C. H. Flannigan, Blue Moon Skating Rink, Brisbane, representing the Australian Skating Association; Robert H. Mills, Skateland, New Westminster, B. C.; Harold E. Cornwell, Trianon Roller Rink, Vancouver, B. C.; Jack Jackson, Hamilton, Ont.; Meherwan C. Irani, Bombay (India) Skating Class, and Dr. C. C. Hargraves, Leeds, England.

Only drastic action taken at the convention was the ruling out of Canada from membership in the RSROA and WRSC. The RSROA announced severance with the Canadian contingent, as did the WRSC delegation. The charge was made that Canada engaged in activities jeopardizing the amateur status of Canadian skaters. The motion to expel Canada was introduced by Austin Armstrong, of England, and seconded by A. T. Powers, New Zealand representative. It was voted upon unanimously by India, Great Britain, New Zealand, Australia and the United States.

New Canadian Group

Canada was accused of holding a meet in May of this year without official sanction of the RSROA and using judges not recognized by the association. The Canadian Roller Rink Operators' Association was voted a membership, supplanting the expelled group.

The WRSC also announced plans to hold a world championship in 1949, possibly in England, and thereafter every two years. The North American championships will be held next year, the site yet to be selected. It was also decided to design a challenge plaque and that the host country will award it at the end of the world championships to the nation receiving the most team points. It will be a permanent award.

An innovation at next year's competition will be the holding of a roller hockey event. As the RSROA has no rules covering this type of roller skating sport, the contest will be governed by European rules.

Dr. C. C. Hargraves, Leeds, Eng. (See WRSC SET-UP on page 100)

out J. W. Norcross Jr., Crossley, Colo. Ronald W. Brown, Toronto, was third.

Frank Lamb, London, won the two-mile speed skating championship in the fast time of 6:05 minutes, the only foreign skater to take a first-place trophy home. Americans won nine championships.

Harold Wyant, Dayton, O., shared individual honors with Mary Lou Dauer, Cincinnati. Wyatt won the 440 and 880-yard speed skating events and placed second to Lamb in the two-miler. Miss Dauer won all three women's races, upsetting Betty Hosek, who won the speed titles in the United States championships.

Patricia Carroll, Elmhurst, N. Y., also turned in a form reversal by besting the U. S. figure skating champion, Margaret Wallace, Brooklyn, in the women's finals.

Results: Men's 880-yard speed skating, Harold Wyant, Dayton, O. (1:28.8); Frank Lamb and Geoffrey Sanders, London. (Conway Manahan, Chicago, second, disqualified for crowding).

Women's 220-yard speed skating, Mary Lou Dauer, Cincinnati (0:23.9); Betty Hosek, Seattle, and Jean Gillard, London.

Women's 440-yard speed skating, Mary Lou Dauer, Cincinnati (0:46.8); Betty Hosek, Seattle, and Valerie Burgess, Christchurch, N. Z.

Men's figure skating, Norman Latin, Brooklyn; J. W. Norcross, Greeley, Colo., and Ronald W. Brown, Toronto.

Women's figure skating, Patricia Carroll, Elmhurst, N. Y.; Margaret Wallace, Brooklyn, and Lenore Kern, Toronto.

Men's two-mile speed skating, Frank Lamb, London (6:05); Harold Wyant, Dayton, O., and Conway Manahan, Chicago.

Men's 440-yard speed skating, Harold Wyant, Dayton, O. (0:45); Geoffrey Sanders and Frank Lamb, London.

Women's 880-yard speed skating, Mary Lou Dauer, Cincinnati (1:34); Betty Hosek, Seattle, and Valerie Burgess, Christchurch, N. Z.

Figure Skating (pairs), Margaret Wallace and Norman Latin, Brooklyn; Patricia Carroll and Thomas Lane, Elmhurst, N. Y.; Mr. and Mrs. Allchurch, Christchurch, N. Z.

Titles Traded In Nip & Tuck National Meet

Easterners Win Majority

OAKLAND, Calif., July 12.—Roller skating titles were annexed in the United States amateur championships which concluded Saturday (5) in Civic Auditorium here under auspices of the Roller Skating Rink Operators' Association of the United States.

Harold Wyant, Dayton, O., retained his national senior men's championship by capturing the five-mile final in the time of 15:54.2 to garner overall speed honors with a total of 110 points. Second in the over-all was Conway Manahan, Chicago, with 80 points, and Charles Oppelt, Cleveland, with 60. Manahan and Oppelt finished second and third behind Wyant in the five-mile event.

Joan Westenberg, Wal-Cliffe Dance and Figure Club, Elmont, N. Y., bested the field for the junior girls' (Titles Traded at Nat'l, opp. page)

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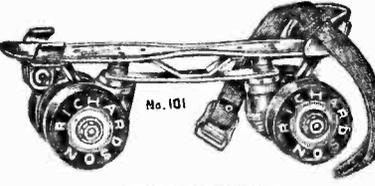


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WILLIAM T. BROWN, Southgate Rollerdrome, Seattle, who was re-elected to his fourth consecutive term as president of the Roller Skating Rink Operators' Association of the United States at the group's annual convention in Oakland, Calif., June 30-July 5.

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TITLES TRADED AT NAT'L
(Continued from opposite page)
figure title. She was runner-up in the national meet last year, missing a tie for first by one point. Jimmie Parker, took the juvenile boys' figure crown. The skater from Riverside Junior Dance and Figure Club, Washington, edged out a close win.

Easterners Win
A smooth skating foursome of Thomas Lane, Patricia Carroll, Donald Tuchy and Jeanne Kuester won the intermediate fours. The winners are from Queens Figure and Dance Club, Elmhurst, N. Y. They were the defending national champions from last year. Edwin Weiss, Cleveland, captured the junior boys' one-sixth mile race in 32 seconds; Earl Dunn, Mount Clemens, Mich., was second, and Jerry Beebe, Redondo, Wash., was third.

Lairene Anselmy, of West Huron Club, Pontiac, Mich., captured the girls' juvenile figure title. She tallied 64.8 points. Roger Fuerst, Dayton, O., and Kunnie Williams, Cleveland, won the junior pairs skating championship. The vote of the five judges was unanimous. Peter Gullo and Barbara Trayer, the Brooklyn Park Circle, were second, and Paul Lampkin and Laurens Anselmy, Pontiac, Mich., third.

Winners Scattered
Complete results: Speed skating, senior men's five-mile, Harold Wyant, Dayton, O.; Conway Manahan, Chicago, and Charles Oppelt, Cleveland. Senior men's two mile, Harold Wyant, Dayton; Charles Oppelt, Cleveland, and Conway Manahan, Chicago. Senior women, Betty Hosek, Seattle. Intermediate girls, Shirley Martin, Detroit. Intermediate men, Ray Martinez, Rollercade, Cleveland. Junior Boys, Edwin Weiss, Cleveland; Earl Dunn, Mount Clemens, Mich., and Jerry Bede, Redondo, Wash. Junior boys' figures, Rudy Goldman, Brooklyn; Roger Fuerst, Dayton, O., and Ronald Rancourt, Hartford, Conn. Junior girls' figures, Joan Westenberg, Elmont, N. Y.; Kunnie Williams, Cleveland, and Barbara Trayer. Intermediate dance, Thomas White and Fay Johnson, Medford, Mass.; James Schmol and Laura Schneider, Columbus, O., and Robert and Joan LaBriola, Brooklyn. Senior ladies' figures, Margaret Wallace, Brooklyn; Patricia Carroll, Elmhurst, N. Y., and Dorothy Mae Law, Cleveland. Senior men's figures, J. W. Norcross Jr., Greeley, Colo.; Norman Latin, Brooklyn, and Teddy Shufflebarger, Ogden, Utah.

Portlanders Win Juve Dance
Juvenile dance, Mary Ann Gutherless and Robert Syverson, Portland, Ore.; Richard Fleischmann and Vian Milem, Detroit, and Mary Ann Mann and James Kepler, York, Pa. Intermediate pairs, Phyllis Bulleigh and Cecil Davis, Greeley, Colo.; Richard Lynch and Violet Farina, Brooklyn, and Donald Tuohy and Jeanne Kuester, Elmhurst, N. Y. Intermediate men's figures, Leonard Baggaley, Oakland; Paul Bauman, Brooklyn, and Bob Allar, Cleveland. Intermediate ladies' figures, Nancy Lee Parker, Detroit; Gloria McCarthy, Brooklyn, and Bettie Jennings, Seattle. Juvenile boys' figures, Jimmy Parker, Washington; Richard Fleischman, Detroit, and Gary Bosler, Denver. Juvenile girls' figures, Laurene Anselmy, Pontiac, Mich.; Sherry Danner, Newark, N. J., and Constance McDonald, Medford, Mass. Novice pairs, Roy

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Studsrud and Gloria McCarthy, Brooklyn; Joseph Davis and Mary Ann McSweeney, and Donald Craig and Alda Duerlein, Pittsburgh. Intermediate fours, Thomas Lane, Patricia Carroll, Donald Tuohy and Jeanne Kuester, Elmhurst, N. Y.; Robert Cawley, Carol Smoia, Richard Lynch and Violet Farina, Brooklyn, and Paul Bauman, Dorothy Ghintenkamp, Earl King and Evelyn Bidermann, Brooklyn. Novice men's figures, Earl King, Brooklyn; Richard Jensen, Portland, Ore., and Roy Studsrud, Brooklyn. Novice ladies' figures, Dorothy Ghintenkamp, Brooklyn; Margaret McAleer, Natick, R. I., and Beverly McManus, Portland, Ore.

Medford Kids Win
Junior dance, Edward Smith and Betty Rae Shaw, Medford, Mass.; Robert La Venture and Gertrude Pichette, Fitchburg, Mass., and Arthur Brant Jr., and Constance Dunlap, Chester, Pa. Senior dance, Clifford Schattengerk and Bettie Jennings, Seattle; Thomas Lane and Patricia Carroll, Elmhurst, N. Y., and Charles O'Connell and Patricia Fifield, Medford, Mass. Novice dance, Wayne McDonald and Donna Benedict, Centralia, Wash.; Robert Edgett and Laurie Baker, Medford, Mass., and Roy Abernathy and Ann Gallo, Brooklyn. Juvenile pairs, Jimmie Parker and Robert McAllister, Washington. Junior pairs, Roger Fuerst and Kunnie Williams; Peter Gullo and Barbara Trayer, Brooklyn, and Paul Lampkin and Laurene Anselmy, Pontiac, Mich. Novice fours, Rudy Goldman, Gloria McCarthy, Peter Gullo and Barbara Trayer, Brooklyn; John Crichton, Mary Ann McSweeney, Joseph Davis and Patricia Devereaux, Brooklyn, and Edward Bossart, Gertrudine Specht, Russell Serenka and Harriet McDonald, Pittsburgh. Senior pairs, Thomas Lane and Patricia Carroll, Elmhurst, N. Y.; Norman Latin and Margaret Wallace, Brooklyn, and Douglas Brenser and Louise Moore, Detroit.

Judges
Judging was done by Otto J. Albrecht, Cleveland; Ann Lawrence and Frank Bartik Jr., Newark, N. J.; Walter Babb, Oakland; Edward Bollin, Chicago; Mr. and Mrs. Edward Beninati, Elmont, N. Y.; William Brunner, Portland, Ore.; Joan Blazek, Cleveland; Alice Sorenson and Katherine Cendak, San Francisco; Frank Faber, J. Vaughn Johnstone and Gladys Salsinger, Detroit; Robert W. Gormley and Robert R. Irwin, Chicago; Rosa M. and Edwin J. Hodder, Medford, Mass.; Ed J. Kempf, Dayton, O.; Frank Morgan, Seattle, and Charles Peffers, Oakland.

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†SR-236A	I Wonder, I Wonder	Fox Trot	92	SR-241B	Wings Over America	14 Step	100
	I Wonder				March		
†SR-236B	When Am I Gonna Kiss You Good Morning	Fox Trot	92	SR-242A	St. Joe Blues	Blues	92
†SR-237A	Across the Alley From the Alamo	Two Step	92	SR-242B	There's Good Blues Tonight	Blues	92
†SR-237B	Alexander's Rag-time Band	Two Step	92	†SR-243A	Philadelphia, Pa.	Two Step	92
†SR-238A	Chi-Baba Chi-Baba	14 Step	100	SR-243B	My Pretty Girl	Two Step	92
†SR-238B	I Believe	Collegiate	92	†SR-244A	The Waltz You Saved for Me	Drop 3 Conti.	120
†SR-239A	I Wonder Who's Kissing Her Now	Waltz	92	SR-244B	You're the Only Star in My Blue Heaven	Drop 3 Conti.	120
†SR-239B	Arizona Moon	Waltz	92	†SR-245A	It Might Have Been a Different Story	Fox Trot	92
†SR-240A	Beautiful Ohio	Waltz	92	†SR-245B	You Never Told Me	Fox Trot	92
†SR-240B	Paradise	Waltz	92	†SR-246A	A Sunday Kind of Love	All-Skate	100
†ASCAP	Non-ASCAP			SR-246B	Mahzel	All-Skate	100

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70 Firms To Exhibit At Visual Conclave

CHICAGO, July 12.—The 1947 convention of the National Association of Visual Education Dealers, to be held August 3-6 at the Sherman Hotel, will feature probably the largest display of audio-visual equipment ever assembled. Some 70 firms, including all major makers of projection equipment, educational film, and filmstrip and slide producers, will exhibit their products.

The convention program will include several speakers, plus a series of 12 open forums—between dealers, suppliers and consumers—for the discussion of audio-visual problems. Topics to be discussed in these sessions include "equipment maintenance and repair," "film library techniques," "new equipment and materials," "distributing and showing business films" and others of a similar nature.

Three preview theaters will be operated an average of more than seven hours daily during the four-day show, in order to present films produced and distributed by exhibitors. More than 1,200 are expected to attend the convention.

Plenty of Territory

By E. F. Hannan

SMALL tricks, flesh or pix, find that it is smart to lay off of entertainment-crowded territory. In fact, this bit of wise showmanship goes far beyond even small town or hall shows, for recently the biggest tent org of all passed up the New England sector due, in part, to competitive conditions, such as horse, dog and auto racing; big-time baseball, and stiff opposition from huge parks and beaches.

The owner of a small tent trick playing Eastern coast towns recently told the writer that even free ducats wouldn't be enough to take them away from large swimming beaches.

There is no need of small showbiz sticking its neck into something that in the end adds up to nothing. There is plenty of territory where small flesh and pic tricks, hall or tent, can do better.

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Rep Ripples

KNOX COMEDIANS, Allen Larabee, manager, opened their summer season at Columbia, Me., and will make Maine and New Hampshire towns with pix and flesh. . . . Lee's Show, vaude-pix, is in Schuylkill County, Pennsylvania. . . . Frost and Burgess have a colored org of seven people playing in Chambers County, Alabama. They have been showing in halls under auspices but have outdoor dates coming soon. . . . Harvey Clarke infos from Georgetown, Tex., that he is in his seventh week with films, playing halls and schools. Flesh is by Leona Clarke and Arthur (Stubbs) Linder. Clarke has film to play two weeks. . . . Roland Cleborne, former rep performer, advises from Culbertson, Mont., that he is ready to open with short-cast bills and pix, four people to play halls and schools. . . . Rowell and Arthur Flanders are showing 16mm. pix near Corry, Pa. . . . Crown Point Players are in Northern New York, using E. F. Hannan's four-people bill, *The Shrew*. . . . Gitt's Show, vaude-pix, is in the Sarnia, Ont., sector. . . . A. K. (Tony) Malley sends word from Hastings, Colo., that he has 16mm. films and two vaude acts, Dot Malley and Lennie Hoyt. Week stands are being played. . . . Postcard from Gregore's Show, vaude and films, dated Bonners Ferry, Idaho, mentions good biz. Org will soon move into Eastern Washington.

DAVIS EBONY PLAYERS have been showing around Brookhaven, Miss. . . . L. L. Saxe is showing 16mm. films in the Laramie, Wyo., area. . . . Lake Players are around Sunapee Lake, N. H. . . . Ronald E. Dyne, old-time rep agent, has a pic and vaude tent show in Hooker County, Oklahoma. . . . Florian Players are using E. F. Hannan's *On Vacation* as a bill in Knox County, Maine. . . . Ralph L. Linagone narrates from Paducah, Ky., that he has a new 16mm. outfit and soon will try out towns in Tennessee. He has confined dates to sponsor groups but will soon branch out and play halls. . . . Dever Brothers, showing 16mm. pix in Helena, Mont., say they will try some dates under canvas in August, adding short-cast bills. They have film for two weeks showing. . . . F. J. Holbrook is showing 16mm. pix around Crystal Lake, Ill. . . . Ralph Freeman advises from Oskaloosa, Ia., that he has been out seven weeks with a drama-pic org to fair returns. He has been making week stands toward established Washington State territory, playing halls. Freeman bought all film of Cushman's Show owned by E. E. Cushman, recently in the Fremont, Neb., area. . . . Greta Comedians, presenting short-cast bills and 16mm. films, have been around Beaumont, Tex., recently. . . . Waldo Players are in the Rumford, Me., sector. . . . A. A. Archer will have a four-people dramatic trick working around Vicksburg, Miss., later in the summer, showing under colored auspices.

Renfro Has Banner Day at Fulton, N. Y.

ONEONTA, N. Y., July 12.—Renfro Valley Folks Tent Show had a big day July 4 in City Park, Fulton, N. Y., auspices of the police department. It was the banner day of the session so far, according to Ed Hiler, agent. Org will make a few more stands in this State, then go to Vermont for several days and then head for Pennsylvania. Gene Christian, Miami, has joined to handle billing.

Mr. and Mrs. William Ketrow have been visiting circuses in these parts. Ed Hiler recently visited the Ringling, King Bros. and Dailey Bros. circuses.

Indiana State Fair Scores A First With Radio Center

(Continued from page 78)

Richmond stations. The four outfits will share one studio and utilize equipment and other facilities to the advantage of each other, thus lowering expenditures but bettering the calibre of their general fair coverage.

Station WBAA, official voice of Purdue University, La Fayette, will again hold forth in its regular spot in the Purdue building, while another fairside radio pioneer, WLS, Chicago, will return to its familiar location on the second floor of the grandstand. WLW, of Cincinnati, will pay its usual one-day visit and has scheduled *Everybody's Farm Hour* from 12:43 to 1 p.m., September 2, direct from the Cattle Barn. Hal Totten, farm director, of WGN, Chicago, has indicated he will be on the grounds to make transcriptions at various points of interest.

Eye Appeal, Too

Altho most of the stations, at this writing, still have their contemplated fair programs in the formative stages, there are indications that all are preparing to produce shows which will be in keeping with the new surroundings. Many will produce audience from the new studios, others will air remote broadcasts from other parts of the grounds, while some expect to make electrical transcriptions and wire recordings. However, the emphasis will not be on "ear-appeal" alone, for some stations are planning colorful eye-appealing exhibits which will plug the products and services of some of their regular purchasers of air time.

Started in Early '30's

The Indiana fair began paying attention to the radio field in the early 1930's. Some farm programs began using publicity releases as items of news and general interest to farmers. It was at the same time that WFBM, Indianapolis, approached the State fair board regarding studio space and arrangements were made to build that station a small, glass-fronted building for a fair-time studio. Other stations began trickling in for live pick-ups from the grounds and space was found for them in various buildings. The number increased until it reached a dozen or so in 1941, the last Indiana annual before the war.

Meanwhile, we, like others, began using radio talent as entertainment attractions. Among them were Phil Baker and *Lum and Abner* and the almost perennial *National Barn Dance*. Last year, when we began re-organizing after the war, we were casting about for a new idea.

Push Home Talent

At the same time some talk was coming out of the Indiana radio industry and it always ended with the question: Why not use some State stations' talent in our annual Saturday night show?

Meantime, the Indiana Broadcasters' Association got under way and approached us as an organized front. There were no arguments for we saw how much they could help the Indiana fair. And, in fact, the whole board wanted to help them as a local industry. So it was only a matter of sitting around a table and hatching the *Hoosier Radio Roundup* idea, which show we produced for the first time last year, a show of name headliners filled out with Indiana stations' talent.

We concentrated on headliners with Hoosier birth or flavor and produced a bang-up show topped by Olsen and Johnson, Hoagy Carmichael, Herb Shriner and Singin' Sam.

Show Sells Out

Result was what we all hoped for—a sold-out house of 12,000 who are

still talking about it, but more important an apparently permanent liaison with the Indiana stations. They are giving us an unmeasurable amount of air time in season when we need it and want it. We know they did much to pull our record crowd last year.

In return, the board tries to repay them in every way possible, helping them to promote themselves, helping them with interesting public service material, working to make them comfortable on the grounds and paying each, a small flat rate for pickups (live or not and regardless of number) from the grounds during the State fair.

I might say here that the workings of the tie-up have been eased by the broadcasters being organized and that we hope they remain organized. All State stations receive the same treatment, whether in or out of the organization.

Radio Publicity Set-Up

As another addenda to the history, our publicity office last year opened a radio section to do nothing but service and supply the stations.

Altho it is still too early to make an accurate prediction, it seems very possible that the combined number of Indiana and out-of-State radio stations this year will exceed that of 1946, when 19 locals and six sister-State stations were on the grounds all or part of fair week. During the past year a number of new stations have sprung up thruout the State, bringing the total to 31, or nearly double the number in existence at fair time in 1946. It is expected that many of these newcomers will be in operation for the August 29 opening.

Undoubtedly, radio's piece de resistance will be the second annual *Hoosier Radio Roundup*, which is set for Saturday, August 30, in the Coliseum. The big three-hour show, produced by Harry K. Smythe, of Fort Wayne, Ind., will be aired over an Indiana network during the final hour. Each radio station in the State will supply, if possible, its top talent, including vocalists, instrumental groups, quartettes and trios, comedy teams, specialty artists, etc.

All in all, the 1947 Indiana State Fair gives promise of being the greatest in its 90-odd year history, both for radio and because of radio. Fair officials are keenly aware of what the broadcasting industry has done and will do for the promotion of Hoosierland's State fair—they aim to keep it that way thru an ever-continuing program of mutual co-operation.

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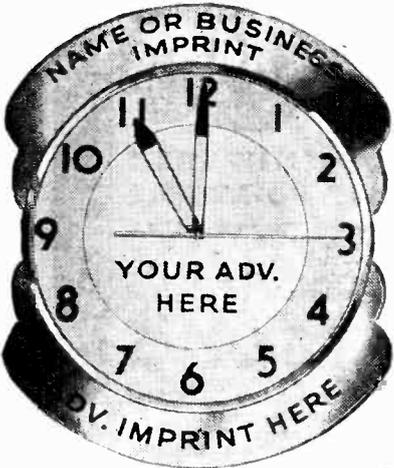
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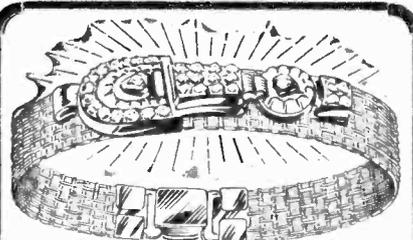
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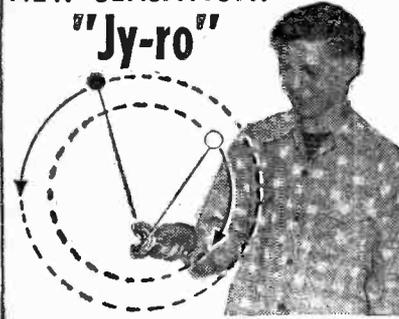
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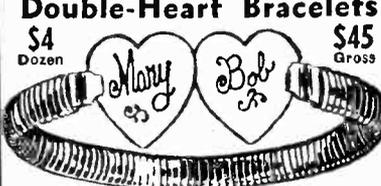
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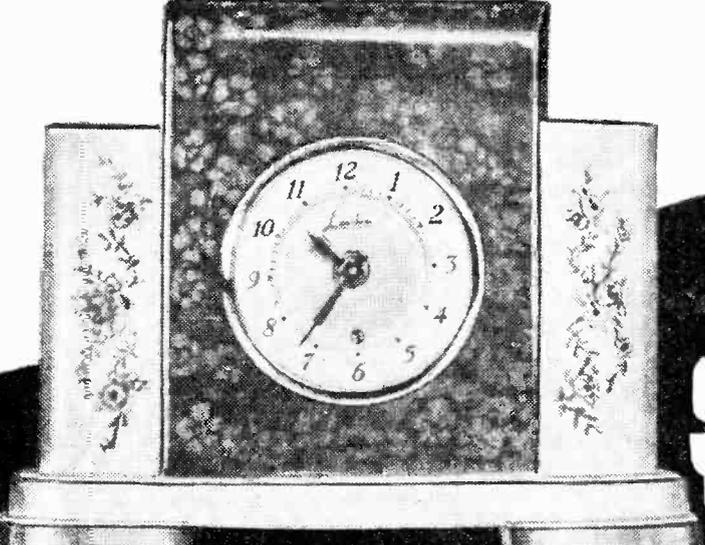
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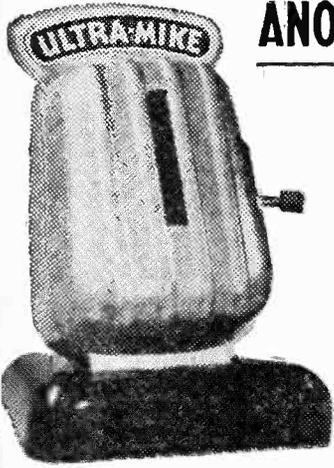
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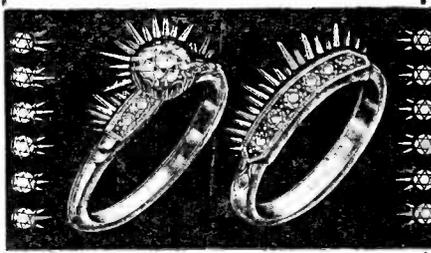
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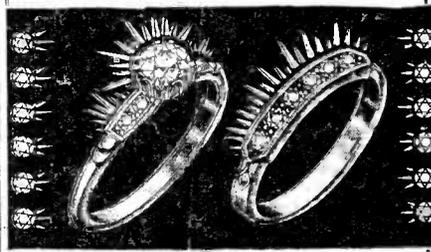
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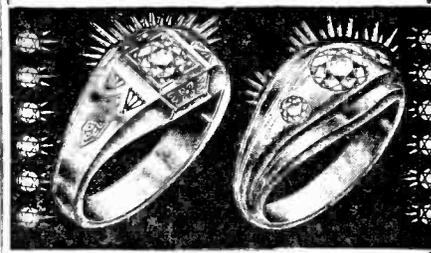
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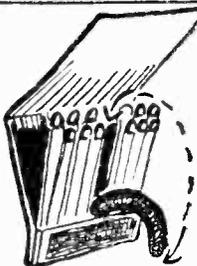
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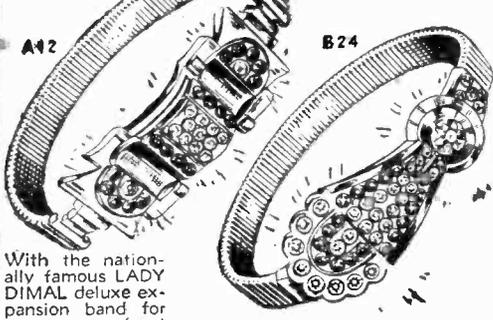


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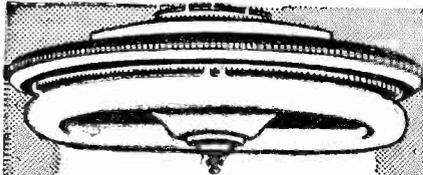
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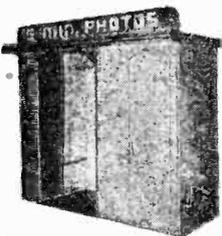


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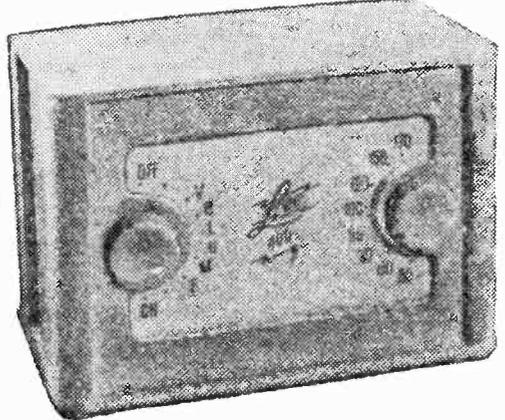
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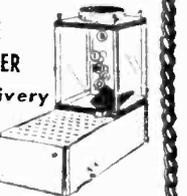
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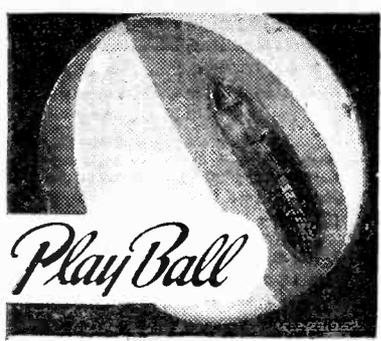
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Slaten, Adrian G.
Slover, Glenn
Shiple, C. W.
Stewart, Rubie
Allen
Thomas, Harry
Thomas, K. B.
VanKirk, Miss June
Vasbinder, William
Walker, Albert
Walker, James
Walker, Paul
Wallace, Albert
Webster, Mr. &
Mrs. Fred
West, Gene
Williams, Dorothy
Williams, Wilson
Woods, Mr. Walter
Woods, Homer &
Marion
Wray, Mrs. Velma

MAIL ON HAND AT CHICAGO OFFICE
155 No. Clark St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

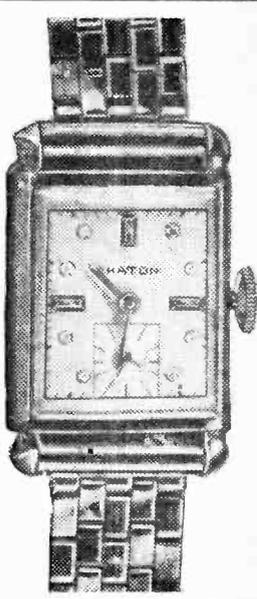
MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway,
New York 19, N. Y.

Adore, John
Austin, Mrs.
Bennett, Allan
Bennett, Frank
Boswell, Nora
Brzecz, Matthew
Butler, Howard
Clifton, F. Ward
Cohn, Jean
Cromery, June
Dexter, Lois
Dorell, Duke
Eacella, Louise
Fenwick, James
Fors, H. Blondie
Franks, Mrs. Jessie
Garrett, Thomas L.
Golden, George
Goldie, Jack
Goley, L. B.
Goodwin, Mickey
Graber, Ernie
Hayward, Aurora
Hillert, Charles
Hughes, Emily
Isay, Margaret
Kilbane, Barney
Le Doux, Joseph
Mesibov, Sid
Moss, Frank

Adams, Mrs. W. J.
Allen, William H.
Ames Jr., Jackie
Anthony, Marcel L.
Arnall Jr., William F.
Asehely, Frank
Ashworth, Jake
Bacon, Jean
Bacon, Wm.
Baker, Isla
Barish, Joseph
Barlow, Esther B.
Barnes, Lee Roy
Barro, Theodore
Beck, Don
Berry, Arthur J.
Bedford, Everett
Bell, Dorothy
Berg, C. A.
Bloom, Carl C.
Boswell, Bill
Brower, Russell
Butcher, Mrs. O. J.
Carland, Buck
Carson, Vick W.
Carter, Miss Sharlie
Clark, John C.
Clark, Tex
Coe, Carlton C.
Cole, Jack Walton
Colegrove, V. R.
Collins, E. G.
Crayton, Tucker
Dailey, K.
Davies, Clark
Davies, John C.
Davies, Peggy
Davis, W. W.
Dickerson, Harry G.
Drake, Mrs. Bob
Dunlap, Pete
Duffing, Daniel
Edwards, John W.
Evans, Joe E.
Force, H. "Blondie"
Gase, Glenn E.
Green, Mr. &
Mrs. C. Denver
Gloyd, George
Hall, Thomas
Hamilton, Mrs.
Pearl
Harris, Albert J.
Harvey, Henry F.
Harvey, Margaret
Henderson, Gaylor
Howard, John C.
Hughes, Karl Lee
Hynd, William
Johnson, Lloyd G.
Johnson, William
Kearns, Paul J.
Lake, Frederick

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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. **\$9.95**
LOWEST PRICE IN 10 YEARS
6 or 7 Jewel

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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.

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LOOKING
for good Plaster
"WE HAVE IT"

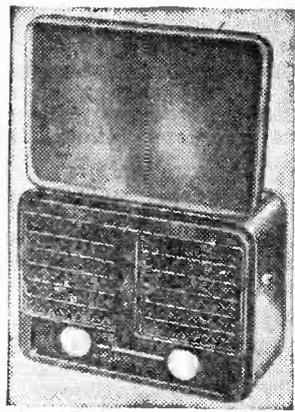
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Packed Dozen to Carton
HALF SIZE 12 1/2c
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Merchandise for Every Midway
Concession.



Hex Manufacturing Co. 468-470 Seneca St., Buffalo 4, N. Y.

Calling all Dealers...
PROCEED IMMEDIATELY TO
EXTRA PROFITS!



Tune in NOW for extra, effortless profits with the most sensational 3-way radio ever built! Works anywhere, any time, on AC, DC or battery. No higher than your fountain pen, yet can hold 5 "A" batteries and 1 "B" battery!

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ONLY
\$29.50*
LIST PRICE IN ASSORTED COLORS

3-WAY PORTABLE AC, DC or BATTERY
Small enough to be packed in a suitcase, yet has the following features:

AMAZING POWER! ★ 4 1/2" ALNICO #5 SPEAKER WITH A HEAVY-DUTY SLUG WEIGHING 1.47 OZ. ★ SELINIUM RECTIFIER (NO RECTIFIER TUBE NECESSARY) ★ USES FOLLOWING TUBES: 1—1R5, 1—1T4, 1—1S5, 1—354 ★ FULL-SIZE 2-GANG VARIABLE CONDENSER.

LARGE QUANTITIES AVAILABLE FOR IMMEDIATE SHIPMENT!

★ Highly polished aluminum cabinet, molded plastic front and rear ★ Super-sensitive front former ★ Built-in Loop ★ Licensed by RCA and Hazeltine ★ Packed in air-cushioned cartons ★ Backed by National Advertising! ★ Comes in Assorted Colors ★ Size: 4" wide, 5" high, 8" long ★ Automatic Volume Control ★ Slide Rule Dial ★ 4-tube Superheterodyne ★ Uses standard, full-sized components; parts interchangeable anywhere.

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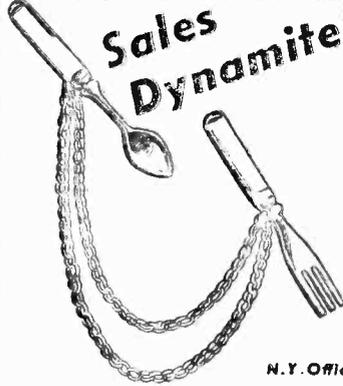
NO-HAT Whips...

Flying Birds, Gr. ... \$ 9.00	Medium Hawaiian Leis, Gr. ... \$ 3.25	#9 Asst. Colors, Gr. ... \$ 3.50
Jo Jo Monkey (Hot Number), Doz. ... 2.75	#3-1 Worth Baseballs, Doz. ... 2.25	#9 Favorite Asst. Gr. ... 7.50
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Doll Sticks, 100 ... 1.50	#6 Balloons, Oak Brand, Gr. ... 2.00	Large Plush Bears, Asst. Color, Ea. ... 3.00
Lancaster R.W.B. Balloons, Gr. ... 15.00	#7 Balloons, Oak Brand, Gr. ... 2.75	#100 Cuddly Doll Intermediate, Doz. ... 4.50
Lancaster Swaggers, Gr. ... 9.00		
Lancaster Ball Tops, Gr. ... 9.00		
Cowboy Lash Whips, Gr. ... 12.00		

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MILTON D. MYER COMPANY
332 THIRD AVENUE The Underselling Supply House PITTSBURGH 22, PA.

Sales Dynamite!
PITCHMEN and ENGRAVERS
Novelty Chatelaines - Pins - Bracelets



Spoon and Fork Chatelaine shown — hand polished, silver or gold finish at \$21 per gross. \$24 per gross, with simulated pearl handles. Also available as single pins at \$9.00 per gross.

Send \$2.00 for complete new sample assortment consisting of knife spoon and fork sets, hearts, keys, scabbies, spiders, bicycles, in bracelets, chatelaines and pins.

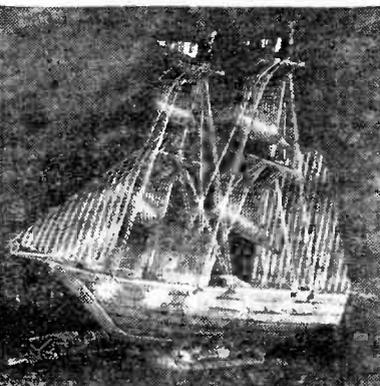
MASON JEWELRY SOLDERING CO.
N.Y. Office: 104 Fifth Ave., N.Y.C. Factory: Providence, R.I.

SHIP LAMP
All metal, Chrome plated, 13 inches high, 12 inches long, complete with bulb and 5 ft. of cord. Shipped set up, ready for use.

\$3.50 each
Individually boxed.

\$1.50 - SPECIALS - \$1.50
The following items are terrific values at \$1.50 each: Candid type Cameras, Fan Dancer Statuette Lighters, Dice Lamps, Cedar Chests, Combination Mirror and Leatherette Boxes.

SYLVAN CO.
154 E. ERIE CHICAGO, ILL.



Pipes for Pitchmen

By Bill Baker

H. TENNY . . . who lays claim to being a sheet-writer with over 30 years' experience, is making his home in Blackfoot, Idaho, from which point he writes that he'd like to read pipes of the boys and girls on the leaf.

The pitcher with the most principle is the fellow who gets the most interest.

WILLIAM SCHRAGER . . . is purveying balloons in Milwaukee at the Gimbel corner. Bill says that he has set up a little business in his home whereby he inflates party balloons with helium and says it's going over well.

AL RODENS . . . is reported to be pitching gardenias on Wisconsin Avenue, Milwaukee, to click returns.

A pitchman's spirit rarely grows old. He wears his wrinkles on his brow, not his heart.

JOHNNY SEACH . . . widely known in pitch circles, is working for Morrow's Nut Shop in Milwaukee.

THEY TELL US . . . that most of the pitchmen playing Milwaukee are doing their demonstrations either at the local ball parks or at picnics, and business, according to reports, has been satisfactory.

CARL HERRON . . . advises from New York that 42d Street is well represented this summer by the members of the tripes and keister fraternity, and business has been okay.

A sure-fire, easy selling item is only worth the value of the effort you give it.

MIKE SULLIVAN . . . has been released from a Rochester, N. Y., hospital where he had been confined for three weeks as the result of injuries sustained in an automobile accident.

JACKIE ALLEN . . . who is making headquarters at Hotel Olmstead, Cleveland, says he'd like to read pipes from Cowboy Williamson.

Who is working the farm auctions? They should prove red letter days on everyone's calendar.

PROF. E. M. FREDERICKS . . . ace proponent of the astrological charts, advises from Buffalo that he is getting a lion's share of the business in one of the Eastern city's downtown department stores. Up until the Fourth of July, the professor was engaged in a highly competitive duel with Margaret Carter, who covers the leading stores from Maine to California. The duel gained such momentum and intensity that the local members of Pitchdom gathered daily to see which of the two was dishing out the most stock and playing to the largest tips. On the Fourth, Miss Carter took her astrological equipment to Indianapolis for a vacation with her family. From the Hoosier Capitol she heads for the South Side. "The duel," says Fredericks, "wound up in a tie."

BEN GARBER . . . med performer, is still going strong after a successful seven-week performance in a downtown Buffalo store. Ben plans to join Art Nelson on a forthcoming fair tour.

This is the season of the year when every smart pitchman resorts to every exploitation angle in his diversified bag.

RICHARD ARCAND . . . who closed his demonstration in Newberry's, Huntington Park, Calif., plans to reopen the Kress store in San Diego, Calif., about July 15 for an

eight-week demonstration run. "I plan to play the Cleveland Food Show in September," Arcand advises, "in addition to making a tour of Buffalo, Toronto and Montreal. July 4, at the Coliseum, Los Angeles, with the Polack Bros.' Circus Western Unit on tap under American Legion auspices, proved a red one for the boys and girls who made the date. Would like to read pipes here from Phil Kallial, Al Freeman, Jimmy Beach and Oma Sandlin."

Money Spots: The numerous celebrations all over the country result in additional big business for most pitchmen and demonstrators. Have you fixed your routes accordingly to get the most of the best of these spots? It's a sure way of keeping your bank roll from taking a vacation.

REPORTS FROM . . . New York indicate that Harry the Painter and Al Whitey are holding down choice locations at 42d Street and Broadway.

JOHN MERTI . . . is clicking off good takes working novelties at picnics in Milwaukee.

LOUIE ROSENBERG . . . who seems to possess a never-ending source of energy, is working New York's Fulton Street, where he has operated daily for the past 35 years. His item currently is glass cutters, and he's corraling a goodly share of lucre.

A good fisherman moves on to a better location if he finds he can't get action. So does a good pitchman.

JOE SCHROEDER . . . is another member of the tripes and keister brigade who is doling out gardenias to respective customers on Wisconsin Avenue, Milwaukee.

LARRY FRIEDMAN . . . glass cutter worker, and his associate, Neil Kane, are reported to be setting new tip-and-take records with the cutters in New York's financial district.

AMONG THE BOYS . . . lining up nightly in Times Square, New York, are Jerry, the Run Mender; Slim Green, with Svengali decks; Carl Herron, dot and dash, and about 50 slum jewelry and gardenia peddlers. Business has been near capacity, it is reported, and the lads advise that they would like to read pipes here from all the lads and lassies in the Chicago area.

A big tip turnover with the resultant big money score is the best chaser of hot weather blues.

MARGE V. KELLY . . . former vitamin worker of note, has been elected financial secretary of the Circus Clown Club of America at Los Angeles. She assumed her new duties recently.

JACK VINNICK . . . with a diversified novelty layout, worked the Coliseum, Los Angeles, July 4 to sock dividends.

AL (POP) ADAMS . . . following a lengthy silence, fogs thru the following from Albuquerque, N. M.: "I've been spending all my time these last three years trying to figure out some angle on how to gather a tip and make a passout on a few nice, two-bedroom homes. For awhile they went fairly fast, one at a time, and we didn't even have to promise their money back or some new kind of foundation. Seems like times are changing now, tho. It looks like a fresh approach will have to be made, and a stronger turn seems to be indicated. I've been considering several push items to toss in to clinch the deal but haven't run into anything yet with the proper amount of sales



OAK-HYTEX Mottled BALLOONS

Back again! And they're the flashiest balloons you've ever seen. The striking mottled designs will not fade or blur. Six basic colors. Four popular sizes. For air or helium. Get set with OAK-HYTEX Mottled Balloons for big profits. See, wire or write your jobber today

The OAK RUBBER CO.
RAVENNA, OHIO.
SELLING THROUGH JOBBERS ONLY

LEVIN BROS.
Distributors for Oak-Hytex Balloons
6th & Ohio Sts. TERRE HAUTE, IND.

GARRISON
TOY AND NOVELTY CO., INC.
Distributors for Oak-Hytex Balloons.
Carnival Goods—Mr. Hynson.
1215 E St., N.W. Wash., D. C.

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are **MANUFACTURING PHARMACEUTISTS** established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
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HAND-LOOMED RUGS
Size 24x48
ASSORTED COLORS AND PATTERNS, \$1.35
Samples C. O. D.
ASSOCIATED SALES
BOX 389 NAZARETH, PA.

CHENILLE BEDSPREADS
FACTORY PRICES!
Double Peacock, Basket, Floral patterns.
Write for Prices and Pictures—Wholesale.
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FREE CATALOG
Largest Assortment!
PHOTO FRAMES-MOUNTS
-ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
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414 E. Baltimore St. ■ Baltimore 2, Maryland

REG. U.S. PAT. OFF.

GIANT DAREX BALLOONS

For IMMEDIATE DELIVERY

A PRODUCT OF

DEWEY AND ALMY CHEMICAL CO.
CAMBRIDGE 40, MASS.

BIG PROFITS!

AIR CORPS TYPE "NO GLARE"

SUN GLASSES

EASILY WORTH \$10.00! Complete with Pearltex Sweat bar and handsome leatherette case. Gold-plated, tarnish proof frame. Genuine optically ground and polished green lenses. **\$3.75** ea. Lots of 6 \$3.30 ea.

Wonderful for all outdoor activities. Order now. 10-day money-back guarantee.

Cash with order—Shipped postpaid

THOMAS SURPLUS SALES
432 Honore St., Chicago 12, Ill.

FOLDING CHAIRS

3,500 steel folding chairs, tubular legs, rubber tips, slightly used, \$2.50 each, sell in lots of 25 or more. Sample on request. 1,500 wood folding chairs, Walnut, 3 Plywood, slightly used, \$2.25 each.

Immediate delivery, F. O. B. Washington, D. C. Price includes crating and boxing. Also office furniture, desks, steel filing cabinets, office chairs, tables; priced reasonable.

MANHATTAN OFFICE EQUIPMENT CO.
MAURICE KRESSIN, Gen. Mgr.
639 New York Ave., N. W. Phone: Met. 2043
WASHINGTON, D. C.
Mail orders filled immediately.

JEWELRY FOR ENGRAVERS!!
UNUSUAL VALUES!! Attractive Styles and Immediate Delivery!!!
Send 5 Dollars for Samples!!

MAJESTIC BEAD & NOV. CO.
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MEDICINE MEN
HAY FEVER TABLETS
Developed by a practicing physician specializing in allergy. Sold on Money Back Guarantee. Nothing like it in the field. Write for Confidential Price List.

ERBOLAX CO.
220 George St. Cincinnati 2, Ohio

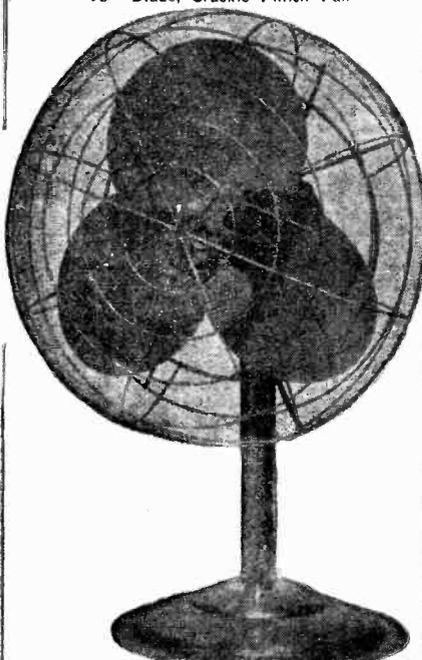
Schreiber Merchandise Co.
Now Located at Our New Address
100 West 9th St. Kansas City 6, Mo.
Send for Latest Price List

appeal and glamour that seems to fit the deal. Swim pools—every Hollywood film star has one—seemed like a happy thought, until quotations from my jobber proved that they are not selling by the gross as yet. Since necessity is the mother of invention, here's a golden opportunity and a problem worthy of my good friends' consideration. Let them toy with the idea for awhile, and I'm sure someone will come up with an ingenious device that will dig them while they sleep with attachments to teach one how to swim. Perhaps this is the answer of what to do with the waste from the holes in a safety grater. Three years off the road and I still get sawdust instead of blood when I cut myself while shaving. Still wonder how the boys and girls are making it and what the new joints are, and if all the fairs were red ones when the hot stove league gets in session."

Safest and surest way to get out of a difficulty is to work your way out. You can seldom think it out.

B. LOWE . . .
one of the country's leading old gold buyers, has opened new headquarters

Powerful Commercial Fans
NEW LOW PRICES
18" Blade, Crackle Finish Fan



Retail \$59.50. Sample, \$37.50.
Lots 5, Complete w/1/4 H.P. Motor . . . \$27.50
Lots 5, Complete w/1/2 H.P. Motor . . . 31.90
Lots 5, Complete KIts, Less Motor . . . 7.90
Sample KIts, Complete, Less Motor . . . 14.90
Shipped Knocked Down Express, Incl. Tax.
Check in full w/o or 1/3 Down, Balance C. O. D.
10 & 12" Osc. Fans in Stock.

ELECTRIC FAN PRODUCTS
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STEEL & HARD WOOD

FOLDING CHAIRS

- STRONG!
- FLAT-FOLDING!
- IMMEDIATE DELIVERY!
- MANY OTHER STYLES

NON-TIPPING!

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Big Money Opportunities in Louisiana, Texas, West Coast Variety and Department Stores. Hottest seller in years. Our sales manager will see you on his trip within the next two weeks. Write or wire immediately.

ALABE CRAFTS
Dept. 13, 348 W. 5th St., Cincinnati, Ohio

on the second floor of the Holland Building, St. Louis. With triple the amount of floor space his firm formerly held, Lowe hopes to expedite shipments to the jewelry trade.

FOLLOWING . . .
a successful coup with his blades and hones in Northern Michigan, W. F. McDonough has headed for Montreal.

Tripod Terry says: "Since there has been so much ado about the flying saucers, it won't surprise us to see some agile member of the tripes and keister fraternity come up with a flying-saucer balloon item."

PAUL HOUCK . . .
continues to purvey med to sock returns in Southeastern Kentucky.

JACK PERRY . . .
has been corralling stacks of long-green with a new item he recently sprung with at the Chicago airport.

AFTER A CLICK . . .
run with gadgets in the Kresge chain, Art Braver has returned to Chicago where he is preparing for his annual fair jaunt.

A simple change in your lecture oftentimes results in your gathering up all the long green that you should be getting and are missing.

J. A. GENTY . . .
tells from Chicago that R. L. Jacobson, now in the manufacturing business in the Windy City, got his start from pitching. He adds that if every pitchman worked like old Bob did, many of the towns that are closed to the pitch fraternity would still be open. Genty says he'd like to read pips here from Larry Freeman, Bud Chlue, George Hanley and Joe Miller.

ALTHO HE'S . . .
the possessor of a good job in a Chicago novelty house, Joe Mann makes an occasional Sunday pitch on Wilson Avenue with target balloons to big returns.

JACK KERNS . . .
is working Chicago shops to a good herman count, according to reports drifting out of the Windy City.

Fancy Freddie says: "The townner scrimps and saves so some day he can retire, travel and see the world. Members of the pitch fraternity try to get enough together to put down on that quiet little chicken ranch so they can lean back, rest, close their eyes and dream and wish they were back on the road again. It's truly a study in contrasts."

HAROLD NEWMAN . . .
vet coil worker, was forced to give up his lucrative spot at Adams and Dearborn streets, Chicago. It was a choice location, but the building is being torn down.

THE RICES . . .
Al and Mabel, and their two children are making the sales days in Iowa to good turns.

PEARL AND MAC McCARTY . . .
are still running their Whispering Pines nitery in Sicklerville, N. J., where Mac says the welcome mat is always out for any of the boys and girls of the pitch fraternity.

MARY RAGAN . . .
and husband, Dick Kanthe, after a sojourn on the West Coast, left that neck of the woods recently and headed for the markets in Tennessee.

Of interest to all Eastern pitchmen is the New York Chamber of Commerce's recent prediction that this year will prove to be one of the biggest financial years in the history of the city. The Eastern metropolis is going all out for conventions and sundry other special meets and celebrations and the national American Legion conclave, a bonanza for any city, is set for August. They tell us that the boys working Times Square are literally coining dough with almost any item they elect to work. This looks like a good bet to cop the best money spot of the year laurels.

New Low Price!
TOMIC TOMMY

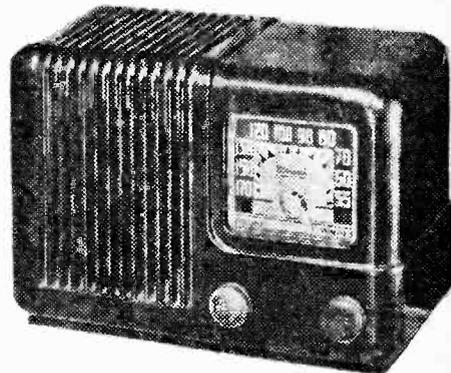


The Original Drinking Bird!
Continuous motion. Individually boxed. Packed 12 doz. to carton.
No. BB38N625
Per Dozen \$7.20

Monarch 6 TUBE RADIO
AC-DC—IVORY OR WALNUT—PLASTIC CABINET

Latest-type superheterodyne circuit, including rectifier, 2 dual-purpose tubes, 5" P.M. speaker with Alnico V permanent magnet; built-in loop antenna; automatic volume control circuit; illuminated square shaped airplane dial. Size 9 1/2" x 5" x 6 1/2". 105-125 volts, 50-60 cycles.

NO. BB1R3 WALNUT \$16.72
RETAILS \$24.95
NO. BB1R4 IVORY \$18.06
RETAILS \$26.95



N. SHURE CO. 200 W. ADAMS ST. CHICAGO 6, ILL.

NEW LOW PRICES!

Worth Baseballs.
Doz. \$ 2.25
4 to 7" Hoop-La Rings. Doz.70
Cat Rack Cats. Ea. 2.00
French Weighted Darts. Doz. 1.50
Dart Balloons. Gr. 1.65
Wood Milk Bottles Ea.50
Aluminum Milk Bottles. Ea. \$ 1.50
2 Lb. Weighted Milk Bottle. Ea. 1.00
Knife Rack Rings. Per 100 3.50
Cane Rack Rings. Per 100 3.50
Shooting Corks. Per 1,000 2.75

BEACON BLANKETS
TOBA, Indian design. Ea. \$2.70
MIDWAY, Plaid. Ea. 2.70
MAGNET, Plaid. 3" Sateen Bound. Ea. 3.35
MINGO, Indian design. Sateen Bound. Ea. 3.35
Less 10¢, Lots of 30

Dice Lamps. Ea. \$ 1.45
Scottie Lamps. Ea. 1.45
Medium Leis. Gr. 3.60
Jumbo Leis. Gr. 6.50
Cellophane Leis. Gr. 6.50
Comic Felt Hat Bands. Per 100 1.50
Per 1,000 13.50
22" Crook-Handled Plastic Cane. Per 100 6.95

GLASSWARE
Whiskey Glasses. Gr. \$ 3.25
Miniature Mugs. Gr. 3.45
Ash Trays. Gr. 3.60
Tumblers. Gr. 3.95
4 3/4" Nappy. Gr. 4.50
9" Mixing Bowl. Packed 2 Doz. Doz. 2.25
10 1/2" Fruit Bowl. Doz. 2.25
Fire-King Bowl. Packed 2 Doz. Doz. 2.25
Crystal Candy Dish and Cover. Doz. 1.95

Swaggers. Gr. 9.50
Silver Canes. Gr. 14.50
Red, White and Blue Batons, with Bells. Gr. 16.50
Parachute Troopers. Gr. 13.50
Flying Birds. Gr. 13.50
Small Pin-Up Plaques. Doz.85
Large Pin-Up Plaques. Doz. 1.95
Horse Shoe Plaques. Doz. 1.75
Straw Horse and Rider. Doz. 2.95

BINGO SUPPLIES
Professional Bingo Cards. Per 100 \$ 4.00
3/4" Red Plastic Markers. Per 1,000 2.25
Wire Bingo Cage, rubber coated, with Balls and Master Card. Ea. 10.50

U. S. SLUM
Wedding Rings. Gr. \$.65
Plastic Thimbles. Gr.85
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Comic Buttons. Per 100 1.65
Wolf Buttons. Per 100 1.65
Paint and Puzzle Books. Gr. 4.95
Asst. Prevue Broaches. Gr. 8.40

25% Deposit with C. O. D. Orders; F. O. B. Indianapolis.
Importers Wholesalers KIPP BROTHERS (Established 1880)
117-119 S. MERIDIAN ST. INDIANAPOLIS 4, IND.

A PARING KNIFE THAT'S . . . DIFFERENT!
FAST SELLING!
PRICED FOR PROFITS!

Protects the thumb from unsightly marks and scratches

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

10⁰⁰ 2 DOZ. BOX GROSS LOTS 58.32

WE SAID WE WOULD NOT BE UNDERSOLD

NOW COMPARE

LAZY HORSE

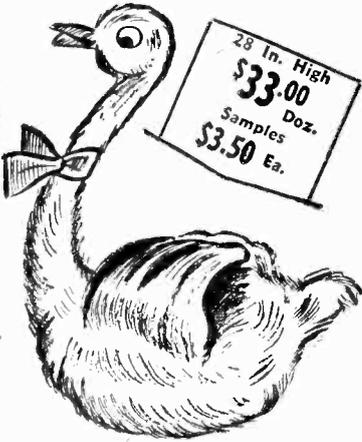


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\$33.00
Doz.
Samples
\$3.50 Ea.

All Plush, Well Stuffed,
Assorted Colors,
Pastel Shades

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Money
Getter

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28 In. High
\$33.00
Doz.
Samples
\$3.50 Ea.

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21 In. High
\$33.00
Doz.
Samples
\$3.50 Ea.

Priced
for
Action

25%
deposit,
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GOTTLIEB-CUTLER, CORP.
928 BROADWAY NEW YORK CITY

**ORDER
NOW**

**WRSC Set-Up Completed
At Annual Rink Meeting**

(Continued from page 86)

land, was elected president of the WRSC. Others elected were A. T. Powers, New Zealand, vice-president, and Fred Martin, secretary-treasurer of the RSROA, of the U. S., secretary. In addition to the officers, the board of directors will include Harold Cornwell, of Canada, and Fred H. Freeman, Medford, Mass.

Contests Cost 40C

According to William T. (Pop) Brown, Southgate Roller-drome, Seattle, one of the organizers of the association and elected to serve his fourth consecutive term as president of the RSROA, the double meet here cost approximately \$40,000. To conduct the national meet alone, he said, it required an outlay of \$15,000. Before the nationals, eight regional championships, serving as eliminations, were held at a cost of \$8,000 per meet. The yearly expenses to conduct a national championship, such as has just been concluded, came close to \$79,000, Brown said.

More than 8,000 contestants started in this year's competition, but many fell by the wayside in city, State and regional eliminations. The field was pared to 600 for the nationals.

Vic Brown Honored

Victor J. Brown, Newark, N. J., was honored at a dinner Wednesday (2) by the RSROA for his long and meritorious service. He had much to do with the founding of the championships and has given consistent service for 10 years. He was given a bronze plaque by the operators. Brown announced his retirement as an active officer, preferring to step aside so that some of the younger members of the association can take over.

William T. (Pop) Brown was re-elected RSROA president for the fourth consecutive term. Other officers elected were Thomas S. Boydston, Lincolnrink, Lincoln, Neb., first vice-president; Edward La Venture, Whalom Roller Rink, Fitchburg, Mass., second vice-president; Edward Stollery, Peninsula Rink, San Mateo, Calif., third vice-president; Harry Warner, Tampa, Fla., fourth vice-president, and Fred Martin, Arena Gardens Rink, Detroit, secretary-treasurer. Stollery and Warner are the only new office holders.

Minneapolis in Running

Three cities are in the running for next year's convention, with Minneapolis holding a slight lead over Milwaukee and Cleveland. The convention will be held the early part of July.

Irwin Rosee, of the News Alliance, New York, was appointed national

press representative of the RSROA for the purpose of expansion, improvement of public relations and general activity.

Climax of the convention was the victory dance Saturday night (5) in the ballroom of the auditorium. A barbecue was held Sunday (6) in Tilden Park.

Suppliers' Displays

Manufacturers' representatives having displays at the events included William C. Blaes, Blaes Bros., New York; Mr. and Mrs. Glenn Davis, Skating Rhythms Recording Co., Santa Ana, Calif.; S. Demingo and Ed Smith, Standard Display Co., Oakland; Mr. and Mrs. Hirschmugel, E-Z Roll Wheel Co., McHenry, Ill.; Don Morrill, Hyde Athletic Shoe Co., Cambridge, Mass.; Eddy Martin, M & K Rink Supply Co., Detroit; Mr. and Mrs. Deak Peace, Roller Skate Supply Co., Oakland; H. R. Portugal Roll Away Skate Co., Cleveland; Richard Kirk, Broadcast Music, Inc., New York; Paul S. Shope, Blaes Bros., Inc., Cornell, Calif.; Beverly Schroeder, Western Roller Skate Sales, Oakland; Mr. and Mrs. E. R. Whitcomb, Richardson Ball Bearing Skate Co., Chicago, and John Wintz, Sure Grip Skate Wheel Co., Lynwood, Calif.

Operators Turn Out

Operators in attendance included George E. Anagnost, Greystone Skateland, Columbus, O.; Mr. and Mrs. Walter Anderson, Centralia (Wash.) Roller-drome; Mr. and Mrs. Anthony Anselmy, West Huron Rink, Pontiac, Mich.; Mr. and Mrs. O. R. Allen, Star Skating Rink, Jackson, Miss.; Mr. and Mrs. A. E. Baker, Roller-drome, Culver City, Calif.; Mr. and Mrs. Paul T. Agsten, Skateland, San Diego, Calif.; F. E. Alford, Merry Garden Roller Rink, Modesto, Calif.; Mr. and Mrs. Fred Bergin, Fresno, (Calif.) Ice Arena; Mr. and Mrs. F. W. Bullmann, Diamond Rink, Oakland; Mr. and Mrs. Victor J. Brown, New Dreamland Arena, Newark, N. J.; Mr. and Mrs. Paul Bacon, ROLLATORIUM, Jackson, Mich.; Mr. and Mrs. H. Berg, Skatemoore, Oakland; Mr. and Mrs. Robert Bollinger, Oaks Park Rink, Portland, Ore.; Mr. and Mrs. Joseph S. Bell, Bell's Rink, Fort Wayne, Ind.; Mr. and Mrs. J. N. Bryant, Casino Roller Rink, Vallejo, Calif.; Mr. and Mrs. Thomas S. Boydston, Lincolnrink, Lincoln, Neb.; Mr. and Mrs. George Brett, Rouge Park Roller-drome, Dearborn, Mich.; Weston J. Betts, Redondo (Wash.) Skating Arena; Mr. and Mrs. Bert Canoll, Ideal Roller Rink, St. Louis; Mr. and Mrs. Mark Collogan, Skateland, Oakland; Elias W. Cook, Cook's Roller Rink, Spokane; Mrs. Edna M. Cruea, Triangle Skateland, Dayton, O.; A. B. Cramer, Arena, St. Louis; Mr. and Mrs. James J. Cicero, Cicero's Crystal Ball Rink, Ebensburg, Pa.; Mr. and Mrs. N. E. Chapman, Berthana Roller Rink, Ogden, Utah; Carl Carlson, Bay Ridge Roller Rink, Brooklyn; William Cooper-Smith, Great Leopard Rink, Chester, Pa.; William O. Christianson, Omaha, Neb.; Mr. and Mrs. Earl Dunn, Mount Clemens (Mich.) Arena; Gault Davis, Rollerland, San Jose, Calif.; Charles L. Doering, Skateland, Ventura, Calif.

John and Sol Enca, Skateland, Pittsburgh, Calif.; Mr. and Mrs. John Eisenzimmer, Skateland, Yakima, Wash.; William C. and E. Beryl Eddie, Burlington (Wash.) Roller Frolic; Mr. and Mrs. Jess Fee, Roller-drome, (See WRSC SET-UP on opp. page)

CARNIVAL, CIRCUS, PARK SPECIALS

- | | |
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| PLAID PARASOLS, AMERICAN MADE, Dz. \$16.50 | 56L Comic Picture Buttons, M 12.50 |
| Twill Crew Hats, Dz. \$ 6.00 | 4 1/2" Comic Buttons, C 10.00 |
| Spanish Hats, Gr. 18.00 | Large Ass. Stum and Give Aways Gr. & up 1.50 |
| Large Fur Monkeys, Dz. 6.25 | All Rubber Beach Balls, Dz. \$ 6.00 |
| Chenille Monkeys, Dz. 2.50 | Airships, Gr. 8.00 |
| Lancaster Ball Batons, Gr. 15.00 | Airship Workers, Ea.30 |
| Lancaster Swag-gar Sticks, Gr. 8.00 | Mickey Mouse Toss-Up and Feet, Gr. 14.00 |
| Robin Hood Hats, Gr. 10.00 | 14 Cat, Printed, Gr. 8.50 |
| Birds (Whistler), Dz. 15.00 | 9 Cat, Printed, Gr. 6.00 |
| Whips, Gr. 12.00 | 7 Cat, Printed, Gr. 4.00 |
| Metal Slide Trombones, Gr. 22.50 | 9 Two-Side, Print, Gr. 5.50 |
| Large Teddy Bear, Big Flash, Dz. 48.00 | 16 Paddle Balloon, Gr. 8.50 |
| Jumbo Stuffed Dolls, Big Flash, Dz. 36.00 | 9 Plain Balloon, Gr. 3.50 |
| American Made Coozie Straw Hats, Dz. 2.75 | 7 Plain Balloon, Gr. 2.35 |
| American Made Straw Cowboy Hats, Dz. 3.00 | 6 Plain Balloon, Gr. 1.50 |
| Keychain Puzzle Pup, Gr. 21.00 | 5 Plain Balloon, Gr. 1.35 |
| 50L Roy Rogers Buttons, M 20.00 | 4 Plain Balloon, Gr. 1.00 |
| 70L Roy Rogers Buttons, M 40.00 | 8 Roy Rogers Printed Balloon, Gr. 7.00 |
| Men's Pocket Combs, Gr. 1.50 | Small Lels, Gr. 3.25 |
| Ladies' Combs, Gr.75 | |
| Large Lels, Gr. 6.75 | |
| Small Lels, Gr. 3.25 | |



Cowboy Doll, 30-Inch. Composition Head, Feet and Hands. Rayon Silk Shirt and Kerchief. Suede Vest and Chaps. **\$37.50 doz. \$3.50 ea.**



Roberts Boudior Doll, 29-Inch. Full cut Dress. Rayon, Flash Colors. Composition Head, Arms and Feet. Natural Eyes. **\$54.00 doz. \$5.00 ea.**



Baby Bumpkin, 28-Inch. Choice of three colors: Rose, Gold or Blue dresses. Composition Head. **\$40.00 doz. \$4.00 ea.**



Gabby Charlie, 35-Inch. Hi-Hat, White Satin Shirt, Tuxedo. Composition Head, Arms and Shoes. Movable mouth, operated by string. **\$54.00 doz. \$5.00 ea.**

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NOTE NEW ADDRESS AND PHONE NUMBER

PHILADELPHIA 7, PA.

WE HAVE MOVED TO LARGER QUARTERS TO GIVE YOU BETTER SERVICE

Red Hot Values!



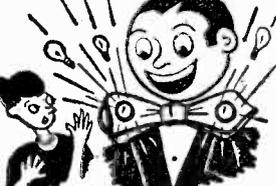
LEAPING FROG!
New! Terrific! Multicolored metal. Sturdy spring action. Leaps HIGH into air.
\$9.00 Gross
Sample Doz. \$1.00

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ELECTRIC FLOWER
A sensational novelty for all the family. Complete with battery and bulb.
\$6.50 Dozen
\$72.00 Gross
Sample \$1.00

Red Hot Values!



ELECTRIC BOW TIE
America's fastest selling novelty item. New, brilliant colors, finest material. Complete with bulb, battery and wiring.
\$9.00 Dozen
\$96.00 Gross
Sample \$1.00

Send for FREE Catalog of over 3,000 hot items!

FRANCO AMERICAN NOVELTY CO.

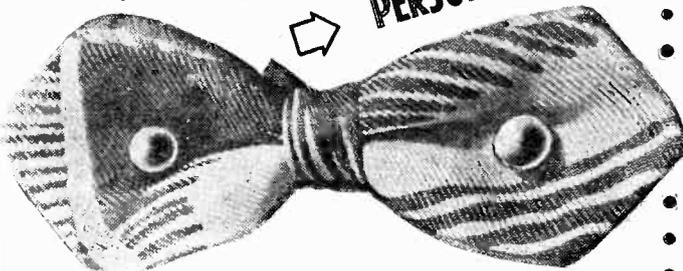
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NEW YORK CITY

The Original BOW GLOW

Manufacturers Present
The Tie of Quality and Price

THE NEW BOW GLOW PERSONALITY TIE



- New
- Jobbers' Price,
- **\$90.00**
- Net Gross
-
- Sample Order,
- **\$8.45**
- Dozen

Observe These Marvelous Features!

Ties complete with bulbs, batteries and wiring • Circular containers for batteries easily replaced • Ties made of excellent quality • Bright colors • Each tie individually boxed with printed display.

15% With Order, Balance C. O. D., F. O. B. Brooklyn, N. Y.

MEYER'S NOVELTY CO.

2536 Atlantic Avenue

Brooklyn 7, N. Y.

SALESBOARD SIDELIGHTS

New York:

Joseph Rake, of Rake Coin Machine Exchange, is vacationing in Atlantic City. He left his salesboard and coin machine biz in the hands of his two sons. . . . Cigarette board boom is said to be under way. . . . Irving Berk is reported getting good response to popular brand watches to be used as merchandise for boards. . . . Hy Greenglass, Greenglass Salesboards, reports trend to lower prices.

Up-State New York pull-type ticket deals are getting good play. . . . Myron Silverstein, of Roy Steel Merchandise Company, has left for a New England biz trip. . . . Add Sid and Sol Engelman, of Engelman Sales Corporation, to those on vacation. The brothers and their families are resting in the mountains for the next two weeks.

Dave Ricker, formerly of Central Merchandise, states that he will organize his own jobber firm within the next few weeks—after he takes a three-week vacation in Chicago. . . . Harry Berger, West Side Distributing Corporation, is now handling boards.

Otto Goldman, sales manager for Globe Printing Company, is getting set for his vacation. . . . Auto-visor kits, made by Initial-It, Inc., are getting big play in resort areas—kits have everything in them from bobby pins to a pack of cigarettes. . . . Thomas Kaye, Miami salesboard, has left for his home after a three-week visit here. A. N. S. Sales, of Elmira, N. Y., is getting a new deal set.

Chicago:

Joseph Zimmerman, of Empire Press, returned last week from a New York business trip. . . . Sol Wyatt, head man at Gardner & Company, arrived back in Chicago last week from his vacation in England. Wyatt says everything went along smoothly, and his family and he enjoyed the voyage immensely.

Bee-Jay Products, Inc., has its staff enthusing over the effects of the anti-flu shot received by all members when the "flu-bug" was striking not so long ago. Reuben Berkowitz says not one of those inoculated came down with a case of flu or even the sniffles. . . . Bernard Kite seems to be "sitting it out" at the plant these days while

Padorr, Maltz and Frankel are doing outside jobs.

Superior Products' national sales manager, Joseph L. Brodsky, is currently with Manny Neider, Superior's New York representative. Jack Morely, president, says Brodsky is seldom in Chicago, spending most of his time at various points about the country.

Bee Jay Completes First Year of Biz

CHICAGO, July 12.—Joseph Berkowitz, president and sales manager of Bee Jay Products, Inc., successor to Charles A. Brewer & Company, has announced the recent completion of its first full year of business. Berkowitz is also president and sales manager of Universal Manufacturing Company, Kansas City, Mo., and Triangle Manufacturing Company, Minneapolis.

Triangle Manufacturing Company, under direction of Jay Zelle, general manager, and Jay Goldman, production manager, is also said by Berkowitz to have completed a good year of productions and sales.

WRSC SET-UP

(Continued from opposite page)
Portland, Ore.; Mr. and Mrs. John Free, Coliseum, Toledo; Fred H. Freeman, Bal-A-Roue Rollerway, Medford, Mass.; Orville W. Godfrey, Arcadia Rink, Detroit; Mr. and Mrs. Bert Griffin, Rollerland, Oakland; Mr. and Mrs. L. A. Gregory, Rollerland, Salinas, Calif.; Mr. and Mrs. John B. Gupton, Skateway, Albany, Ore.; Mr. and Mrs. James V. Guider, Havana Roller Rink, Oakland; Mr. and Mrs. P. W. and Mr. and Mrs. R. F. Gardner, Lansing, Mich.; Mr. and Mrs. Frank Holtzclaw, Frank's Rink, Boise, Idaho; Mr. and Mrs. Phil Hays, Arcadia, Chicago; Mr. and Mrs. F. R. Holcomb, Holcomb Rink, Vancouver, Wash.; Mr. and Mrs. J. M. Holland, Deleta Rink, Pocatello, Idaho; Charles Horvath, Skateland, Cleveland; Mrs. Robert Hirschmugel, Just-for-Fun Rink, West McHenry, Ill.; Mr. and Mrs. Carl C. Johnson, Skateland, Denver; Irving L. Jacobs, Mammoth Gardens Rink, Denver; C. M. Jeffries, Imperial Rink, Portland, Ore.; E. W. Kunzel, Rollerade, Santa Ana, Calif.; Mr. and Mrs. B. J. Kelly, Chez Vous Rink, Upper Darby, Pa.; Mr. and Mrs. F. J. Kastner, Rollerland, Oakland; Mr. and Mrs. Charles Z. Kahn, Rollerdrome, Atlanta; Mr. and Mrs. Al W. Kish, Lima (O.) Rink; Mr. and Mrs. George H. Kellogg, Capital Rink, Salem, Ore.; Mr. and Mrs. S. G. Leoffler Jr., Riverside Stadium, Washington; Manuel Lopez, Skateland, Pacific Grove, Calif.; Mr. and Mrs. E. H. La-Venture, Whalom Rink, Fitchburg, Mass.; Al Larsen, Southeast Rink, Salt Lake City; Mr. and Mrs. L. T. Latourette, Imperial Rink, Portland, Ore.; Mr. and Mrs. Fred A. Martin, Arena Gardens, Detroit; Mr. and Mrs. Cecil Milam, Arena Recreation Center, Washington, Pa.; Mr. and Mrs. J. W. Norcross, Warnoco Rink, Greeley, Colo.

E. M. Norman, Baltimore Coliseum; F. A. Nicholas, Senator Rollerdrome, Sacramento; Mr. and Mrs. E. H. Owens, Rollerarena Rink, San Rafael, Calif.; Clement Pallo, Pallomar Rink, Milwaukee; Rodney Peters, St. Louis; Clarence Reynolds, Rollerade, Cleveland; H. D. Ruhlman, Lexington Skating Palace, Pittsburgh; Mr. and Mrs. J. W. Sawyer, El Torreon Rink, Kansas City, Mo.; Mr. and Mrs. John Stone, Ambassador Rink, Clawson, Mich.; Mr. and Mrs. Joseph P. Seifert, Bay Ridge Rink, Brooklyn; Mr. and Mrs. Edward W. Stollery, Rolladium, San Mateo, Calif.; Mr. and Mrs. E. Sweeney, Sweeney's Rink, Antioch, Calif.; Mr. and Mrs. M. M. Shattuck, Skateland-at-the-Beach, San Francisco; Mr. and Mrs. Mervin Tiegs, Nampa (Idaho) Rink; Mr. and Mrs. George White, Salinas (Calif.) Rollerland; Mr. and Mrs. Gordon R. Woolley, Salt Lake City; Fred W. Wickman, Arcadia Rink, Chicago; Mr. and Mrs. Harry J. Warner, Coliseum, Tampa, Fla.; Mr. and Mrs. Walter Wolf, Ringling Rocks Rink, Pottstown, Pa.; Mr. and Mrs. W. H. Whittemore, Columbia Rink, Kennewick, Wash.; Mr. and Mrs. H. A. Weakland, Coliseum, Greensburg, Pa.; and Charles W. Young, Amador Rink, Jackson, Calif.

Husky PROFITS with these new Giant Hole Boards

SIX 5¢ TICKETS IN EACH GIANT HOLE

YOU CAN'T MISS!

15 10

SIX 5¢ TWELVE BIG FINS FREE IN EACH GIANT HOLE

TWELVE 100% POSSIBLE PAYOUT OVER

AND 5¢ JACKPOT

1000 2000 3000 4000 5000 6000 7000 8000 9000 10000

ORDER No. 200
"TWELVE BIG FINS"
Giant Holes
6 Tickets in each Hole
25c Per Hole
- Thick -
Number Tickets
Avr. PROFIT \$28.16
(Maximum) PROFIT \$39.50

ORDER No. 200
"YOU CAN'T MISS"
Giant Holes
6 Tickets in each Hole
25c Per Hole
- Thick -
Poker Tickets
Average PROFIT \$27.45

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.

SALESBOARDS and BINGO TICKETS

Thick 25c Jackpot Charlies . . . \$1.00 Ea.
Semi Thick 25c Jackpot Charlies85 Ea.
Thick Protected 25c Texas Charlies 1.90 Ea.

Thick 10c Jackpot Charlies \$1.35 Ea.
Nickel Charlies85 Ea.
25c E-Z Pickin' Junior1.12 1/2 Ea.

MULTI GIANT

25c Kwik Fin, 6 Tickets in Each Hole \$2.60 Ea.
25c Big Boy, 6 Tickets in Each Hole 2.96 Ea.
25c Fast Co, 6 Tickets in Each Hole 2.70 Ea.

25c Super Deal, 6 Tickets in Each Hole \$2.99 Ea.
10c Triple Action, 3 Tickets in Each Hole 3.55 Ea.

BINGO TICKETS

1000 Refills on Sticks \$.70 Ea.
1260 Refills on Sticks & 74 Seal I.P. Card 1.45 Ea.
1600 Baseball Bingo Seal Card & Tickets 1.55 Ea.

Win a Fins, 1000 Tickets @ 5 for 25c \$1.65 Ea.
Poke a Seal, 1000 Tickets @ 5 for 25c 1.65 Ea.
1380 Red, White & Blue 1.10 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
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SALESBOARD OPS!
TO HOLD THAT SUMMER PLAY
WRITE:
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SALESBOARDS
We Stock a Complete Line.
SEND FOR OUR FREE LOW PRICE LIST TODAY!
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We Guarantee Lowest Prices ON A MONEY-BACK BASIS!

	Price	Profit
1000 Hole 1c Cigarette Bd. \$.55 ea. 26pk. p.o.		
J.P. CHARLEY, thick	1.05 ea.	\$52.08
2000 Hole LU-LU Board	1.60 ea.	20.00
GRAB-A-FIN (Pad Deal)	1.45 ea.	30.00
KWIK-FINS (6 tickets 25c)	2.88 ea.	44.00

25% with order, balance C. O. D.
Profit Mfg. Co., 39 West 23rd St., N. Y. C. 10

SENT FREE 64 Page Catalog HUNDREDS OF MONEY MAKERS

NEW! EXCITING! SENSATIONAL!
RED, WHITE and BLUE
"FIBRE FUSED"
5 Singles in 1 Bundle

Not merely pasted! But! "FIBRE FUSED" between laminations. Unconditionally guaranteed not to fall apart. Cannot be torn apart without taking part of the other tickets along. Better than stapled and available at tremendous savings over stapled tickets. "FIBRE FUSED" A FAMOUS FIRST FOR THE NEW "PERFECT PLAY" TICKET LINE. Also Available in Singles—Special Variations Accommodated.

COMBINATION TICKETS 1836-2052-2280-2520
All "PERFECT PLAY" Tickets are made of PRE-WAR ENVELOPE KRAFT, THE FINEST TICKET PAPER IN THE INDUSTRY. Easiest opening ticket made, opens with a sharp, crisp crackle. Bold, Clear Cut Numerals. Complete fraud protection. SPECIAL INTRODUCTORY DISCOUNTS. State Kind of Tickets You Use and Quantity.

Write for FREE SAMPLES and Prices

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Manufacturers of "PERFECT PLAY" Tickets
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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., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seat.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10c EA.

Your Profit \$11.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

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THE LEADER OF THE INDUSTRY! "GIANT GRAB-A-FIN" THE MOST KNOWN NAME IN THE BOARD BUSINESS TODAY

GIANT GRAB-A-FIN 25¢

OVER 250 FREE TICKETS

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EXTRA THICK BOARD

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TICKETS IN ONE HOLE

WRITE TODAY FOR LITERATURE

SPECIAL DISCOUNT TO BIG DISTRIBUTORS

BOARD TAKES IN 240 HOLES @ 25¢		\$60.00
SEALS CONTAIN:		
10 @ \$5.00		\$50.00
1		4.00
1		3.00
1		2.00
2 @ \$1.00		2.00
60 @ .50		30.00
75 AVERAGE		\$ 1.21
PAYS OUT		
20 @ \$1.21		\$24.20
4 SECTIONS @ \$1.21		4.84
AVERAGE PAYOUT		\$29.04
AVERAGE PROFIT		\$30.96
MAXIMUM PROFIT		\$48.00

BEE-JAY PRODUCTS, INC.

"THE HOUSE OF QUALITY"

6320-32 S. HARVARD CHICAGO 21, ILL.

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12c a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. j26

A-1 DUPLEX VICTORY STAMP MACHINES. \$10. Any quantity over 25, \$9.00. Northside Sales Co., Indianapolis, Iowa. j26

AAA BUYS!—SHIPMAN DUPLEX STAMP MACHINES. Like new, \$18.00 each. Write U.S.P., 100 Grand Street, Waterbury (5), Conn. j26

AAA STAMP MACHINES FOR SALE—VICTORY. Lots 10, new, \$17.50 each. Buy U.S.P., 100 Grand, Waterbury (5), Conn. j26

ABT CHALLENGER. \$24.50; **KICKER-KATCHER.** \$15.00; **Pike's Peak.** \$12.00; **Paul's Eye.** \$5.00; **Cashray 5c Almond.** \$8.00. Penny Sales, Box 1784, Louisville, Ky. j26

BALL GUM MACHINES—NO. 33 NORTH. western, large globe, 300 same key, \$8.00 each. Penny King Co., 1037 E. Warrington Ave., Pittsburgh, Pa. j26

BALL BUBBLE GUM. 40c LB., 25 LB. CARTONS, \$10.00; 140 Balls per box, five flavors, five colors, excellent quality, 170 count, 25 lb. cart. \$15.00. Demonstrator Model key, reasonably priced. No C.O.D.'s. Gus Glutz Gum Co., 625 Price Ave., Lima, Ohio. j26

BALL BUBBLE GUM—50¢ 140 COUNT. 25 lb. cartons, \$10.00 each; 170 count, 25 lb. cart. \$12.50. Used Columbus Ball Gum Machines, \$6.50. New Model V's, \$11.75. Boston Beans, \$9.10 per 35 lb. ctn. No C.O.D.'s. F.O.B. English Music Co. Box 71, Sta. E., Toledo 9, Ohio. j26

BEST OFFER TAKES 20 LIKE NEW 5c HOT Nit Vending Machines. Cost \$45.00. R. C. Knox, General Delivery, Columbia, S. C.

BEVERAGE VENDING MACHINES FOR SALE. —12 used Fridge/Drink Machines, in good condition. Any part for immediate delivery. Priced reasonable. United Beverage Co., 1251 South Michigan Ave., Chicago 5, Ill.

CHARMS—DOUBLE, TRIPLE PROFITS FOR Bulk Venders. Write quickly for free details, samples. Start getting more "take" from cashable connotation "Charms" created for your machines. Becker Vending Service, Brillion, Wis. j26

COCA-COLA CUP VENDING MACHINE wanted (Bally preferred). Top price paid for good machines. McGuire, 313 N. Santa Ana St., Bellflower, Calif. j26

ERIE DIGGERS, HAND OPERATED. 8 Exhibit Iron Claw Diggers, 18 Exhibit Rotary Merchandisers, 4 Merchandisers, National, 4243 Sansom, Philadelphia, Pa.

FIVE SLIGHTLY USED MARVEL 1c POP-UPS. \$29.50 each. One Daval Mexican Base-Ball, \$39.50. C. G. Sims, 929 Golf, Kerrville, Texas.

FOR SALE—180 NEW 5c SUN (ALMOND) Machines. \$14.00 each. Best offer considered on entire lot. S. N. Stevens, 1811 S. 14th St., St. Louis 4, Mo. j26

FOR SALE—VENDING MACHINES, THREE. five cent and one ten cent, Blue Flash make. Eight openings will hold eight cases. Size 2 x 4 1/2 x 5 1/2. Good condition. Price, \$225.00 each. F.O.B. Los Angeles. Bards Bottling Company, 2331 East 8th St., Los Angeles 21, California.

FOR SALE—5 DAVAL FREE PLAYS, FRUIT and Cigarette Reels, used thirty days. \$32.50 each. Whitfield Music Company, Wildwood, Florida. j26

FOR SALE—ONE WURLITZER 412 MECHANISM, Buckley Adapter, Speaker; 2 Buckley Wall-boxes, in good condition; 5 plywood cabinet, ready to go. \$50.00. Whit Novelty Company, Columbus, Kansas. j26

FOR SALE—SEEBURG CLASSIC. \$170.00; Seeburg Crown, \$160.00; 3 Seeburg 3 wire Wall-boxes, plastic clipped on; 2 3 for \$35.00; 4 Wurlitzer Wall-boxes, 2 wire, 4 for \$30.00; 1 Wurlitzer No. 120 Wall-box, \$7.00; ABT Challengers, \$20.00. One-third with order, balance C.O.D. Whit Novelty Company, Columbus, Kansas. j26

FOR SALE—BETTY TELEPHONE STUDIO and location Boxes etc. for twenty locations. Trade for late pins or make offer. O'Brien Music Company, Newport, Rhode Island. Tel. 577.

FOR SALE—ASSORTED SLOT PARTS FOR Mills, Escalators and Goosenecks. 6 volt, 110 volt motors for Track Times, Paces Races, etc. Write for your needs. O'Brien Music Company, Newport, Rhode Island. Tel. 577.

FOR SALE—10 USED, 3 NEARLY NEW OUT-door Postage Stamp Machines. Automatic Dispenser type, used about 6 months, \$15.00 each. John W. Dykstra, 7294 Black Oak Rd., Gary, Ind.

FORTY NEW EXHIBIT COUNTER CARD Vendors. \$22.00 each, \$800.00 for lot. 1000 Cards with each Machine. One Popomatic Popcorn Machine, \$150.00. Fifteen Moderne Ice Hershey Machines, \$2.00 each. 1/2 deposit, balance C.O.D. Markapp Sales Co., 4310 Carnegie Ave., Cleveland, Ohio. j26

HAVE GOOD, CLEAN ARCADE EQUIPMENT to trade for Pin Balls. Write for list. Coin Amusement Games, Inc., 1335 E. 47th St., Chicago 15, Ill. j26

MUST CUT ROUTE—NO REASONABLE OFFER rejected. A real low figure will take all. An part sold on or off location. Wurlitzers, 4 616, 1 716, 1 412, 1 P12, extra J 145 Stepper, 5 120 Boxes, 5 30 Wire Boxes, Rock-Olas, 5 12 Record, 1 Toy Hidden Unit and Into Buckley Boxes, 1 Seeburg Model A, 2 Darkhorse One Balls, Macks Music Co., 5433 Richard, Dallas, Texas.

PINBALL ROUTE—SOUTHERN WISCONSIN. 23 Machine on location. All new equipment. Price, \$550.00. Box 151, East Troy, Wis. j26

QUITTING MACHINES—4 MILLS VEST Pocket Bells. \$65.00; 6 used one month, \$55.00. Duvey, Childersburg, Ala. j26

REBUILT POPCORN MACHINES FOR SALE. Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. j26

STAMP FOLDERS—BUY DIRECT FROM MILL at Mill prices and save money. Reg. or advt. copy as desired, delivery to your door. Free Samples and prices sent on request. (List your name with us to receive free shipments of National-Advertiser Folder.) Millitrens, c/o D. L. Trask, 1550 Collins Ave., Miami Beach 39, Florida. j26

SIXTY STAR PEANUT MACHINES—NEARLY new, \$4.50 each or make offer. Trade for Pinball or Music Machines. Renshaw Enterprises, 1017 So. Waldron, Ft. Smith, Arkansas.

STAMP VENDING MACHINES—5 VICTORY Duplex, nearly new, never used. With 10 M. Folders, \$125.00 F.O.B. (Cost \$210.00). Full instructions for sending locations, installing, servicing. McMillan, 344 Kirkham, San Francisco, Calif. j26

USED MILLS SLOTS—5c BONUS. \$137.50. 10c Bonus, \$147.50. 5c Blue Front, \$97.50. 5c Brown Front, \$107.50. 10c Gold Chrome Bell, \$149.00. 25c Dragon Head, \$49.50. 25c Black Front Special, \$150.00. Automatic Coin Mach. Corp., 338 Chestnut St., Springfield, Mass. j26

VOICE-O-GRAPHS. \$795.00. **CLEAN; NOW** operating. Phonomatics, \$400.00. Whizz, make offer. A. T. Snyder, Wilton, Conn. j26

WANTED—EXHIBIT ROTARIES (PUSHER type). Also Claw Digger Machines of all types. Write J. W. Landi, 323 Sanford Rd., Upper Darby, Pa. j26

3 JENNINGS NICKEL-DIME SLOTS—ALL \$165.00; 5 VP, \$165.00; 3 brewer, 1 postwar Pinballs, \$150.00. F. Shafer, Washington, Ind. j26

5 ART TARGET SKILLS—MODEL-F, LATE model, good shape, \$25.00 each. L. Mardick, Iola, Kansas. j26

8 ERIE HAND-OPERATED DIGGERS, 12 Exhibit Iron Claws, 16 Exhibit Rotaries, 8 Treasure Island Diggers, National, 4243 Sansom, Philadelphia, Pa. j26

25¢ TO 40¢ DISCOUNT—THIRTY CON- sults. Request List. Want Wurlitzer 616 Star-Wheel, Rockola Counter Models. Coleman Novelty, Rockford, Ill. j26

2600 THIRTY WIRE CABLE—SEEBURG Hideaway, five Wall-o-Matics, Twin-12 Hideaway, Wurlitzer 950's, 500-42's, 600-42's, Write, plumb. Twenty-five New Star Peanut Machines, \$25.00. Coleman Novelty, Rockford, Ill. j26

BIG CIRCUS



IT'S FUN AMUSING

No. D2. Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (shipped by express or freight, collect.) Wgt. 13 lbs.

COSTS YOU \$3.50 Lots of 14 **\$3.35 ea.**

SPORS CO., 7-47 Lamont, Le Center, Minn.

RIGHT IN SEASON!

Another BIG HIT!

BIG HIT!

200 M G L HOLES

TAKES IN \$50.00

AVE. PAYOUT \$22.60

PROFIT \$27.40



SIX TICKETS IN EACH HOLE

ONE FREE TICKET IN EACH HOLE

FORM NO. 204 MCL

1200 N. HOMAN AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS

SALESBOARDS

IMMEDIATE DELIVERIES — 25% DEPOSIT

Holes	Name	Profit	Price
400	5c Dollar Board, Thick	\$ 7.00	\$.55
600	5c Diamond Dust	11.00	.69
1000	25c Charley Board	Def. 50.00	.89
1000	5c Lulu Jr.	Def. 18.00	.98
1800	5c Lulu Board, X Thick Def.	18.00	1.49

NEW! 6 TICKETS PER HOLE BOARDS

200	25c Kwik Fin	Max. Avr.	\$37.50 \$2.60
200	25c 6 in 1	Max. Avr.	37.50 \$2.60

Many more. Write for Catalog sheet.

1000	25c J.P. Charley, Thick	Avr.	\$52.08 \$.98
1000	25c J.P. Charley, X Th.	Avr.	52.08 1.15
1000	5c Win-a-Fin, Jumbo	Avr.	25.20 1.79
1200	5c Hit the Barrel	Avr.	23.27 1.88
1200	25c Tex. Charley, Seal	102.28	1.79
1200	5c 3 Grand Prize Board Def.	64.75	2.23

2160 10c Rd. Wh. Bl. Sgls. Tickets \$72.00 \$1.48
 2170 5c Rd. Wh. Bl. Sgls. Tickets 36.50 1.49
 120 Baseball Ticket Books, Am. Nat. Doz. 1.75
 120 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—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	65.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.76
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	3.25
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.76	3.00

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Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

PUSH CARDS

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Largest Stocks. All Popular Sizes and Types. Fine Cards — Low Prices — Fast Service.

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Communications to 155 No. Clark St., Chicago 1, Ill.

Survey Equipment Yardsticks

Iowa Begins Collections On New Tax

Gross Receipts Taxed

DES MOINES, July 12.—Iowa State Tax Commission has issued instructions to its field workers for the collection of the new 2 per cent sales tax on amusements not already under the State's sales tax act. Amusements are included under a measure enacted during the legislative session, and the tax went into effect July 1.

Under instructions handed field workers, juke boxes, pinball games, bingo, salesboards, swimming pool admissions, weighing machines, shooting galleries and bowling alleys which are not permanently located will be subject to the 2 per cent tax.

(Prior to enactment of the amendment, the Iowa State Sales Tax Act included a 2 per cent tax on the gross receipts from automatic merchandising machines.)

Instructions likewise hold the proprietor of the location where an amusement is operated primarily responsible for the tax, and field workers will look to location owners for payment.

Field workers said, however, that if the owner of the location does not pay the 2 per cent tax on the gross receipts of the amusement device, the owner of the device will then be required to do so.

Instructions specifically state that the tax must be paid on gross receipts from the amusement, without any deduction for what is paid out in prizes, or deduction of other expenses.

Considerable debate arose when the measure was passed by the Legislature as to what effect it would have on the operation of bell machines, since gross receipts from bells are included under the tax as now amended. Sponsors of the measure, however, stated that the law would not authorize the operation of any machines held illegal within the state, but would only tax the receipts.

Toledo Judge Fines Pinball Manipulator

TOLEDO, July 12.—Robert A. Barto, 22, accused of making a living by manipulating pinball games with a steel spring, was fined \$200 on a charge of malicious destruction of property and \$50 for creating a disturbance Saturday (5) in Municipal Court.

Barto was arrested with Henry Morris, 30, after employees of the Broadway Night Club refused to cash a handful of tokens which they discovered the pair had secured from a pinball game with their hand-steel instrument. The pair fled, but were nabbed outside by police when they stopped to toss an iron bar thru the club window.

Judge Edgar Norris fined Morris, who was described as a lookout, \$50 on a charge of creating a disturbance.

Chicago Coin Firms Encourage Youth Center With Equipment

CHICAGO, July 12.—A new Youth Center—equipped with music and amusement games equipment donated by local industry leaders—opened its doors here Friday evening (11) in special quarters in the parsonage of the Moreland Lutheran Church, 5443 West Huron Street.

Pastor of the Moreland Church is Rev. Hjalmar Hanson, nationally known for his five years as a commander in the U. S. Navy where he was director of the famous Great Lakes Choir at the Great Lakes Naval Training Station.

Varied Equipment

The center has been equipped with a Rock-Ola juke box, a record player from the Wurlitzer distributor, an Edelman skee ball game, two pin tables and a Sea Raider from Automatic Machines and Supply, an ABCO counter game and various other amusement games. All of the games will be operated free.

Rock-Ola has rebuilt the automatic phonograph it donated. The juke box has considerable history behind it, since it operated continuously for four years at Chicago's

giant USO center on Wabash Avenue. Reverend Hanson called upon invited guests and members of his parish to bring records for the Friday night party. A sizable collection of disks was donated by Ray Cunniffe, president of the Illinois Phonograph Owners' Association.

Worthy Purpose

Purpose of the youth center, Reverend Hanson said, is to keep the youth of the neighborhood off the streets. The center, he added, will be open to all youth in the neighborhood, regardless of their creed.

Present at the Friday night opening were ex-service friends of Reverend Hanson; James T. Mangan, director of Coin Machine Industries' (CMI) Public Relations Bureau; James A. Gilmore, CMI's secretary-manager; the association's public relations staff and various other industry leaders.

Donation of music and games to the Lutheran Youth Center marks the CMI public relations bureau's first move in a planned program to coordinate industry aid to establish teen-age centers.

Philadelphia Games Group Asks Mfrs.' Participation

PHILADELPHIA, July 12.—An educational feature has been added to the meetings of the Amusement Machines Association of Philadelphia (AMAP) by Joseph Silverman, AMAP business manager, which has helped to establish a direct and mutual relationship between the amusement machine operator and the manufacturer. The enthusiasm shown by the membership in launching the project this month not only indicates the success and worth of the project, but may set a pattern that might be adopted by other associations thruout the country.

At the regular monthly meeting of the association in the Commodore Hotel, Silverman invited a manufacturer's representative to meet with the membership for a free and open discussion of their problems. The first speaker was Wayne Nyems, coming here from Chicago as representative for D. Gottlieb & Company. Silverman has completed arrangements with other manufacturers in

Chicago to send their representatives here for each month's meeting.

Explains Idea

"I felt that since the manufacturers are bringing out new equipment, it would be helpful to both them and the operators if they sent somebody in person to give us a detailed account of their new equipment," explained Silverman. "The enthusiastic response attending Nyems' visit with us attested to the avid interest on the part of the operators to know more about the equipment that is being offered them.

"The relationship, however, is a two-way stream. While our members are anxious to hear the manufacturers' story, I felt that the manufacturers should also have the opportunity to hear the operators' story, and get it first-hand from them. These forums are not intended to air grievances or anything of that sort. Rather, it's purely a two-way educational feature to strengthen the ties (See PHILLY GAMES on page 135)

Philly Coin Taxes Jump

PHILADELPHIA, July 12.—City statistics released this week by Receiver of Taxes Frank Marshall revealed that Philadelphia received an increase of \$15,133 from coin machines for the first six months of this year over the same period in 1946. While tax reports do not indicate the revenue produced by the machines, Marshall's tax statement does show that there is more coin-operated equipment in operation today than last year at this time.

City tax received from bowling alleys was \$246 less for the first half of 1947 than for a like period last year.

Chi Ops List Seven Points

Check shows operators go about making installations only after careful study

(Editor's note: One of the basically, top-important problems facing every music operator is how to decide what kind of equipment a location deserves. What yardstick an operator uses to determine the best choice of equipment for a new spot is a topic of conversation in every music operator's circle. Because it believes that music operators should give more consideration to such fundamental problems as types of equipment to be used, The Billboard this week surveyed large and small juke box firms in the Chicago area. The following article summarizes the findings.)

CHICAGO, July 12.—A survey of Chicago music machine operators, large and small, conducted this week revealed there is no cut and dried formula for placing machines and accessories in new locations or for re-evaluating older locations.

Most operators questioned agree that there are a number of important points which must be considered before any attempt is made to install equipment in a newly-acquired spot, or replacing equipment on existing locations.

Seven Prime Points

In all, 95 per cent of the operators questioned agreed that there are seven prime factors that should be determined as completely as possible before music machines are installed. The remaining 5 per cent questioned offered no concrete suggestions. The seven points outlined by the Chicago music firms give a definite indication, though not a final answer, to potential play, up-keep expense, and the choice of equipment which might be most profitably installed.

Listed in what Chicago music operators say are their order of importance, these seven points are:

1. Amount of weekly gross business done by the location.
2. Interior, exterior appearance of the location.
3. Type of customer.
4. Length of the owner's lease, if he is not the owner of the premises.
5. Business background of the location owner.
6. Type of employees in the location.
7. Size of the establishment; acoustics.

Make Spot Check

On the first point, most operators do not rely entirely upon the owner's report of the amount of business done by his establishment. Here is where experience and business sense come in and where the veteran operator has an edge on the newcomer. A spot check, meaning an hour or two getting acquainted with the amount of customer traffic in the location, pays off later on, Chicago operating firms declare. A fair indication of play potential can be (See CHI OPS LIST on page 132)

Three New Coin Machine Patents Show Up in Week

WASHINGTON, July 12. — Three new patents—one for a coin counter, one a control device for games and the third a newspaper vending machine—were published this week by the United States Patent Office. In recent weeks hardly a week has passed without a report of patents granted directly bearing on the coin machine industry. Most of the patents granted so far this year have involved automatic merchandising units.

Newspaper vending machine patent, in the name of John Sabaitis of Grand Rapids, Mich., was applied for July 16, 1945 and lists one claim. The vender would place the newspapers horizontally, with means for moving them toward the top of the device where they are vended to the customer.

Delivery chute of the vender is a horizontal, page-size opening located near the top front of the machine. Papers themselves rest on a shelf which is raised or lowered to engage the topmost paper. Delivery mechanism includes a self-closing, slidable closure which shuts off the elongated delivery chute once a paper has been purchased.

Customer secures his paper by first depositing his coin, and then pulling a rod which is mounted at the side of the vender and is connected to pull rods which extend over pulleys and are connected to the closure and the ejector. Outward movement of the pull rod opens the closure and engages a paper. When the rod is released, the closure is sealed and the delivery mechanism is ready for another purchase.

The coin counting and sorting machine was registered in the name of Julius Jorgensen, of Detroit, and lists 14 claims. Application for the patent was made April 13, 1942.

The device has a number of axially aligned register wheels, designed to be progressively exposed to view. Two sets of gear chains rotate the wheels thru progressive arcs, with a motor driven shaft, having two spaced primary cams. Pivotaly mounted pawls, which rock in and out of engagement with one gear of each chain, are disposed for operation by the two primary cams.

The device provides an index means by which can be selected the tooth of the gear with which each of the pawls is engaged whereby the length of the arc of travel is determined.

Third patent—a counter and control device for pinball games—was assigned to Production Instrument Company, Chicago, a firm which

General Distributing Holds Open House in San Antonio Quarters

SAN ANTONIO, July 12.—General Distributing Company, headed by George Prock, this week celebrated open house at the firm's new store in San Antonio. Headquarters for the distributing firm is in Dallas, with other offices and display rooms in Dallas, Houston, El Paso and San Antonio.

San Antonio offices and showrooms were opened at 325 East Nueva. Sam Winkler, well known to operators in the Southwest, will manage the store for Prock.

Open house at the San Antonio store began July 1 and ran thru Tuesday (8). Prock explained that the new branch was opened for the conveniences of the firm's South Texas customers. The distributing company's complete line of coin-operated equipment was on display at the new branch office during the open-house week.

makes numerous counting devices for coin-operated equipment.

This particular patent, which lists nine claims, was applied for originally in July, 1941. Feature of this new counter is the fact that it adds and subtracts, a useful feature in free-play pinball games, since the counter will subtract from the total every time a free play is granted and will keep the total in line with the cash in the coin box.

Bob Portale Named Mgr. for Portland M. S. Wolf Branch

PORTLAND, Ore., July 12.—Management of the Portland branch of M. S. Wolf Distributing Company has been taken over by Bob Portale, of the sales force at the Seattle branch, it was announced here this week. He succeeds A. M. Moss, who opened the new branch here in April, 1946.

Portale joined the Seattle staff after first having been connected with the Los Angeles headquarters.

No changes in personnel are in sight, Portale said, the office remaining under the management of Florence Talley, who joined the firm last November. Branch occupies its own building at 427 S. W. 13th Street, built especially for its needs to include a modern sales room and office, with a good sized warehouse and shop in the rear.

Moss, who came here from the Los Angeles headquarters, has achieved considerable prominence in the coin machine industry thru his devotion to good public relations for the trade. Active among service clubs, he was a frequent public speaker, calling attention to the constructive side of the

Arcade Piece Out Of Gay '90's Pulls Play on Location

CHICAGO, July 12.—Proving that coin-operated amusement devices can "take it" is the gray-beard of such equipment which is now pulling in pennies at a Loop arcade here. Built by Automatic Target Machine Company, New York, back in 1900, the machine is more than paying its way, according to arcade owners Ted Kruse and Vince Conners.

Installed in the arcade a few months ago, the unit is trouble-free and draws steady play. Billed as "The Mystery of the Gay '90's," the target gun consists of two cast iron stands, spaced about five feet apart, with a brass pistol, penny coin chute and cocking lever on the "customer end," while the rear stand supports a small round glass-covered target. A pipe about six inches in diameter connects the two stands and runs just below the gun and target. "Mystery" is how the small black dot in the center of the target is made to disappear. Gun is movable, permitting patron to aim his "shots."

Conners described the machine, because of its all-tubular construction, as a "plumber's dream."

Tax Tokens Out in Alabama

MONTGOMERY, Ala., July 12.—Gov. James E. Folsom abolished sales tax tokens in Alabama July 1 when he signed into law a bill setting up a bracket system of tax collection.

industry. He won widespread notice with a program whereby the industry provides veterans' hospitals with games that otherwise would lie unused in warehouses.

Moss said his plans for the future were still in the formulative stage.

NAAMO Asks for Coin Machines For Use in Vet Trade School

NEW YORK, July 12.—An urgent appeal for coin machines—in any condition—is being made by the National Association of Amusement Machine Owners (NAAMO) for use of the first training school for coin-operated machine mechanics now being conducted jointly by the New York City Board of Education, the Veterans' Administration and NAAMO. "Many manufacturers already have sent new machines for instruction use by the school," states F. McKim Smith, NAAMO president, "but even more machines are needed."

Used machines with parts missing—or just parts—are needed now, Smith says. When the people of New York learned thru the press that veterans needed equipment for instruction purposes, over 3,600 seats were donated to the Manhattan Trade School, location of the coin machine mechanics' school, A. H. Henry, senior instructor at the school, declared. The more machines received by the school, the more experience the 26 students in the first class will receive.

Second Semester

The second half of the training program, actual experience on maintenance and repair of coin-operated machines, starts Monday (14). At the (NAAMO) executive meeting Tuesday (8), at which time the drive for used machines was discussed, Bob Jacobs, Coney Island arcade owner; Herb Weaver, Brooklyn, and Max Levine, president of the Scientific

Machine Corporation, all pledged to send "several" machines each. Earlier, Max Shaffer, New York arcade owner; Al Rodstein, Philadelphia; Al Meyers, Rockaway Park, N. Y.; Mike Munves, New York; Joe Ash, Philadelphia; Sam Pinkowitz, Philadelphia; Ben Rodin, Washington, and Meyer Wolf, Atlantic City, pledged machines for the program, according to Smith.

The board of education and Veterans' Administration, as well as NAAMO, will acknowledge all gifts of coin-operated machines shipped direct to the Manhattan Trade School, 45 Irvington Street. Machines should be addressed in care of A. H. Henry, senior teacher.

Trucks To Pick Up Machines

Where there are a number of arcade owners, amusement machine operators, jobbers or distributors, a large truck or van can be used to take the machines direct to the school. Plans now are being made to have vans collect machines in such cities as Atlantic City, Philadelphia, Chicago, Baltimore, Coney Island and Washington.

"The flag waving is over, the 'welcome home' signs have virtually disappeared and we can now show our appreciation for what these veterans have done and prove that oft-repeated phrase, 'Nothing is too good for our boys,' is not meaningless by sending the badly needed machines to the school. Action speaks louder than words and now is the time for action," is the way Smith puts it.

Kansas City Paper Makes Play Survey

Reports Coin Play Down

KANSAS CITY, Mo., July 12.—The *Kansas City Star*, evening daily here, has completed a survey of the local coin machine business. In the front feature entitled, "Tide of Nickels Ebb," in its July 7 issue, *The Star* presented a picture of the situation now facing operators in the greater Kansas City area.

T. C. Crummett, one of the owners of the Central Music Distributing Company which sells music machines in Western Missouri, Kansas, Nebraska and Oklahoma, summarized the case: "Smart operators, if they get out and work, can still make a good living," he was quoted as saying. "But the lush war-time days are gone."

Results of *The Star* survey said that the coin machine business in the greater Kansas City area "is down 75 per cent from the war-time peak." The article stated that "the melody and marble men are pointing to Mrs. America as the dominant single factor" in play given machines.

Story went on to say that the return of women from the factories and war plants made the biggest dent in juke and pin play. The writer estimated that there are 3,000 juke boxes and 2,000 pinball machines handled by some 30 operators in the Kansas City area.

Henry Evans, a bartender at the White Horse Tavern, 3515 Troost Avenue, summarized the tavern picture saying:

"The women ain't here anymore, so naturally there's no one around to play the music machines like they did. The men were outnumbered by the women during the war at the pinball machines, too.

"But the men these days don't have the money they did a couple of years ago. A lot of war-time straight shot boys are drinking beers today. They just ain't got the money."

Crummett verified this situation. (See KANSAS CITY on page 138)

Chicago Trade Shows Increase 12 Per Cent

CHICAGO, July 12. — Providing greater profit potentials for Chicago coinmen is the fact that this city is currently proving a mecca for convention visitors. I. S. Anoff, president of the Chicago Convention Bureau, stated this week that in the first half of 1947 the city entertained 12 per cent more convention and trade shows than in the same period last year.

Attendance at Chicago's 479 national or regional meetings, up to June 30, reached a total of 273,189 out-of-town visitors. This compares with 1946 figures of 428 meets. Largest increases were noted in May and June when hotels reported room reservations for visiting delegates 40 per cent ahead of 1946.

Anoff predicted about 800,000 convention visitors this year, compared with 562,000 during 1946.

Maryland's 2% Retail Sales Tax Now in Effect

ANNAPOLIS, Md., July 12.—New 2 per cent State retail sales tax, excluding foodstuffs and medicines, went into effect last week.

Levy, collectible on merchandise from 9 cents up, was approved by the Legislature early this year to help raise funds for a \$218,000,000 biennial budget.

MICH. TAX HITS SMALL OPS

Drop in Ball Gum Charges Is Reported

40-Cent Price Quoted

CHICAGO, July 12.—Ball gum prices took another drop this week as two firms reported prices that bring costs down as low as 1/4 cent for five-eighth inch and 1/3 cent for one-half inch balls.

A well-known Eastern firm reported freight-prepaid ball bubble gum at 500 pounds, 70,000 balls of the five-eighth inch variety for \$200, and 85,000 one-half inch balls for \$230.

Meanwhile, a Chicago manufacturer was offering chicle-base ball gum at 30 and 35 cents per 100-ball boxes of the larger type and 40 cents for a 170-ball box of the one-half inch variety.

A check a month ago showed the lowest price for ball gum as 50 cents per pound and an average price of 60 cents. The 40-cent price offered by the Eastern firm was the lowest yet this year.

In May a survey showed the average ball gum price at 70 cents. The current drop, if followed by the rest of the industry, would cut ball gum costs nearly in half.

Neither firm, however, indicated that they were able to furnish an unlimited supply at these prices. The Chicago manufacturer is still waiting on new factory equipment before he can extend his territory beyond a limited area now covered.

Last week *The Billboard* reported a continuing lag in the supply of stick gum, and from most indications ball gum is suffering from the same lack of raw materials and manufacturing equipment that faces stick gum makers.

O. Dealers Feel Effects of Ind. Cig Tax Law

CINCINNATI, July 12.—Recent 3-cent per pack levy on cigarettes that went into effect in Indiana has also had an effect on Ohio cigarette wholesalers. Few distributors in this State will find it profitable to pay the required \$500 license fee that is required to distribute cigarettes in Indiana.

Fee was set up by the Indiana Legislature in order to prevent any mail order cigarette traffic, which undoubtedly would have appeared from surrounding States not having a cigarette levy, had the wholesaler license fee of \$500 not been included in the new tax law. Most cigarette wholesalers in this area notified customers in border cities earlier this month that they would cease supplying them due to the new measure.

The Ohio Soldiers' Bonus Bill was enacted without the proposed 1-cent increased tax on cigarettes. Actually, this may have a tendency to up the sale of cigarettes in Ohio, since the retail price will be a penny a pack less. In Harrison, the main street divides the town, with Indiana on one side and Ohio on the other. Indiana smokers in this town could merely walk across the street to save 10 cents on a carton of cigarettes.



HAL R. MEEKS (center) celebrates the launching of the new electric cigarette vending machine with Jack Golden (right), president of the new manufacturing firm that is as yet unnamed, at Freddie's Grotto in Manhattan. Manuel Tortosa, owner of Freddie's Grotto, is the third member of the launching party.

New Eight-Column Electric Cig Vender To Hit Market

NEW YORK, July 12.—A new eight-column electric cigarette vending machine made by a Syracuse, N. Y., manufacturing firm (as yet unnamed) will be introduced to the trade shortly, according to Hal R. Meeks, of Hal R. Meeks & Company, national distributors of the new vender. Quantity delivery of the machines is expected early in September.

New manufacturing firm is headed by Jack Gordon, a newcomer to the coin machine industry. Vender will be the console design, holding 472 packs of cigarettes, and dispensing cigarette packs on the "first in first out" principle. It will be the lowest priced electric cigarette vender on the market, according to Meeks.

Machine is made with an all-aluminum cabinet which stands 55 inches high, has only three moving parts and is complete with A.B.T. slug rejectors. Cabinets will be illuminated and have a cutout on the front, the entire width of the cabinet, with the word "cigarettes" in it. Packages of cigarettes will be vended with push-button operation.

Distributor for Mills

Besides acting as national distributor for the new electric cigarette vending machine, Meeks states that his organization will be national distributors for the Mills Automatic Merchandising Corporation (Long Island City, N. Y.), manufacturers of a five-column 5-cent candy vending machine and a 1-cent gum vender. Mills is a subsidiary of Mills Industries, Inc., Chicago.

Both Mills machines were manufactured before the war and Meeks states he is now filling some orders that were placed with him three years ago. "However," he says, "we are in a position to fill present orders now." Nickel bar vender holds 105 candy bars in its five columns with the candy riding on a continuous conveyor. Penny gum vender is a six-column machine for Chiclets, Dentyne and Beeman's gums.

Other Machines

Besides the electric cigarette vender, candy bar machine and gum vender, Meeks states that his organization also will be announced shortly as national distributors for a 5-cent cookie vending machine and

a nickel hot nut vender. The firm already has been named national distributor for the four coin-operated models of the RX Scale Company of Connecticut.

Meeks expects to have all the venders displayed shortly in the firm's showrooms at 55 West 42d Street. Electric cigarette venders already have been placed on test location in Syracuse and production lines are now in process of completion.

Governor Signs Penn. Rent Act For Cig Venders

HARRISBURG, Pa., July 12.—Gov. James H. Duff has signed into law Senate Bill No. 755 exempting cigarette vending machines leased, loaned, hired or conditionally sold, from levy or sale on execution or distress for rent, when on location in spots against which such proceedings are started.

The governor approved the bill without comment. It had previously passed the State Senate, where it was introduced by Senator Carleton Woodring, (D., Northampton), by a vote of 50 to 0 June 11, and later was approved by a 199 to 5 vote in the House of Representatives June 14.

Wis. Cig Tax Remains at 2c

MADISON, Wis., July 12.—Cigarette vending machine operators in this State who were apprehensive lest the 2-cent-per-pack cigarette tax, scheduled to expire last week, be increased, breathed a sigh of relief when Acting Gov. Oscar Rennebohm signed a measure extending the prevailing levy for another two years.

Basis of the fear that the tax would be upped was the fact that a record State budget had to be met, which made the 2-cent tax a certainty with an increase looming as a definite possibility.

Cig Venders Must Pay Fee

Straight charge declared unfair to operator with small number of machines

DETROIT, July 12.—Michigan's new 3-cent cigarette tax furnished unintentional proof this week that occasionally "the power to tax is the power to destroy." Small firms, operating a limited number of cigarette merchandising machines, are skating on thin ice as a result of the new tax, and some of them may be forced out of the business.

A bad blow to the small operators of cigarette machines was the imposition of a straight \$100 annual fee upon the operators of cigarette venders. As this fee is presently interpreted, the same charge applies whether a man is operating one vender or a thousand.

Spread Unequal

Smaller operators, who operate only a few cigarette machines together with other equipment, are faced with deciding whether they can profitably stay in business and pay the fee. In some instances, small operators who could not spread the flat fee over enough machines to bring the cost down to an acceptable figure, have already pulled machines out of shops.

In recent years, new operators have entered the cigarette merchandising field in the Detroit area, and (See MICHIGAN TAX on page 134)

Candy Movie Slated For Denver Showing

CHICAGO, July 12.—Candy men in the Rocky Mountain area will be treated to a special premiere of the Council on Candy's new motion picture, *Candy and Nutrition*, at a meeting to be held August 13th in the Mural Room of the Albany Hotel, Denver.

Included on the program, which will be presided over by A. C. Baker, of the Brecht Candy Company, Denver, will be an introduction to the film by Smith H. Cady Jr., Council on Candy director, and a personal appearance by Dr. I. Q., radio quizzer.

Included on the committee in charge in addition to Chairman Baker are John Jacobs, O. P. Baur; W. C. Braidwood, Russell Stover's Candies; Herbert Cole, Flaks, Inc.; Theodore Kittleson, Mars, Inc.; Tom F. Peake, manufacturing representative; R. F. McCracken, manufacturing representative; Harry Youngman, Harry Youngman Candy Brokerage Company, and Von C. Baker, confectionery broker.

Paint It Red

BOSTON, July 12.—An operator here has painted at least one of his cigarette vending machines with stripes—red and white stripes! Whether the machine brings in more coins painted this way, remains to be seen. But one thing is certain—it is next to impossible to miss seeing the vender in the location.

Merger of Berlo, Sanitary Announced; Join American

NEW YORK, July 12.—The American Vending Machine Corporation, a New York corporation which was formed last January to acquire ownership of several vending machine companies, has registered 145,000 shares of \$1 par common stock with the Securities and Exchange Commission in Philadelphia for public offering.

With the announcement came word that the organization now includes the merger of the Berlo Vending Company, Philadelphia, and the Sanitary Automatic Candy Corporation, New York. Money raised thru the sale of stock will be used to further finance its organization.

At the same time it was learned that the Group Service Agency has temporarily deactivated in this area, with Herbert R. Ebenstein, executive director of the agency, moving his headquarters from New York to Hollywood.

While the Group Service Agency had previously reported expansion plans to cover the entire country, it was not learned here whether these plans would now be discarded or temporarily postponed. Group Service headquarters in New York reported that the American Vending Machine Corporation operations were definitely set, with J. A. Berlsin, 333 South Broad Street, Philadelphia, in charge.

The Interstate Automatic Candy Corporation, Boston; Tri-State Automatic Candy Corporation, Buffalo; Northwest Automatic Candy Corporation, Los Angeles; Pacific Auto-

matic Candy Corporation, San Francisco; Southern Automatic Candy Corporation, Atlanta; Criterion Concessions, Inc., New York; Pack Shops of Connecticut, Inc., New Haven, and the Schenectady Pack Shops, Schenectady, are understood to still be operating as the Group Service Agency, covering some 3,000 theaters in the United States.

Telecoin's Caravan Showings Open With July 8 N. Y. Event

NEW YORK, July 12.—First of a series of five Telecoin Caravan showings to be held this month opened Tuesday (8) at the Hotel Commodore, with six new coin-operated devices and the Telecoin coin-operated radio system on display in the South Ballroom.

In attendance for the three-day showing were Eugene Farny, chairman of the board; Arthur W. Percival, president; Howard E. Richardson, director of the special products division; Sam Zeoli, service manager, and Martin R. Johnson, manager of the export division, all of Telecoin. Irvin Robey, Tele Quizzer engineer, was on hand to describe the workings of the machine.

On display in the room were, in addition to the Tele Quizzer, a Tele Juicer, a Bendix automatic washer, a laundry extractor, an ironer, a soap vender and a drier, all coin operated.

Caravan moves to the Carter Hotel, Cleveland, July 14 for two days, then to the Stevens Hotel, Chicago, July 17 for two days; Adolphus Hotel, Dallas, July 23 for three days, and Atlanta July 29 for two days. All Telecoin execs except Farny are to make the tour.

Conn. Condemns 4,000 Cases of Soft Drinks

HARTFORD, Conn., July 12.—Over 4,000 cases of soft drinks produced by two Connecticut manufacturers were destroyed recently after State food inspectors found them to contain substances prohibited by State law.

Samples analyzed at the State Agricultural Experiment Station were found to contain Bevco, a stabilizer containing a poisonous substance, and Vitaplex, a non-nutritive sugar extender.

Bevco, manufactured by the Chandler Laboratories of Philadelphia, bears a poison warning on the label and was found to contain ammonium chloride. Vitaplex, manufactured by the Vitaplex Company, of Chicago, was found to contain dulcin, a non-nutritive substance used as a sugar extender or in place of sugar.

Laundromat With Lounging Room Launched in Carolina

COLUMBIA, S. C., July 12.—The Half-Hour Laundry, with 20 Laundromat automatic washers in place, has just opened for business here, with Earl Taylor as owner.

Taylor says the coin-metered machines used in the laundry are identical to the consumer model, and a lounge is provided for the convenience of patrons. A playroom is also provided where children can amuse themselves.

SPECIAL DEAL!
VICTOR MODEL V
 FAMOUS PRE-WAR VENDERS
 10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM, ALL FOR \$162.50
 Mention Deal A When Ordering
 We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30-Lb. Ctns., 27¢ lb.
RAINBOW PEANUTS
 50-lb. Ctns. 25¢ lb.
 Spanish Peanuts, 30-lb. Ctns. 21¢ lb.
 Model V Globe Type With Plastic Globe \$13.75

BUBBLE BALL GUM
 5/8" - 140 COUNT
50¢ LB. In 25 Lb. Ctn. Lots.
 1/3 Deposit, Certified Check or Money Order, Balance C. O. D.
PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
 461 Sackman St., Brooklyn 12, N. Y.
 Phone: Dickens 2-7992

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.

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.

HIGH TYPE SALESMEN

wanted to sell the famous 5¢ CASH TRAY Nut Vender in their home States or States of their own choosing. Protected territory. Clean, permanent connection. Write us for the address of our nearest regional office.

ADAMS-FAIRFAX CORPORATION
 5721 W. Jefferson Los Angeles 16, Calif.

VENDING MACHINES

New Regal, 1¢ \$11.45 Ea.
 35 Almond Cash Tray, 5¢ 7.50 Ea.
 15 Lighter Fluid Vendors, 1¢ 5.00 Ea.
 45 Snacks, 3 Col., 5¢ 10.00 Ea.
 15 Stick Gum, Columbus, Jennings, 1¢ 5.00 Ea.
 5 Northwestern Standard, 1¢ or 5¢ 7.75 Ea.
 Also Parts and Globes.

C. E. BRADFORD
 226 Hamilton St. Albany 3, N. Y.

Columbus Vendors

The Star Performers in Any Location.
 Serving the Public for Over a Third of a Century.

No. 46, 1¢ Peanut \$11.50
 2 to 11 10.95
 12 to 47 10.40
 No. 46Z, 1¢ all purpose 11.95
 2 to 11 10.95
 12 to 47 10.40
 No. 46ZB, 5¢ all purpose 12.95
 3 to 11 11.95
 12 to 47 11.40

THE 5¢ HOT NUT SILVER KING

The Only Trouble Free Machine Made Vends All Merchandise
\$29.50

NEW VENDING MACHINES

Victor Model V, 1¢ Cabinet Type ... \$13.75
 Victor Model V, 5¢ Cabinet Type ... 14.75
 Victor Model V, 1¢ Globe Type ... 11.75
 Advance #11 1¢ Peanut ... 11.25
 Advance #11 5¢ Pistachio ... 13.75
 2 to 11 ... 12.25
 Advance Model "D" 1¢ Ball Gum ... 11.25
 Silver King, 1¢ ... 11.50
 Silver King, 5¢ ... 12.50
 Silver King Ball Gum ... 12.50
 25 or more Silver Kings ... 10.30
 Regal 1¢ Plastic Globe ... 8.95
 Send for Literature and Quantity Prices.
 1/3 Deposit Required with Orders
 Address All Mail to Dept. BB.
FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

BUY FROM DEVICES!
 NEW 1947 SILVER KING HOT NUT MACHINES!

Either 1¢ or 5¢, Complete with Cup Dispenser \$29.95 each
 Also 1¢ Ball Gum, 1¢ Peanuts and 5¢ Silver King Nut Machines.
 1 Machine \$13.95
 Write for Quantity Prices.
 For PROMPT SERVICE order from DEVICES.
DEVICES NOVELTY SALES CO.
 467 N. Milwaukee Ave. CHICAGO 10, ILL.

• FOR EVERYTHING IN COIN MACHINE EQUIPMENT and SUPPLIES •
 CONTACT **VEEDCO**
 2113 Market St. Phila. Pa.

WE'VE GOT THE MOSTEST FOR THE BESTEST

See Sunflower for: BUBBLE BALL GUMS BULK MERCHANDISE PARTS AND SUPPLIES VENDING MACHINES

SUNFLOWER DISTRIBUTING CO., INC.
 2125 Amsterdam Ave., New York 32, N. Y.

Remco Food Products Plans \$500,000 Plant To Produce Dinners

NEW YORK, July 12.—Remco Food Products, Inc., plans to erect a \$500,000 plant on a five-acre site in South Hackensack, N. J., to produce complete pre-cooked dinners which will be sold through regular food outlets and via a dispenser system of the vending machine type which has recently been developed by the firm.

According to present plans, there will be an arrangement of meats, vegetables and potatoes on detachable plates which will permit combinations of 12 meats, 11 vegetables and four styles of potatoes. Thru use of the new dispenser system, the products will be made available in transportation stations, bars, clubs, restaurants, industrial locations, institutions, etc. The plates may be used to reheat food. They will be made of aluminum with an enamel finish.

Lada Vending Enters Full-Time Operating

DETROIT, July 12.—Anthony Lada announced last week the establishment of the Lada Vending Service, a new vending machine operating firm.

The story behind Lada's formal entrance into the coin machine business parallels the many recent examples of local coinmen who were in other fields for many years before experimenting with the coin machine business on a part-time basis. Lada, who had formerly been engaged in factory work, first decided to buy but a few candy and peanut vendors, the usual favorite of part-time operators because they require a relatively small outlay of capital.

Now he has worked up his route to a point where it requires his services full time and he has resigned from his factory affiliation.

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VENDING MACHINES

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 35 Almond Cash Tray, 5¢ 7.50 Ea.
 15 Lighter Fluid Vendors, 1¢ 5.00 Ea.
 45 Snacks, 3 Col., 5¢ 10.00 Ea.
 15 Stick Gum, Columbus, Jennings, 1¢ 5.00 Ea.
 5 Northwestern Standard, 1¢ or 5¢ 7.75 Ea.
 Also Parts and Globes.

C. E. BRADFORD
 226 Hamilton St. Albany 3, N. Y.

BUBBLE BALL GUM

45¢ per lb.

FINEST QUALITY—ANY QUANTITY

5/8", 140 Count 45¢ per lb.
 170 Count 50¢ per lb.
 210 Count 50¢ per lb.

Spotted or Striped Ball Gum Winners in above sizes, 6¢ more per lb.
 All Gum packed 25 lbs. to a carton!

**IMMEDIATE DELIVERY
 SPECIAL DEAL**

10 Silver King 1¢ Gum Venders, together with 125 lbs. Bubble Ball Gum—enough to gross \$180.00—the complete deal, \$166.00

SILVER KING	ADVANCE
1¢ Peanut ... \$11.50	1¢ Peanut ... \$11.25
1¢ Gum ... 11.50	1¢ Gum ... 11.25
5¢ Nut ... 12.50	5¢ Pistachio ... 13.75
VICTOR V	MASTER
1¢ Globe ... \$11.75	1¢ Peanut ... \$14.95
1¢ Cabinet ... 13.75	1¢ Gum ... 14.95
	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 Vendors with Cup Dispenser, Brand New, Complete ... \$29.95	

WRITE—WIRE—PHONE

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave. CLEVELAND, OHIO
 Phones: PProspect 6316-17
 TERMS: 1/2 deposit with all orders, balance C. O. D., F. O. B. Cleveland.

Two-Flavor Cup Vender Planned By Tru-Ade Co.

BALTIMORE, July 12.—Tru-Ade Bottling Company here expects to complete an experimental model of a new two-flavor cup vender in August, the machine's inventor and bottling firm head, Allen Davis, said this week.

Details of the proposed vender are not available, other than that it will have a 600-cup capacity, incorporate an ABT coin changer and require floor space of 19 by 30 inches. Machine will be manufactured exclusively for the sale of Tru-Ade non-carbonated orange and grape drinks, and will be produced by the Standard Gas Equipment Company, Baltimore, for Tru-Ade.

Due to the fact that the vender will dispense non-carbonated beverages, its construction and design will be simplified, Davis states.

Standard Gas Equipment Company is currently making single-flavor cup machines for Tru-Ade franchised bottlers, but because the firm produces two soft drink flavors a need for a more versatile unit was felt. Unlike the single-flavor unit, which was designed by both Standard Gas and Tru-Ade engineers, the two-flavor vender is claimed to be Davis's idea thruout.

Ven-Dures Test Of Vitamin Mch. Set for August

SEATTLE, July 12.—Ven-Dures, Inc., now in process of making minor changes and adjustments on its vitamin vending machine, will shortly announce the appointment of distributors to handle the merchandising machines, according to Stanley Palmer, vice-president and general manager.

The Ven-Dures machine will sell One-A-Day brand vitamins, produced by the Miles Laboratories, in a nationwide test scheduled to start in August.

Firm has just brought out its first direct-mail piece, which it will turn over to operators for use in soliciting restaurant locations. Promotion points up the One-A-Day brand's national advertising campaign thru radio, magazine and newspaper media.

Single Moving Part Feature of Post-War Ideal Drink Vender

BLOOMINGTON, Ill., July 12.—Ideal Manufacturing Company here, which produced the Ideal soft drink and milk vending machine before the war, is back in production with an improved model of the pre-war machine.

Capacity of the vender has been increased so that the vending racks of the dispenser now holds from 100 to 130 containers and the pre-cooling chamber holds from 100 to 300 bottles.

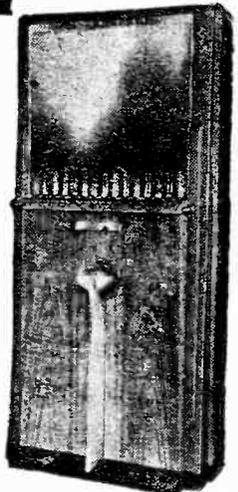
The Ideal dispenser will vend from one to seven flavors from as many racks, and the product can be dispensed either thru paper or glass containers. Machine has only one moving part, since the actual operation of the vender is manual.

New post-war model features a removable, one-piece rack, which the manufacturer claims makes loading and cleaning easy. All of the machines are equipped with a new, large size coin box and slug rejector.

CIGARETTE MACHINES

NEW ROWE CRUSADER, 10 COLS. \$220.00
 NEW PX, 10 COL., 425 PACK CAP. 175.00
 NEW DU GRENIER CHALLENGER, 7 COLS. 135.00
 ROWE IMPERIAL, 8 COLS. \$ 75.00
 ROWE ROYALS, 10 COLS. 105.00
 ROWE ROYALS, 8 COLS., DUALS ... 95.00
 ROWE, 6 COL., 150 PACK CAP. 32.50
 DU GRENIER CHAMPION, 9 COLS. 95.00

DU GRENIER MODEL W, 9 COLS. \$ 69.50
 DU GRENIER "S", 7 COLS., 210 PACK CAP. 47.50
 DU GRENIER, 6 COLS., 150 PACK CAP. 32.50
 UNEEDA, 12 COLS. 65.00
 UNEEDA, 8 COLS. 57.50
 UNEEDA, 5 COLS. 40.00
 STEWART-McGUIRE, 8 COLS. 35.00
 NATIONAL 630, 150 PACK CAP. 32.50



U-NEED-A-PAK MODEL 500 15 COLS. \$120.00

CANDY MACHINES

ROWE DE LUXE, 8 Cols., With Lights, 120 Bar Cap. \$115.00
 ROWE STANDARD, 8 Cols., 120 Bag Cap. .. 95.00
 UNEEDA, 5 Cols., 102 Bar Cap. 75.00

10c CIGAR MACHINES, Cap. 175, 7 Col. \$35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

We have all other makes and models of cigarette and candy machines in stock! Also parts and mirrors available, including the 25c vending changeover parts for all machines!

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET BROOKLYN 11, NEW YORK

BUBBLE BALL GUM

IMMEDIATE DELIVERY

5/8 inch size

43c pound

In lots of 500 pounds or more

45c pound

In lots of 25 pounds or more

1/3 Deposit, F.O.B. Brillion

L. A. Becker Vending Service
 105-6 DEWEY ST. BRILLION, WIS.

POPCORN MACHINES

Star Floor Demonstrators—
 Guaranteed New

SUPER STAR THEATRE MODELS ... \$475.00
 SILVER STAR FLOOR MODELS ... 385.00
 SILVER STAR COUNTER MODEL ... 300.00
 JUMBO GIANT (GAS) MODEL ... 200.00
 Wire us for immediate delivery, subject to "your" inspection.
 Write for literature on "STAR" or "MINITOP" (10¢ Coin Operated)

THE P. K. SALES COMPANY

507-09 Wheeling Ave. CAMBRIDGE, OHIO
 Phone: 32941

THE CHALLENGER

Newest Three Unit Hot Nut Machine Now Available
 Multiple Vender MEANS Multiple Profits

TROPICAL TRADING CO.
 881 S. Wabash Ave. Chicago 5, Illinois

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

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.

WATCH FOR



● YEARS AHEAD OF ANYTHING ON THE MARKET
 A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Soon in mass production. Distributorships being allotted now. Write for full details.

DAVAL PRODUCTS CORPORATION

1512 North Fremont Ave., Chicago 22, Ill.



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.

CASH-TRAYS

The Biggest Little Money Maker Yet Manufactured.

\$9.85 EA.

WRITE FOR INFORMATION AND CIRCULARS



Teeny Almonds 93c Lb. In 5# Cartons

CLEVELAND, OHIO

Northwestern

WORLD'S FINEST BULK VENDERS



DELUXE \$25.00



MODEL 33 \$11.60



33 BALL GUM \$10.40



MODEL 40 \$9.85



MODEL 39 \$13.40

Immediate Delivery—Credit Terms To Reliable Operators. Write for Prices on high grade Bubble Gum and Pistachios.

AMERICAN DISTRIBUTORS

1349 Fifth Ave., Pittsburgh, Pa.

13815 12th St., Detroit, Mich.

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
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

BUBBLE BALL GUM

45c per lb.

5/8—140 count .45 per lb.

170 count .50 per lb.

210 count .50 per lb.

PENNY KING CO.

1037 E. Warrington Ave.
Pittsburgh, Pa.

FREE! FREE! FREE!



— July Only —
With each order of ten (10) Brand New Shipman Triplex Stamp Vendors for 1c-3c-5c Air Mail Stamps, we will give a 25,000 genuine Shipman stamp folders FREE of charge!
IMMEDIATE DELIVERY!
—Price \$39.50 each—
1/3 dep., bal. C. O. D.
• Send for free leaflet •
R. H. Adair Company
6924-26 Roosevelt Rd.,
Oak Park, Illinois
RUSH YOUR ORDER TODAY!

SPECIAL

- 100 5¢ Reliable Cash Tray Vendors, Each like new \$ 4.95
- 50 5¢ Silver King Nut Vendors, used one week 10.50
- 10 1¢ Masters; Porcelain; Screw Locks. 7.50
- 25 5¢ Columbus; Like New; 1947 Model 9.50
- 5 24-Record Wurlitzer Phonographs. 250.00
- 5/8 Ball Gum 50¢ lb. Pist. Nuts . . . 64¢ lb.
- 170 Ball Gum 60¢ lb. Cashews . . . 50¢ lb.
- Va. Peanuts . . 28¢ lb. M. & M.'s . . 45¢ lb.

Also new Columbus and Silver King Vendors
CAMEO VENDING SERVICE
432 W. 42nd St. NEW YORK 18, N. Y.

Improved and better than ever before

PISTACHIOS

Best Quality. Compare!
DISTRIBUTORS: **38c WHITE,**
43c RED, BOTH SALTED
"Sun Brand" Standard about 50 to oz.
Larger sizes available.

AMERICAN PISTACHIO CORP.
Importers, Packers at this address for over 15 yrs.
111 Reade St., Dept. 15, New York 13, N. Y.

NORTHWESTERN VENDORS

DeLuxe Merchandisers . . . \$25.00
Model "33" 11.60
Model "40" Write
Model "33" Ball Gum . . . 10.40
1/3 Deposit, Balance C. O. D.
Subject to change without notice.
Liberal credit terms.
CARL TRIFFE

IDEAL NOVELTY CO.
"Authorized Northwestern Distributor"
2823 LOCUST ST.
ST. LOUIS 3, MO.

British Food Men Study Coin Machines While on U. S. Tour

NEW YORK, July 12.—Four British food merchants this week completed a 25-day tour of the U. S., during which they studied coin-operated machines in use here.

The four, Harold Shopman and W. G. Beverly, directors; Harold Wicker, food trades manager, and F. A. Bates, bakery manager, of the London Co-Operative Society, English food store outlet, which does an annual business of \$100,000,000.

The group expressed a definite interest in coin-operated food stores which they feel would help solve the British problem of too many people engaged in distribution and not enough in production.

One of the things that disappointed the group was the lack of coin-operated food stores in the United States. "If the United States had developed a smoothly organized coin-operated food store—on the order of the automats—I feel sure it would have been the answer to our problem," Director Shopman stated.

The Englishman reported that the group had heard a lot of interesting talk on this subject from many large food store officials here and that his society "in all probability" will experiment with various types of self-service operation in the near future.

The London society, which has about 1,000,000 members who have shares in the organization amounting

to as much as \$800 each, has the equivalent of \$72,000,000 in capital, half of it liquid, which could be used at once to buy products badly needed in the United Kingdom if a free market existed. "Other industry and trading firms have millions of pounds to spend immediately if a free market existed today," the group agreed. Spending, however, is prohibited by the British government's present restrictions on imports and dollar credits.

Plenty of Coins

Unlike the rest of Europe, the United Kingdom has plenty of coins and more are being minted, the visitors declared. One of the prime reasons why coin-operated equipment is not being produced in large quantities at present is because of the export manufacturing rules that have been established by the British government under which goods for use only within the country are made only in special cases.

If special coin-operated food store units were manufactured within the country, it would be necessary to export a current amount of them to keep the dollar credit abroad. Since European countries, for the most part, are lacking in coins, the market for the machines would be narrowed to the U. S., South America and a few other countries.

Prices Not Astounding

Prices of coin machines in the United States didn't amaze the visitors since they already had noted food and clothing in this country were priced at almost double current prices in England. It is expected, Shopman states, that the present food rationing will continue in England for at least another year with meat on the restricted list for a minimum of three years. Bread rationing may end in October of this year, he stated, but that is not certain as yet.

The London Co-Operative Society does its largest volume in food, but it also sells durable goods, clothing and such services as funerals. It is estimated that 50 per cent of the society's capital has accrued from members who allow their 5 per cent annual dividend to remain with the organization.

Call Exec Meeting To Plan Exhibits, NAMA's Convention

CHICAGO, July 12.—Special meeting of the National Automatic Merchandising Association (NAMA) 1947 convention and exhibit executive committee has been called for July 16 at the Palmer House by George M. Seedman, general convention chairman.

The committee will complete plans for the convention and exhibit which will be held December 14-17 at the Palmer House and for the NAMA 1947 *Automatic Merchandiser*, new yearbook and buyers' guide to be published following the convention.

Success Indicated

"Altho the convention and exhibit is still six months away, every indication points to its being a smashing success," Seedman said. "That the association's first exclusive merchandise and service vending machine show will be a sell-out is a foregone conclusion, and after this committee meeting it is expected that the names of all the fourth floor exhibitors will be released."

Half of Space Sold

The huge fourth floor exhibition hall contains 88 display booths. More than half of the display rooms on the seventh floor of the Palmer House already have been reserved by suppliers, Seedman revealed.

At the meeting next Wednesday, the convention committee will hear reports on the progress of the *Merchandiser* and on the convention program, registration and hotel reservations. Convention features to be covered at the meeting include the schedule of events, ladies' activities, convention speakers, exhibit hours, banquet plans and entertainment preparations.

Attending besides Seedman will be Fred N. Pierson, vice-chairman of the convention and exhibit executive committee; Neill Mitchell, Ben Selzer, several Chicago members who have been invited to sit in as guests, and NAMA staff members.

Petition To Halt Oregon Cig Tax Act

Set October Election

PORTLAND, Ore., July 12.—A last-hour filing of petitions halted application of the State law levying a 2-cent tax on each package of cigarettes. Originally scheduled to have gone into effect July 5, the issue now comes before the voters at a special election October 7.

Circulation of petitions under the initiative and referendum law were instigated by wholesalers headed by R. A. Bradlee, of Portland. If enacted into law the measure would have cost smokers an estimated \$2,000,000 annually, according to revenue computation by its sponsors. Issue was complicated by the fact that it would have become inoperative if, at the October 7 election, the voters favored a 3 per cent sales tax. This element of uncertainty stiffened wholesalers' resistance to the law, which they said would have resulted in loss thru cost of affixing the State revenue stamps and purchase of costly machinery.

Filed Last Day

Petitions were filed on the last day and contained 13,237 signatures, deemed an ample margin over the required 11,826 names to allow for loss of names thru non-registration. The State tax commission had notified cigarette dealers that the law would become operative July 5 and had purchased 11,000,000 tax stamps to be affixed to individual packages.

Chief operator in the cigarette vending trade here, however, the J. H. Harris Company, was not overly happy with the result of the petitions, firm having favored the tax. In the first place, with the firm headquartered at Vancouver, Wash., just across the Columbia River from Portland, the tax would have equalized Washington prices, where a 2-cent State tax makes the vending machine price 20 cents. Concern reports that considerable Washington cigarette business is lost by purchasers coming into Oregon.

Price Now

Harris now gets 17 cents in venders on the Oregon side, and price would have gone to 20 cents with imposition of the tax. Besides upping the margin 1 cent, this would have eliminated the necessity of pennying the packs, now done by machine in the Vancouver office. Cigarettes over the counter sell for 15 cents in many Portland places, and the vending machine trade felt imposition of the tax would have eased acceptance of a 20-cent price in venders.

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Up Sugar Allotments for Third Quarter by 10%

WASHINGTON, July 12.—Sugar Rationing Administration announced here last week that allotments for industrial users for the third quarter of 1947 had been raised from 75 to 85 per cent of their 1941 base period. With the increase in sugar supplies for the producers of confections and soft drinks came the speculation that a price boost was also in the offing.

Prior to the directive raising the quotas for industrial users, sugar officials had curbed several rumors that had been widely circulated that rationing for commercial users would be eliminated altogether. Other unfounded speculations predicted that the quotas in effect in the second quarter would be continued in full force. A third source of confusion was a proposed action, announced and rescinded the same day, which would permit institutional users to transfer sugar evidences to industrial firms. This plan would have allowed sugar-using manufacturers this additional supply to manufacture for institutional users specifically, thus having the effect of increasing the manufacturer's allotment. However, the straight increase in percentage of prevailing sugar rations was substituted.

Mild Interest Shown

Rise in allotment was accepted on the part of most bar goods manufacturers with little interest, as the 75 per cent ration in effect in the second quarter had helped considerably to lessen their most critical sugar supply problems. However, for the producers of chewing gum and soft drinks, both of which also have a wide distribution thru vending machines, the new hike was important. Production of chewing gum, in particular, had been curtailed by sugar because of high quality and proportionately large quantities of the sweetener needed by manufacturers.

That sugar prices, which have already been upped by more than 70 per cent since the base year 1941, were about to be increased again was predicted in most official sugar circles. One barometer, the United States cost of living index, which has a direct bearing on prices paid for the Cuban sugar crop, was not expected to decrease at this time, and

there was some indication that it might rise. Regardless, most official sources felt that a fractional cent hike was imminent.

Future Trading Resumed

One prospect that might lead to a belief that the sugar price would be shaved a bit was seen in the reopening last week of trading in sugar futures on the New York Coffee & Sugar Exchange after a six-year lapse. Spirited bidding with 14 traders marked the opening of the exchange. First sale, a contract for May, 1948, delivery was at a price of 6 cents a pound, with closing bids at 5.58 cents. This compares with the current spot price of 6.175 a pound for raw sugar. Initial trades in later 1948 contracts were at 5.65 cents for July delivery and 5.73 cents for September. December futures were 5.60 bid and 5.75 asked, with no sales reported.

Fire Hits Scale Plant; Output Will Continue

DETROIT, July 12.—Serious fire damage at the Mercury Steel Corporation plant on Tuesday (18) will not cause any major setback to production of the new Mercury Athletic Scale, according to Edward A. Gorney, founder of the company. Fire was a three-alarm blaze that took a combined force of fire fighters from both Highland Park and Hamtramck, island suburbs, to put out.

It started in the second floor of the building, above the Mercury plant which is entirely on the first floor, and at one time threatened to set off some two million gallons of gasoline stored nearby by another firm. The second floor was largely destroyed, and water came down, injuring the Mercury equipment and stock.

Some Heavy Damage

Most serious damage however, according to Gorney, was in the engineering and experimental departments, which were located on a balcony at a point where the floor above them was burned off. Considerable experimental equipment was destroyed, and all blueprints and engineering data damaged, but a test on Wednesday (9) showed that the prints could be salvaged and read.

Blaze occurred actually on the first day of pilot production in the Mercury plant. There has been a backlog of orders since the scale was announced a month ago, Gorney said, and schedules called for daily increase until full capacity was reached on July 23.

Arrangements were quickly made and the production equipment moved into an undamaged vacant building adjoining the original structure within 48 hours. Gorney said that full production would be reached within two weeks as originally planned. The new building will be used temporarily until the original structure can be repaired.

Empire Vending Buys Lester Distributing

NEW YORK, July 12.—Harold Loman, president of the Empire Vending Corporation, Brooklyn, has announced the purchase of the Lester Distributing Company, Long Beach. Empire is taking over 75 candy machines formerly operated by Lester, bringing to 300 its total number of machines now on location on Long Island.

Vending Mach. Exhibit in N. Y.

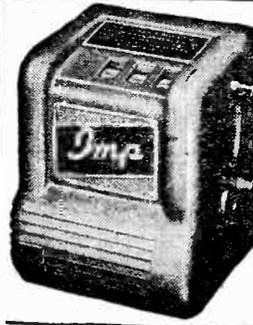
NEW YORK, July 12.—One of the major attractions at the store modernization show held at Grand Central Palace here last week was the Coca-Cola exhibit. Featured were three coin-operated bottle venders, a coin changer and a manual vender. Crowds at the show appeared especially interested in the Mills and Vendorlator machines which feature coin changers. Also on display was a Vendo machine and a separate Vendorlator coin changer.

The exhibit was set up by the national sales division of Coca-Cola, and special representatives were on hand to explain the operation of the machines. Viewers, mostly store owners and operators, were told that machines could be placed on location only thru Coca-Cola local reps.

A fourth Coca-Cola approved machine, now being manufactured by Westinghouse in Springfield, Mass., is expected to be ready soon.

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Univendor available in 8-column and Theatre Models

WHY PAY MORE? asks ROY TORR
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40c Per Pound

500 Pounds 5/8 (70,000 Balls)\$200.00

500 Pounds 1/2 Inch—170 Count—(85,000 Balls) ..\$235.00

On orders less than 500 pounds, 2¢ per pound additional.

Full cash with order—prompt shipment

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150 U-Select-It Candy Bar Machines, 54 Count. \$67.50 @ F. O. B. Lincoln, Nebr.

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100 U-Select-It Candy Bar Machines, 74 Count. \$87.50 @ F. O. B. Lincoln, Nebr.

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500 Brackets for Peanut Machines. 25¢ @ F. O. B. Lincoln, Nebr.

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MUSIC ROOM FOR JUKE OPS

Penn. Music Group Starts Record File

Handy Listening Post

PHILADELPHIA, July 12.—Again demonstrating what an alert coin machine association can do towards performing services for its operator-members, the Music Machine Owners' Association of East Pennsylvania here has established a music and record room in the suite of offices which the organization occupies in the Schaff Building.

With the co-operation of local record distributors and out-of-town recording companies, the association is in process of setting up a file on all current releases. While for the present only current record releases will be kept on the shelves, the music room will also contain a release sheet folder which will provide a permanent listing on all back disks.

Order Pads Handy

In addition to the comfortable chairs and writing table, equipped with order pads for operators' convenience, current issues of *The Billboard* will be kept on file in the room, to serve as a guide for the music operators.

An automatic record changer was donated for use in the room by Rex Alexander, record manager for the Motor Parts Company, Columbia record distributors in this area. Changer is a new Zenith demonstration model and will be available at all times of the day.

The music association plans to keep the record room open during the entire office day. One of the principal advantages cited by the association's executives is that operators coming to the center of the city on business will be able to hear all of the new record releases at one central point instead of taking the time to travel from one disk distributor's headquarters to another.

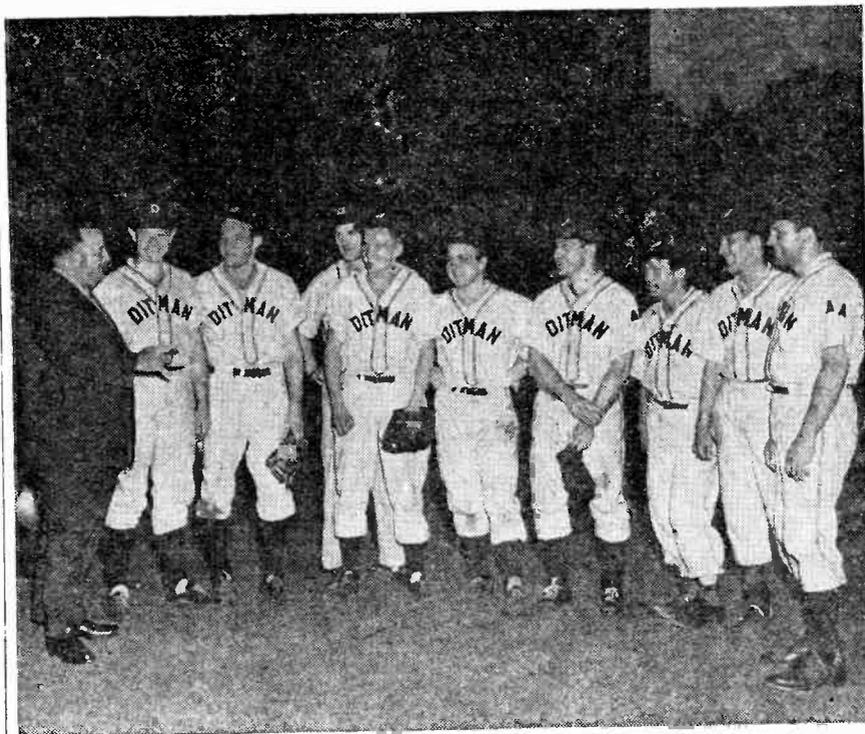
Other Purposes Served

Association officials likewise pointed out that the new music room will serve additional purposes. It is hoped that the innovation will provide a common meeting place for the group's membership, thereby facilitating business appointments. Officials of the organization hope that the room will lend itself to building social relationships among the membership.

The association declared that there has long been a need for quarters such as the new room provides, where operators could bring their friends and business associates and relax while at the same time taking care of one of the most important phases of the music machine business.

J. J. Golumbo Area Adds Connecticut

BOSTON, July 12.—Connecticut has been added to the present territory of J. J. Golumbo & Company, distributors for Rock-Ola Manufacturing Corporation and the United States Vending Corporation, Jerry Golumbo, firm executive, announced this week.



DITMAN A. A. BASEBALL TEAM, all returned war veterans, gets a pep talk before trotting on the field for the start of a night game from Frank F. Engel, the team's sponsor and president of Automatic Equipment Company, Philadelphia. Engel's firm distributes Seeburg equipment.

MAPOA and Service Union Finally Agree on Terms

DETROIT, July 12.—Signing of a contract between the Michigan Automatic Phonograph Owners' Association (MAPOA) and the Service Drivers and Helpers' union covering union relations in the music machine field in this territory was confirmed this week by the MAPOA. Contract had been under discussion for some time, and is the outgrowth of the series of reorganizations and unsettled relations that have marked the history of the local industry for a long time.

The MAPOA was represented by a special committee, assisted by Irving B. Ackerman, of the Detroit Radio Company, as counsel, while Eugene C. (Jimmie) James, business agent, represented the union, which is affiliated with the Teamsters' International of the American Federation of Labor.

Contract Valuable

New contract is a milestone in the history of the local music industry, according to Morris Goldman, MAPOA president, "creating a period for hopeful peace and friendly relationship between members of the association, employees and the union."

"The association hopes that the culmination of the union agreement will improve relationship with locations, and create better service beneficial to the public as well as to the location owner and operator."

The new union affiliation marks the apparent stabilization of union relations here that has seen a swing of juke box employees into several groups, including both AFL and CIO unions, in recent years. Several months ago the affiliation enjoyed by the then existent union organization with the AFL was revoked upon orders from President William Green, according to a statement at the time by Frank X. Martel, president of the Detroit and Wayne County Federation of Labor. The teamsters' union, while a member of the AFL, is not a

member of the Detroit central organization headed by Martel.

Under the new set-up, a series of grievance committees are being named by Goldman and an open invitation is being extended to turn in any complaints with reference to the service of music box operations.

A further move toward harmony within the industry was seen in the voluntary appearance of officials of the new Young Distributing Company before the board of the MAPOA to discuss their future business policies. The MAPOA recently invited the Young organization to join with them, and the present move was a follow-up of that invitation. The whole matter, according to Goldman, is to be taken up at the next general membership meeting, which will be in September, as general meetings have been dropped for the summer months.

Windsor Phono Shifts to 60-Op Corporation

CLEVELAND, July 12.—Windsor Phonograph Company, Rock-Ola distributor for Northern Ohio, at a combination reorganization opening and Rock-Ola equipment showing July 8 announced its change to a corporation consisting of 60 Ohio music operators. Operator members are free to use any type of music equipment, it was stated. Firm was formerly under private ownership.

Showing drew over 200 attendance. In addition to the corporation members and other operators, Rock-Ola Sales Manager Art Weinand and Jack Barabash, sales engineers, were present. Also appearing at the showing were Louis Prima and the Four Aces.

Tavern Owner In Test Case For Juke Act

Test South Dakota Law

MITCHELL, S. D., July 12.—A new move to test the legality of South Dakota's controversial juke box legislation was instituted here July 7 when H. A. Schneller, of Mitchell, waived preliminary hearing in municipal court on a charge of having a juke box in his bar.

Schneller was bound over to the next term of Circuit Court by Judge Fred D. Shandorf, who set the bond at \$100.

The Mitchell test case is another step in South Dakota's battle, a controversy which centers around a State statute forbidding the operating of coin-operated music machines in establishments having on-sale liquor.

In prosecuting the case, State's Attorney Fred Nichol pointed out that the action was taken to test the law to decide whether or not a juke box is considered in the "amusement and recreation" classification as prescribed in the measure.

The State's attorney said that the action should not be construed as any reflection on the manner in which the defendant's place of business was being operated. He pointed out that the case was purely a move to test the legality of the statute, which, until now, has never been enforced.

Schneller, the State's attorney said, agreed to the action in an effort to clarify the law, which has been the subject of much recent discussion following an order by Attorney General Sigurd Anderson that all law officers enforce the statutes.

A similar case was started in court at Yankton, S. D., but this was dismissed by Judge C. C. Puckett without an interpretation of the law.

Blonde Bombshell Is New Aireon Feature

KANSAS CITY, Kan., July 12.—Aireon Manufacturing Corporation here announced this week that it has started production on what the company calls the Blonde Bombshell, and that initial shipments have been made to the company's distributors.

Officials of the company have declined to comment on the type of equipment the Bombshell is, saying only that they kept the secret from their distributors until shipments were started.

Warning

NEW YORK, July 12.—Two juke box operators have reported that they gave deposits to a "Joseph Lynch, president of the Lynch Coin Machine Exchange, 1566 Broadway." There is no Lynch Coin Machine Exchange at 1566 Broadway because there is no such address, and no such firm name is registered in New York City. The ops say they gave the money to Lynch almost a month ago for a promised 10-day delivery on three machines. They are still waiting.



The Universal Favorite...
ROCK-OLA
 THE PHONOGRAPH THAT SELLS MUSIC
 MORE COLOR AND ANIMATION, ADVANCED STYLING,
 EASE OF ACCESSIBILITY, ENGINEERING PERFECTION,
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Tone

THE FINEST EVER ACHIEVED BY ANY PHONOGRAPH... A MIRACLE IN FIDELITY! by PACKARD

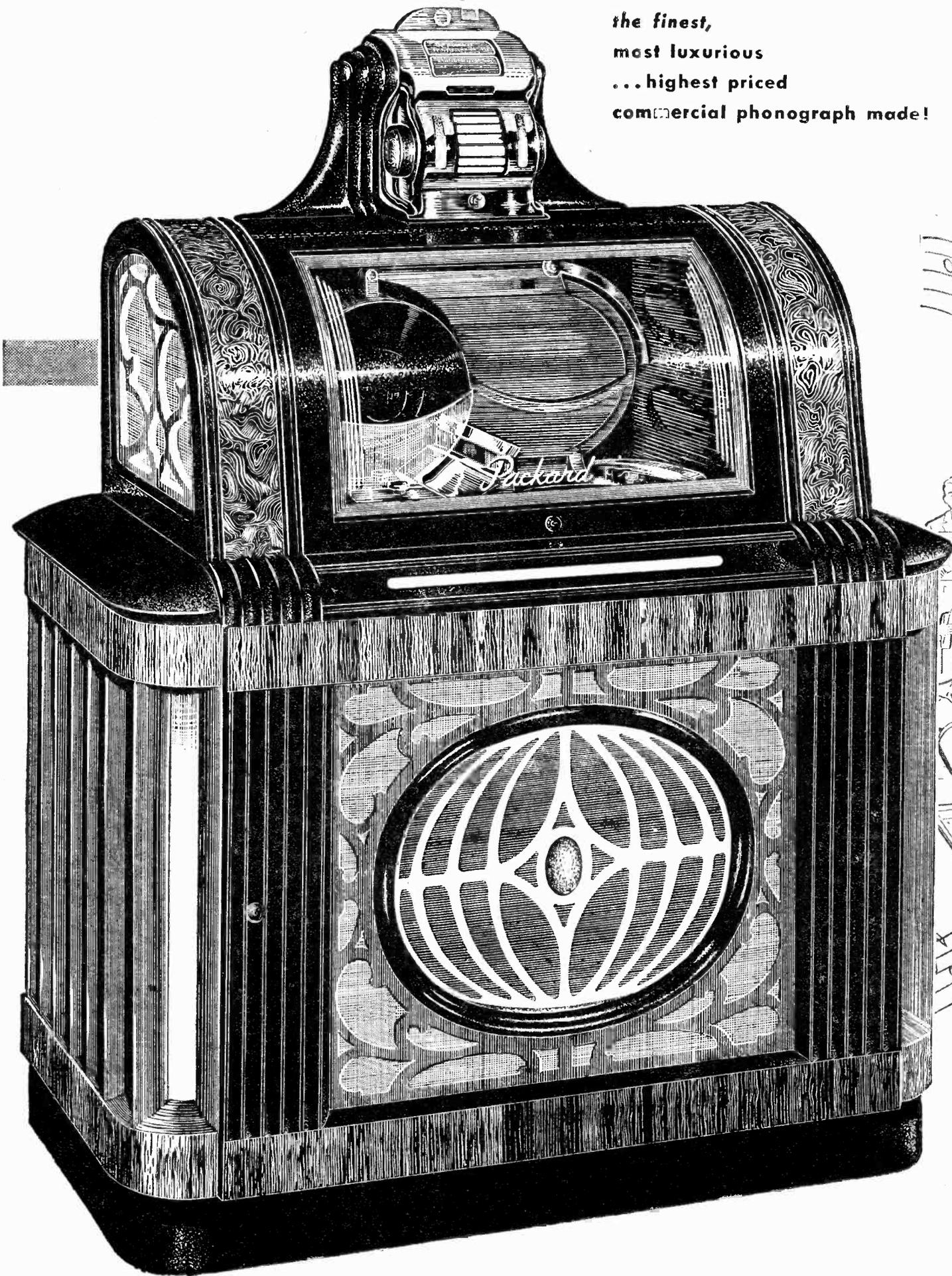
For the first time you hear new and thrilling quality of tone—unsurpassed for richness, full beauty and fidelity of reproduction! Packard scientifically designed the cabinet of "The MANHATTAN" to provide the acoustical properties necessary to reinforce all sound properly . . . to increase resonance and produce the finest possible tonal balance.

Engineering by PACKARD now points the way—to greater enjoyment of recorded music in locations everywhere . . . and to greater profit for all operators . . . for a new Era in Automatic Music



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most luxurious
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commercial phonograph made!



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the phonograph every location will demand!

Foley Stock Up

Red Foley is reportedly \$10,000 richer after receiving that amount as an advance from Jean Aberbach, president of Hill & Range Publishing, which will start out a new subsidiary publishing firm under the H & R banner under Red's name. . . . Eddie McMullen has just cut four sides for Rainbow records, including *Worried Mind*, *Little Red Caboose Broke Loose*, *Wanted* and *Wedding Bells*. He is appearing at the Surf Club, Atlantic Beach, Long Island.

Billy Williams has returned to his CBS program, after finishing his first Columbia picture, and has just put out two newies on Victor. . . . Orange Blossom Boys are getting plenty of program time over WDBJ, Roanoke, Va., and are doing numerous personal appearances in Virginia, West Virginia, and parts of North Carolina. Members of the group are leader Tommy Magness, formerly with Roy Hall's Blue Ridge Entertainers and later with the *Renfro Valley Barn Dance*; Slim Idaho, steel guitarist, formerly on *Grand Ole Opry*; the Hall twins, Saford and Clayton and Warren Poindexter.

Gene Autry has just finished shooting his first picture after bringing his independent company to Columbia, and has started *Strawberry Roan*, which will be filmed in Cinecolor. In his first flicker, *The Last Roundup*, Autry does *An Apple for the Teacher*, *The Last Roundup*, *You Can't See the Sun When You're Cryin'*, *160 Acres* and *She'll Be Comin' Round the Mountain*, while in his second he does *Strawberry Roan*, *When the White Roses Bloom in Texas*, *Texas Sandman*, *I Can't Shake the Sands of Texas From My Shoes*.

Garrett Romero, who left Southern Music's folk music department recently to take over as Signature records'

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

hillbilly cutting chief, has started his own music firm, Leader, a subsidiary of Leeds. . . . Wally Fowler, the *Grand Ole Opry* star and tune penner, has obtained an SESAC license and will issue all of his Oak Ridge quartet numbers thru this license. . . . Rex Allen has just cut four more sides for Mercury, including his own version of *Feudin', Fightin' and Fussin'*.

Homer and Jethro, King Recording favorites, are going great guns on their regular WSM airings. . . . Eddy Arnold has cut Fairway Music's *Don't Bother To Cry* for an early Victor release. . . . Fred Yates Jr., son of Red Foley's manager, has started his own music publishing firm, Fred Yates Music, but it will have no connection with his dad or Foley.

Riley Moves On

Riley Shepard, who recently parted company with Majestic Records, where he had served for the past year as hillbilly recording supervisor, headed for Oklahoma City, where he will produce and appear on his own show over KOMA, CBS outlet. . . . Roy Rogers reportedly quitting the motion picture field to concentrate on outdoor showbiz and radio. Universal pictures has quit making Westerns, because of tremendous expenditure. . . . Republic and Monogram are reported deliberating whether to stick with the sagebrush sagas.

Reports from Anchorage, Alaska, indicate that folk artists are getting a big play in the Northern country. Jay Lawley and the California Dough-Boys are getting the top following at the New Village, Anchorage, where they appear nightly. Group

consists of Lucky Bollinger and Jerry Hanson, guitars; Emmett Smith, bass; Harley Harris, accordion, and Mr. Lawley, fiddle. Outfit is heard daily over KFQD, Anchorage. Another Western band in Anchorage is Tex Ramsey and His Rhythm Ranglers at Club Esquire. They also air over KFQD.

The Stamps-Baxter Melody Boys, gospel singers who appear daily over KARK, NBC outlet at Little Rock, and have had programs from the station for the past eight years, have been inked by President Records. Their first release will include *Blue Shadows* and *Wait Upon the Lord*. . . . Jerry Jerome, of Apollo Records, has cut the Crossroads Gang of South Carolina, and the Tennessee Mountain Boys for the label. Tennessee Mountain Boys appear regularly over WSM, Nashville.

Bill Nettles and His Dixie Blue Boys have recorded Nettles' Novelty song, *Hungry*, for Bullet platters. Nettles is also heard over KMBL, Monroe, La. . . . Dallas Turner, 19-year-old singer, has almost finished his first year's work at KALE, Portland, Ore., from where he is heard on a sponsored show over five Northwest stations.

Spade Cooley

As a promotional tie-in for his Victor disk of *Red Hair and Green Eyes*, Spade Cooley is currently launching a beauty contest for a gal who has those qualities. Since this is his first release after his switch from Columbia to Victor, push is on to milk this one

for all it's worth. Cooley is currently playing a Pasadena, Calif., engagement, following an extensive tour.

Cliffie Stone, of the Capitol Americana talent roster, will take his KXLA radio show for swing thru Southern California. . . . As predicted by *The Billboard* in Record Possibilities, Tex Williams's Capitol waxing of *Smoke, Smoke, Smoke* is heading for disk hitdom.

Four planes were chartered to fly Gene Autry and the cast of *Strawberry Roan* (Columbia) to Arizona for location shooting. To get back to Hollywood for his weekly CBS Sunday airshow, Autry uses his own Beachcraft plane to commute.

Maddox Brothers and Rose are celebrating their first anniversary with the Riverbank (Calif.) Riding Club. For the past year, org has been sponsoring a Friday night dance featuring the Maddox Brothers and Rose. Folk group, which performs five nights a week in San Joaquin Valley, also has two regular radio shows on KTRB, Modesto, Calif. . . . Curt Massey has signed with Coast Records. He had been formerly with Cadet.

Burnette Soundtracks

Smiley Burnette last week soundtracked three original songs to be introduced in Columbia's *Six-Gun Law* pix. Singing cowboy will again share billing with Charles Starret. Tunes are *Around the Globe*, *If I Were the Boss* and *Cowboy Shindig*.

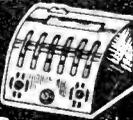
On its current tour of one-nighters, Western troupe featuring Tex Ritter, Bob Wills and his band, Roy Acuff, Al Dexter, Carolina Cotton and Ernest Tubb, will play El Paso, Tex.; Shreveport, Little Rock, Pittsburgh Kan.; St. Joseph, Mo.; Emporia, Kan.; Omaha, Kansas City, Mo.; Des Moines, Memphis, Jackson, Miss.; Mobile, Ala.; Montgomery, Birmingham, Ala.; Atlanta, Chattanooga, Augusta, Ga.; Columbus, Ga.; Charlotte, N. C.; Richmond, Norfolk, and Philadelphia.

Sunny Ciesla, of King Records' West Coast office, reports that Tex Williams's recording of *Smoke, Smoke, Smoke* has won him a string of guest-shot appearances over disk-jockey shows in the Los Angeles area. Fourth of July celebration at the Palace Barn Dance, L. A., featured a battle of bands between Williams's outfit and Spade Cooley's crew. . . . Billy Hill, arranger, manager and fiddler with Cooley, was rescued by life guards June 29 when he and his wife were caught in a rip-tide at Redondo Beach, Calif.

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Cleveland Ops'
4th Hit Meet
Held Outdoors

CLEVELAND, July 12.—Cain Park Theater, Cleveland's open-air summer theater, was the scene tonight (12) of the fourth Hit Tune Preview staged by the Cleveland Phonograph Merchants' Association in co-operation with *The Cleveland Press*. Hit tune party started at 8 p.m., just before the final performance of *Too Many Girls* which has occupied the stage of the summer theater.

Karl Zitron, of *The Press*, introduced and played the selected tunes on a new Rock-Ola juke box placed on the stage. Tunes played were selected from new record releases by disk jockeys of the city's four radio stations.

Ballots were distributed as the audience arrived, providing space for the crowd's favorite tune. Ballots were collected after the preview and an announcement of the tabulation will be made sometime next week.

Tune which the audience selects will be designated the Hit Tune of the Month in Cleveland for August. It will be placed in the No. 1 spot on all of Cleveland's juke boxes, and will be promoted thruout the month in the newspaper.

The three previous hit tune preview parties have been held in Cleveland's Municipal Auditorium. An added feature of this preview was the distribution of 25 record albums during the intermission of *Too Many Girls*. Renee Orkin, the company's star, selected 25 names from the audience and presented them with the albums. The hit tune party got underway in March, and since that time has been slanted at teen-age audiences, and the parties have been drawing several thousand youngsters. The hit tune for July was selected by members of the Cleveland Summer Symphony.

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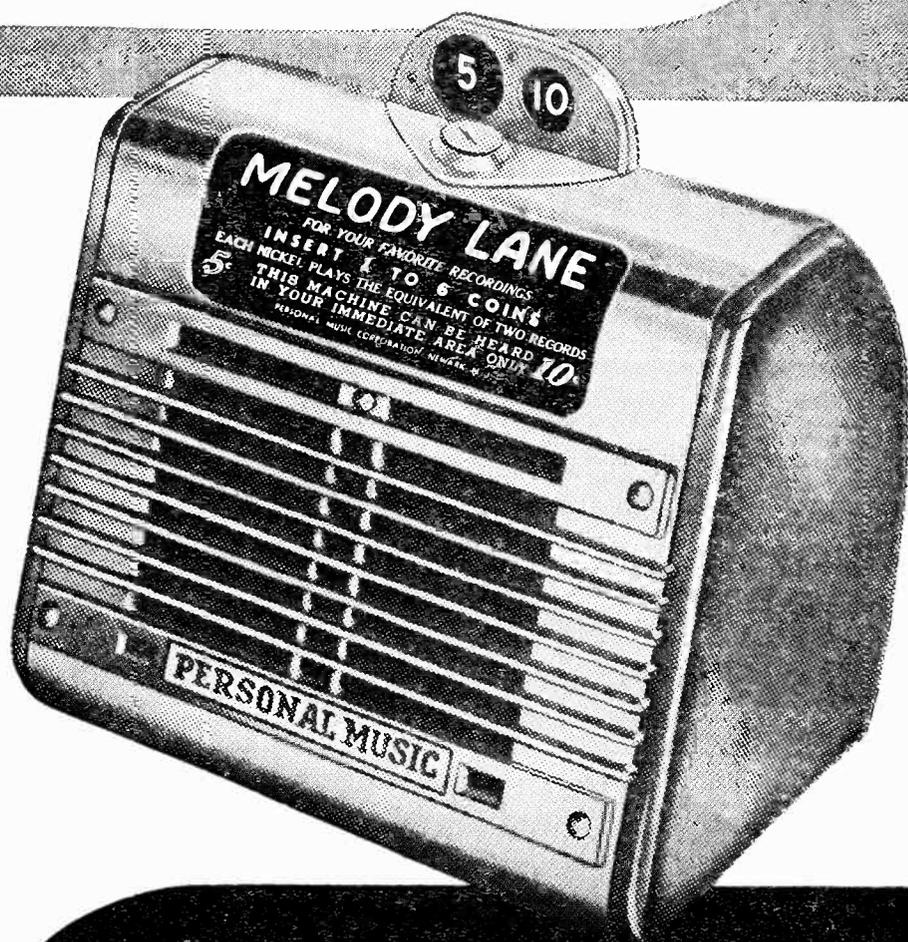
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RECORD REVIEWS

(Continued from page 35)

SMITH'S JUBILEE SINGERS
(Sterling SR-1503)

I've Got a Home in That Rock—FT; V.
Just a Closer Walker With Thee—FT; V.

While their diction could be better, the close harmonies of the Smith's Jubilee Singers show off rich vocal quality, particularly for the solo tenor and basso. Their gospel singing strikes a responsive note in the slower needling of *Just a Closer Walker With Thee*. *Home in That Rock* is taken at a lively tempo, and while there's full rhythmic flair in their song, balance of solo voices and background harmonies are bad and much of the effect is lost in the grooves. Piano accompanies.

For the home buyers.

HAPPY FATS (Victor 20-2321)

Cajun Jitter Bug—FT.
Sweet Southern Azalea—FT; VC.

It's the back-bay music of the Cajun country in the Deep South that the rustic fiddles and guitars of Happy Fats and his Rayne-Bo Ramblers scrape out for these sides. What they lack in competence, they make up with enthusiasm as spin around at a lively tempo for both of these hayseed melodies. Red Fabacher's tenor voice adds a vocal refrain for the *Azalea* side, but in voice that only a Cajun might care for.

Solely for spots in the Cajun country.

JUMP JACKSON (Columbia 37386)

Yancey's Blues—FT; VC.
Biddle Street Jump—FT.

It's the old-time jazz music that Jump Jackson and his small jump band dish out for this dinking. The piano pounder pacing the way, it's the slow and old-time boogie-woogie blues for *Yancey's Blues*, with St. Louis Jimmy coming in for an earthy blues chant. Jump beat set for the *Biddle Street* instrumental, with the small ensemble blowing it hot and dirty to good jump returns.

Harlem coke parlors will find the kids accepting *Biddle Street Jump*.

COUSIN JOE (Savoy 5536)

Old Man Blues—FT; V.
Too Tight to Walk Loose—FT V.

Altho the accompanying Al Casey (guitar) Quartet, featuring Hoggie Beetle at the piano, never gets into that low-down groove, Cousin Joe gives out in fine earthy fashion for these race blues. Shouts it rugged and with deep rhythmic feeling for a moderately paced *Old Man Blues* and a slower *Too Tight to Walk Loose*, bringing out all the innuendoes of the salty lyrics to each.

For the back rooms at the race corners.

JAMES CLARK (Columbia 37391)

Come to Me, Baby—FT; V.
You Can't Make the Grade—FT; V.

With a rhythm section sparking the background, James (Beale Street) Clark spins as an effective blues shouter. And shouts it best for the slow blues to his own *You Can't Make the Grade*, in which he tells off his baby in no uncertain terms. Sings of the jilted lover for *Come to Me, Baby*, but with too much restraint and reserve to whip up any blues fever.

Race spots will spot *You Can't Make the Grade*.

DINAH WASHINGTON (Apollo 388)

My Voot Is Really Voot—FT; V.
Blues for a Day—FT; V.

A fine blues singer, Miss Dinah is off form for these sides. And with little significance to the songs themselves, gal gives out with little lyrical persuasion. With Lucky Thompson on tenor sax and his band cutting a bright rhythm pattern, Miss Washington garbles the jive wordage for *My Voot Is Really Voot*. But the playing is just as dull and sluggish as the singing the slow-spinning *Blues for a Day*.

Little here to keep the race fans interested.

TEXAS RUBY WITH CURLY FOX

(Columbia 37385)
Ain't You Sorry That You Lied?—FT V.
Nobody Else But You—FT; V.

Curly Fox and his Fox Hunters kicking in with a toe-teasing brand of Western hot music sparked by the fiddle, electric guitar and piano, Texas Ruby's throaty singing makes it fine hillbilly fodder for both of these sides. Both tuneful rhythm ditties, Miss Ruby pipes with full rhythmic spirit for *Ain't You Sorry*, and even more effectively for the bluesy *Nobody Else But You*.

Both sides stack up strong for the music machines.

ENRIC MADRIGUERA (National 9031)
The Cowbell Song—FT; VC.
Guatemala—FT; VC.

Enric Madriguera spins out a novelty and thoroly contagious rumba rhythm riot in *The Cowbell Song*. His band boys providing a full sweep of melody and rhythm, and Patricia Gilmore assisted by the Holidays giving a spirited sing to the catchy chant. And for the flip, *Guatemala*, the band and singers capture the fiesta spirit, spinning with a ranchero rhythm for the tuneful Latin ditty. Plenty of hip-swaying excitement in Madriguera's plattering.

The Cowbell Song will make the rumba addicts give up all their nickels.

BILL JOHNSON (Victor 2-2298)
That Night We Said Goodbye—FT; VC.
Sharkies' Boogie—FT.

Alto saxer Bill Johnson and his Musical Notes, taking in a rhythm section, provide lively eight-beat rhythms for *Sharkies' Boogie*, with rugged riding by the maestro, Clifton Best's guit'-boxing and Egbert Victor's keyboard knuckling. And for the back-room variety, it's fully acceptable. For the *Goodbye* blues ballad, spinning at a slow tempo, it's the languid and plaintive tenor singing of Gus Gordon with vocal assist from the foursome to polish off the platter.

For the back rooms at the race locations.

ETTA JONES (Victor 20-2310)
The Richest Guy in the Graveyard—FT; V.
Ain't No Hurry, Baby—FT V.

Singing it wistfully and with fine rhythm feeling, Etta Jones expresses it most persuasively for the slow and low-down *Richest Guy in the Graveyard*. And in her lackadaisical lyrical style, makes a lot of sense for the specialty song. For the mated side, is also in good voice and rhythmic feel for a more spirited *Ain't No Hurry, Baby* ballad. J. C. Heard's small band, in spite of bad blend and balance, provides adequate support for the songbird.

Race spots will spot *The Richest Guy in the Graveyard*.

DANNY KAYE (Decca 23950)

Bloop Bleep—FT; V.
I Got a Song—FT; V.

Making his bow on this label, the singing comedy antics of Danny Kaye, who not only has the flair to be funny but a good voice as well, is projected on the platter in sock style. Makes it entirely hilarious for Frank Loesser's taucet-dripping fancy, *Bloop Bleep*, which gives the comic a chance to weave in beaucoup zany sounds. And for the flip, has a fine song specialty in *I Got a Song* from the *Bloomer Girl* score, making it a character chant but with full rhythmic feel. Billy May's music provides full and rhythmic backgrounds.

Bloop Bleep boffo for buffalo pieces.

LARRY DOUGLAS (Signature 15117 and 15121)

Almost Like Being in Love—FT; V.
That Old Gang of Mine—FT; V.
I Kiss Your Hand, Madame—FT; V.
Mahzel—FT; V.

Singing with ease with a smooth romantic blend in his bary balladeering, Larry Douglas brushes fem ears just the right way most of the way with these waxings. With Ray Bloch's music laying down a silken string carpet, with rich color in the orchestral harmonies, Douglas' piping is framed most fashionably for the two ballad beauts in *Almost Like Being in Love*, the *Brigadoon*, and the yesteryear *I Kiss Your Hand, Madame*, which is being brought back via *The Emperor Waltz* movie. For the other two spins, Douglas gets a soft and smooth vocal harmony assist from the Chickering Four, with piano and rhythm adding the instrumental touch to the intimacy. In this frame Douglas fares best with the *Old Gang of Mine* evergreen, taken at a moderate tempo. Takes *Mahzel* at the same pace, but the troubadour is not as relaxed for the rhythmic requirements of the song.

Ballad sides, strong in song material, may help bring due attraction to the troubadour.

(See Record Reviews on page 127)

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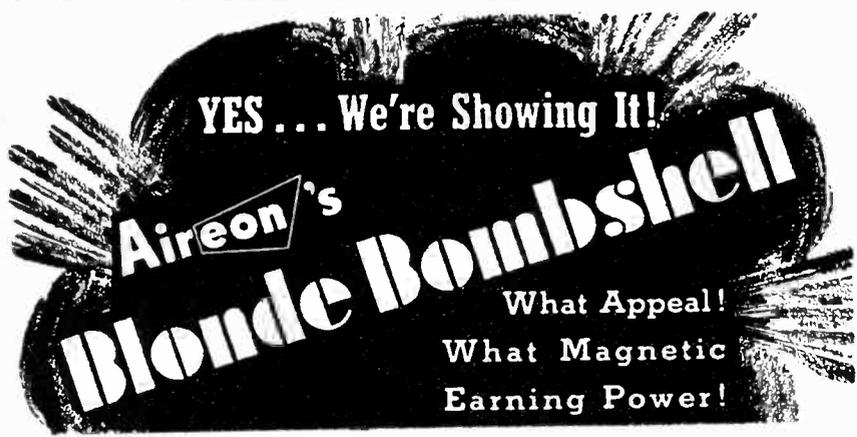
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THE STUDENT PRINCE—Al Goodman
(Victor K-8)

Al Goodman creates complete footlight atmosphere for this package of four platters stringing together the lovely melodies from Sigmund Romberg's everlasting *The Student Prince*. And while the score dates back to 1924, the soloists and orchestra capture the full gayety and romance of the Viennese operetta with a flair that makes the Romberg music live all over again. Earl Wrightson, baritone; Donald Dame, tenor; Mary Martha Briney and Frances Greer, soprano, in the solo spots, all reflect the rapturously feeling that Romberg wrote into the music. And that feeling is transplanted as well by the maestro in his handling of the orchestra and the Guild Choristers. All the familiar and tender love melodies, as well as the stirring drinking and marching songs are contained in the set, and it's re-living a two-seats-on-the-aisle experience in the spinning. The *Drinking Song* stage scene makes for the frontespiece attraction with the inside page crowded by pictures of the maestro and soloists along with notes on the composer and his famous operetta.

KREISLER FAVORITES—Charlie Spivak
(Victor P-179)

Seven exquisite Fritz Kreisler melodies are packed together in this set by Charlie Spivak's band with the familiar *Mighty Lak a Rose* rounding out the package. And for each, the Spivak band, sparked by the maestro's beautiful and expressive trumpet tones, adopts rhythmically for the dancing. But while the Russ Case arrangements are entirely in the rhythmic frame, and allow ample opportunity for Spivak to display his fine tone, the melodic charm and continental flavor of the Kreisler melodies are entirely lost. It's entirely the old-time pattern of jazzing up the classics. Smoothest and most acceptable spin is *The Old Refrain*. Other sides take in *Caprice Viennois*, *La Gitana*, *Tambourin Chinois*, *Liebesleid*, *Schon Rosmarin* and *Liebesfreud*. Music lovers will prefer these lovely Kreisler melodies unadulterated, while the dance fans will find these far inferior to what Freddy Martin has been able to do with the classical concertos or even Paul Whiteman and Tommy Dorsey with a *Song of India*. The maestro emitting trumpet tones around fiddle figures makes for a frontespiece as colorless as the cuttings inside.

THE ELLINGTON SPECIAL—
Duke Ellington (Columbia C-127)

The label revives its Hot Jazz Series with this second set of Duke Ellingtons, affording collectors rare and some unreleased sides by the full band and the sextet. The music dates back to the early and middle '30's and gives Ellington with his full flush of outstanding soloists, most of whom have since left the band. All strictly Ellingtonia and still musically throbbing in the true jazz sense, most stirring and exciting is his *Slippery Horn*. And it's the same righteous rhythmic frame for *T. T. on Toast*, *I Don't Know Why I Love You So*, *Blue Mood*, and *Clouds in My Heart*. The sextet is heard in its full swing glory for *Tough Truck-*

ALBUM REVIEWS

(Continued from page 40)

in' and *Indigo Echoes*, with Ivy Anderson's jazz-felt singing for *Delta Bound* polishing off the package. Top hat and formal cane figures grace the front cover design, with picture of the maestro and notes on his music filling the inside page.

HANDEL: TWELVE CONCERTI GROSSI
—Busch Chamber Players: Adolph Busch (Columbia MM-685)

On the heels of the label's prestige plattering of Handel's *The Messiah* in its entirety, the diskery brings forth another pretentious plattering. A monumental wax work, it's a three-volume edition of 25 12-inch records bringing all 12 of Handel's *Concerti Grossi* in their complete form. Displaying the composer's inexhaustible power of improvisation, it affords a full evening treat for the chamber music lover. The wealth of melodic themes and rhythmical patterns are deftly translated by the Busch Chamber Players (two violins, cello and clavier), conducted by Adolf Busch, first fiddle. The players are complete masters of these intimate concerto stylings and interpret each with a high degree of artistry. The work covers 49 sides, the 50th is Geminiani's *Siciliana* from his Sonata in C-Minor for violin and cembalo and played here by Busch and pianist Artur Balsam. A 48-page booklet, prepared by musicologist Dr. Emanuel Winternitz and analyzing each concerto, accompanies the three albums, each with a colorful front cover embellishing an old-time music stand for the design motif.

GLADYS SWARTHOUT SINGS
(Victor M-1127)

While reaching the vocal heights in the concert class, Gladys Swarthout upholds her reputation in dipping into a lighter vein for this set of three 10-inch records taking in popular show and movie songs. Her mezzo-soprano voice rich in quality and her lyrical projection entirely sympathetic as she gives concert status to each song, the songbird brings full measure of appeal to *Falling in Love With Love*, *You're Everywhere*, *September Song*, *In the Still of the Night*, *I'll Remember April* (a cowboy movie melody still to get under the skin as it melodically deserves) and by far the loveliest melody of the set, movie director Edmund Goulding's *The Lovely Song My Heart Is Singing*. Picture of the songbird graces the front cover with bio notes on the inside page. Russ Case conducts the orchestra with complete satisfaction.

NORTHWEST OUTPOST—Nelson Eddy
(Columbia MM-690)

For three 12-inch records, the rich baritone voice of Nelson Eddy sings out the sparkling and stirring melodies from Rudolf Friml's score for the troubadour's latest picture, *Northwest Outpost*. The musical score reflects the screen story of the gallant West Pointer in a Russian penal colony. With an assisting chorus and full orchestra conducted by Robert Armbruster, Eddy brings out the folk-like character of the lush love lullabies in the lilting *Love Is the Time* waltz, and the two lovely ballads in *Nearer and Dearer* and *Tell Me With Your Eyes*. And it's a rousing Eddy singing the *One More Mile and Raindrops on a Drum* marching songs. For the final side, Eddy and the chorus, give a beautiful and stirring interpretation as they sing in Russian a medley of traditional Easter hymns. Movie still of the singer in uniform and his cavalry unit adds attraction to the front-cover title page, with notes on the singer and the screen story for the inside page.

TCHAIKOVSKY WALTZES—Los Angeles Philharmonic: Alfred Wallenstein
(Decca A-483)

Six everlasting and lovely waltz melodies by the fluent Tchaikovsky make for more than just a fleeting pleasure in the spinning. Music that is both sensuous and sad, gay and glowing, Alfred Wallenstein, conducting the Philharmonic Orchestra of Los Angeles, gives an emotional

and spirited interpretation for each and making both the melody and fundamental waltz rhythm pulsating in the plattering. Each spinning on a 12-inch track, selections include *The Sleepy Beauty Waltz*, *The Swan Lake Waltz*, *Waltz of the Flowers*, *Jugen Onegin Waltz*, *Serenade for Strings Waltz*, from the C Major opus, and *Symphony No. 5 Waltz*, transcribing the third movement motif. Wallenstein makes use of the entire resources of the Philharmonic to make this set one of everlasting pleasure. Symbolic drawing of the swan lake graces the cover design and a 12-page descriptive booklet accompanies the set.

(See Album Reviews on page 130)



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Latin America Receives Coin Radio Supply

Coin-Operated Sets Go

NEW YORK, July 12.—Coin-operated radios, one of the newest post-war entries in the coin machine industry, are being shipped in quantity to Latin America, according to the U. S. Department of Commerce. Altho the sets are confused with non-coin radios in department reports, an official (who prefers not to be named) says the department is trying to get bills of lading to be definite about the "coin-operated status" in order to make records more accurate.

During the past three months Mexico, Cuba and Chile led Latin America in that order in number of coin radios imported. Canada, of course, imported more coin radios than any of the Latin American countries. Chile managed to get fourth position because of one huge order shipped by a coin machine manufacturer to a juke box operator in that country.

Veterans in Trade

For the most part, coin radios are being shipped to export-import firms in the South American countries that have been dealing in coin-operated equipment for some time, altho sales of the radios by the export companies are usually made to firms or men that were never in the coin machine field before the war. This condition has been true in the United States for some time. Tradio, for example, states that coin radio brought more new faces into the industry than any other coin machine.

The greatest significance in the entry of the new blood, it is reported by coin radio manufacturers and New York export-import firms, is that once the newcomer has been in the coin machine field, he usually expands his operations by taking on other coin-operated equipment. Tenth Avenue coin machine distributing firms have been reporting that coin radio operators from Latin American

(See Latin America on page 126)

Other Stories for Juke Ops

Other stories of interest to the music machine trade may be found in the Music Department, pages 20 thru 40. Of especial importance this week are the following:

PETRILLO'S CONGRESS "PAROLE" gives the American Federation of Musicians' (AFM) prexy a two-month opportunity to be a good boy, with the members of the House Education and Labor Subcommittee, who are investigating Petrillo, convinced that existing laws are adequate to block AFM's threat to ban chain-broadcasting and record making.

"PEG'S" POPULARITY ZOOMS Harmonicats' *Peg o' My Heart* on Chicago's Vitacoustic label into an almost certain chance to hit the 1,000,000 sales mark, for what is believed in trade circles to be the first time an independent diskery has hit the million class.

ADAMS QUILTS MERCURY, bringing to a sudden end the friction which had existed for several weeks between Berle Adams, Mercury's board chairman, and other directors, including Irving Green, prexy; Nat Hoffman, Jerry Fischer and Art Talmadge.

A DIFFERENT STEP in the packaging of disks was taken last week when Tempo, West Coast diskery, revealed that it was putting up its records in heat-sealed cellophane bags rather than the conventional paper sleeves.

Philadelphia Ops' Party Attracts 1,200 Teen-Agers

PHILADELPHIA, July 12.—Growing success of the "click tune of the month" promotion was clearly indicated recently when 1,200 teen-agers turned out for the July song choosing party at Frank Palumbo's Click, name band supper club. Out of the 22 brand new selections released by 10 major record companies, the teen-agers picked *Peg o' My Heart*.

Sponsored by the Music Machine Owners' Association of Eastern Pennsylvania, the click tune idea was launched at a banquet in Click May 26 when the June tune was selected by the operators themselves. Since the inaugural click tune party, the practice has been to have teen-agers select the tune for the month on a Saturday morning in the same night spot.

Turnout Encouraging

Commenting on the fine turnout of youngsters, the association said: "This promotion is doing a great deal to develop a real interest in juke boxes as a valuable medium for artists, as well as letting the kids of Philadelphia feel that they had a hand in selecting top tunes. After all, they usually make a tune. To-

gether with Frank Palumbo and his community interests, we're letting the kids speak their piece about the tunes they like."

The selected tune for July has been placed in some 5,200 juke boxes on location in this area with 33,500 special title strips indicating the choice. In addition, it is being plugged on the more than a dozen broadcasts originating from Click weekly, on all the disk jockey radio shows and in all of Palumbo's newspaper advertisements.

The next click tune party will be held Saturday morning (26) during which the August selection will be made. Disk jockeys Stu Wayne (KYW), Joe Grady (WPEN) and Ed Hurst (WPEN) will again handle the teen-agers and spin the submitted releases for them on a juke box which is loaned each month by a different juke box distributor. It is also expected that several name band leaders will be on hand for the August selecting.

J. Weinberger Heads License Probe Group Named by Cincy Ops

CINCINNATI, July 12. — Joe Weinberger was appointed chairman of a committee to examine a city council proposal for an ordinance to license and regulate automatic phonographs, by the members of the Automatic Phonograph Owners' Association of Cincinnati at their regular monthly meeting on Tuesday July 8 at Hotel Gibson here.

The committee, whose first meeting was scheduled for Tuesday afternoon (15) in the association offices, is composed of Charles Kanter, Harry Hester, Nat Bartfield, John Nicholas, Ray Bigner, William Harris, Art Enslin, Lou Levine, Bob Wright and Winston Brown, with Sam Chester as an ex-officio member.

Members attending the meeting were Sam Chester, Charles Kanter, Al Lieberman, Nat Bartfield, Ray Bigner, Jerry Levy, William Fitzpatrick, Morris Kleinman, Harry Hester, Al Chasson, Sam Gerros, Herb Black, Mrs. Dolores Ganzmiller, John Nicholas, Bill Harriss, Louis Schoenlaub and Dave Tavel.

Guests at the meeting included Joe Weinberger, Don Fosgate, Charles Trau, A. J. Fearnought, Vernon Hawk, Richard Gerwin, Art Enslin, A. Brown, Ed Behrens, James Donovan, Max Callison, Bob Dunn, Kelly Souther, Bob Wright, James Alexander, Jim Butler, G. A. Lemm, George Kleeman, Morey Goret, Fred Weiland and Allen Brown.

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That's because Sylvania Radio Tubes undergo so many manufacturing tests... incorporate so many advances in design and materials... that when they get to you they're virtually trouble-free—and stay trouble-free for many, many years!



SYLVANIA ELECTRIC

EMPORIUM, PA.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS; FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

Aireon presents the **Blonde Bombshell**

Aireon leads with another flashing new idea—See your Aireon distributor today.

WOW! What a Gold Digger Magnetic earning power!

ON DISPLAY AT:
INDIANA MUSIC CORPORATION

542 S. MERIDIAN ST.

INDIANAPOLIS 4, INDIANA

MUSIC OPERATORS!!

We can furnish you with new Hideaway Cabinets—all new material, solidly constructed of veneer, complete with casters, handles and locks. Specify model: Seeburg, Wurlitzer, Rock-Ola. Order sample cabinet today! Price \$57.50. 1/2 deposit with order, balance Sight Draft.

MILLER VENDING COMPANY

42 FAIRBANKS ST., N. W.

Phones: 9-8632—9-6047

GRAND RAPIDS, MICH.

New York:

Sid Rubenstein, of Pioneer Vending Service, will take his family to Miami this week, then he will continue on to Puerto Rico by plane to study post-war conditions and visit with ops there. He plans to be gone several weeks. . . . Roy Torr, of Lansdowne, Pa., is in Boston on business.

Joseph Rake, of the Rake Coin Machine Company, Philly, has purchased a new house in the Quaker City. Joe is now resting in Atlantic City and expects to spend four weeks there before returning to his home town. . . . Charles Sachs, of Union Music, has left for a vacation in the country.

C. M. Jones has finally got his new coin-operated arcade machine ready for an early showing. . . . Coin-operated radios are hitting the Latin-American market in force these days. . . . Al Koondel is back in town after a short vacation. . . . Jim Sherry, Muse Music, is in the country on vacation for a few weeks.

Bill Rabkin, president of International Mutoscope Corporation, was the subject of a feature story in the July 6 issue of the newspaper PM. In addition to covering Rabkin personally, the story included the history of the firm. . . . Art Cohen is the new Midwestern sales manager in charge of the Chicago office of Vox Records. Isabelle Davis will continue with the firm in the Windy City.

George Trad, vice-president of Tradio, Inc., is planning to make a tour later this month of Colorado, Utah, Nevada, Idaho, North and South Dakota, Wyoming, Kansas, Louisiana and North Carolina. Purpose of the trip is to sign up distributors in those areas for Tradio, Tradioette and Tradiovision.

Robert Mishelow, of Reliance Music, is one of the proudest men around these days. He just became a grandpa. . . . Jerry Kaufman, former New York op who moved to Los An- (See NEW YORK on page 123)

Philadelphia:

Mrs. Charlotte Rademan, who is secretary to Joseph Silverman, business manager of the Amusement Machines Association, is recuperating after undergoing a successful appendectomy at Nazarene Hospital. . . . Louis J. Plumer, music and pinball operator, is reportedly going to sell his business.

Charles L. Cade, Packard distributor, has had such phenomenal luck on week-end fishing trips that he does not even have a story to tell about the proverbial big ones that get away. . . . Harry Shor, who heads Mayflower Music Machine Company, has managed to bring the seashore to his suburban home. He recently built an outdoor swimming pool and playground for his two youngsters.

Charles Hannon is assisting in promoting interests of the Phonograph Operators' Association. . . . Music machine operators were out en masse (See PHILADELPHIA on page 125)

New Orleans:

Carlos Marcello is probably the first operator in New Orleans to have a mobile telephone installed in his car. . . . Peter Nastasi, who operates Nastasi's Coin Machine Company, had both his son and daughter home from Miami for the Fourth of July. They are Dr. Leo L. Nastasi and Mrs. Vincent Corso. Carlos picked up a good tan spending the week-end with them at his camp on the lake front.

Henry Fox, now recovered from his auto accident injuries, was off to Jackson, Miss., on a business trip. . . . Visitor at the Hemisphere Trading Corporation (Music sales division) was W. E. Hall, of the Rock-Ola factory. He was scheduled to spend consider- (See NEW ORLEANS on page 121)

COINMEN YOU KNOW

Detroit:

Felix Gacouszka, a new operator, is starting with a route of ten Photomatics in River Rouge and neighboring down-river suburbs. . . . Abe Greenberg, owner of the Triangle Bar on Michigan, is also entering the operating field with a route of Photomatics. . . . Mark Linkner, head of the company bearing his name, has been host to his son, Larry M. Linkner, back for a few weeks from the University of Pennsylvania, where he is studying medicine.

Max Marston, AMI distributor, spent the week-end on the Detroit River, cruising. . . . Betty Bruckman, of the Brilliant Music Company, enjoyed a long holiday week-end with Saturday off. . . . Joseph Brilliant, Rock-Ola distributor, promises an important family announcement soon. . . . Isador Edelman, of the Edelman Amusement Devices, has left to spend the summer at Schroon Lake, N. Y., but will oc- (See DETROIT on page 124)

Hartford, Conn.:

Somebody broke into Frank Vaccaro's car, parked near the Hartford Hospital the other afternoon, and got away with a gallon of money! It seems that Vaccaro had placed a sum in nickels and dimes in a gallon container. Coins were collections from a number of vending machines. Vaccaro, at 1:30 p.m., left his car for about 10 minutes. When he returned he found the window broken open and the money stolen.

And speaking of uninvited coin collectors: Over in near-by Waterbury, Conn., Pat Egan, restaurant operator, closed down his place for a vacation. While the spot was closed, however, somebody broke into the restaurant, taking five boxes of cigars, 100 pennies, and prying open the coin container on a cigarette machine.

Cincinnati:

Mrs. Ida Weiner, B. W. Novelty Company, is spending two weeks in Chicago. . . . Ray Bigner and family have returned to Cincinnati after a trip to the West Coast and Yellowstone Park.

Kansas City:

Jack Donovan, one of Kansas City's newest pinball operators, also is the trade's newest bridegroom. He was just married to Eileen Duggan, also of Kansas City. Donovan says he is operating only a few machines on a part-time basis while continuing his tire business, and says he enjoys the trade very much. . . . Al McCall, former routeman with Nick Fasci's Mo-Kan Amusement Company, is winding up his first year on his own with a music and pinball operation. It will be his 17th year in the industry.

Martin Friedman, whose eight-year partnership was ended last May by (See Kansas City on page 125)

St. John, N. B.

Leo Coyle, coin machine operator of Summerside, P. E. I., was killed July 1 when his car skidded off the road near Scoudouc, N. B. Coyle operated two amusement arcades at Summerside and was a coin machine distributor for Prince Edward Island. He was formerly located in Boston.

Bath Vending Machine Company is now manufacturing vending machines as well as reconditioning them in their Maine plant. They distribute coin-operated machines thru Northern New England and the provinces. . . . Capitol Theater, St. John, has added an automatic popcorn machine to candy vendors which have been in the house lobby for several years.

Portland, Ore.:

M. S. Wolf, of Los Angeles, head of M. S. Wolf Distributing Company, was a Portland visitor recently while management of the Portland branch of the firm was taken over by Bob Portale from A. M. Moss. . . . John Schwartz, manager of Rose City Music Company, is remodeling the firm's shop to expedite handling of business.

Bill Goble, operator, stepped into the public relations field recently when he posted a \$50 costume prize to be awarded at the Front Page Ball presented by the Portland Newspaper Guild. . . . Budge Wright, Portland (See Portland, Ore., on page 124)



TONY ZALE, middleweight champion of the world, takes time out from training for his match with Rocky Graziano to call on his long-time friend, Al Stern, head of World Wide Distributors. Left to right, front row: Art Winch, Zale's manager; Stern, Zale. Back row: Jim Mangan, director of CMI public relations bureau; and Wallace Fink, World Wide.

Chicago:

Mr. and Mrs. Harry Williams, Williams Manufacturing Company, returned from their extended country-wide plane tour July 7. The Williams flew in their new Beachcraft from San Francisco to Chicago in 13 hours, stopping only for refueling. Fulton Moore says the assistant can be taken off his title of sales manager. Visitors at the Williams plant during the week included Roy McGinnis, of Roy McGinnis Company, Baltimore, and coinman Jacobs, Jacobs Distributing, Milwaukee.

Paul M. Brown, local music operator, is vacationing in Canada. . . . James H. Martin & Company's sales manager, George Solar, and wife, Mini, were treated to an informal party the night of their sixth wedding anniversary, July 10, by boss Jimmy, at the Latin Quarter. Martin left for Louisville July 11 on a short business session.

Bob Gnarro and family have progressed to Salt Lake City, according to latest information received at ABC Music Service Company. The Gnarros are touring the country via car. Bob Manning says his new son, born July 2, has been named Robert Michael. . . . Visitors at Lewis Coin Machine (See CHICAGO on page 120)

Indianapolis:

Harry Graham, formerly associated with the Wurlitzer Company in Detroit, has assumed management of the Indiana Music Corporation, distributors for Aireon Phonographs. . . . Peter Stone, distributor for Rock-Ola Phonographs, visited operators in Western Indiana and Eastern Illinois last week. . . . Tommie Thomas, formerly manager of the Indiana Music Corporation, has resigned his position. . . . Danny Brennan, Indiana Music Corporation, called on operators in the Southern territory last week.

C. L. Metzger, operator in Muncie, Ind., called on distributors on coin row looking over new equipment. . . . Mrs. Cecil Breen, accountant at Brandt Distributing Company, distributors for Wurlitzer Phonographs, is vacationing. . . . Emil Harmenson succeeds Charlotte Thomas at Indiana Music Corporation. . . . Operators on coin row during the week included James and Irving Eyster, Eyster Music Company, Terre Haute, Ind.; S. T. Fowler, Cambridge City, Ind.; Charles Alber, Rochester, Ind., and James and Jack Miller, Columbus, Ind. . . . James Riley, mechanic at Janes Music Company, is vacationing.

Oakland, Calif.:

Main office of Mills Sales Company had Frank Sandberg and Charlie Fulcher, Portland and Los Angeles branch managers, respectively, at recent sales meetings. Tom Hayes, manager of the Las Vegas branch, is recuperating in San Francisco after a recent illness. Chuck Nielson is holding forth in Las Vegas in his absence.

A. H. Bouterious, Mills general manager, reports swell fishing from Tuolumne County in the High Sierras where he is vacationing. Complete remodeling of the Mills Oakland office and plant is now in progress.

Twin Cities:

Coin machine distributors report the interest in five-ball machines, started some weeks ago, continues to be brisk. Despite handicaps which have dogged the industry in recent months, jobbers said business is holding up surprisingly well. Juke boxes and accessories are getting much attention from operators.

Herman Paster, head of Paster Distributing Company, Wurlitzer distributor, has bought a private monoplane (See TWIN CITIES on page 122)

Look To The **GENERAL** For **LEADERSHIP**

RECONDITIONED CONSOLES

Clean, expertly reconditioned, ready-for-location equipment.

JUST 3 EVANS Galloping Dominoes \$595
 Latest 1947 model. Used one week. Same as brand new.

- BAKERS' PACERS, D.D., J.P.\$175.00
- 3 EVANS GALLOPING DOMINOES, 2-tone cabinet 99.50
- EVANS LUCKY LUCRE, Walnut cabinet 99.50
- KEENEY 1938 SKILL TIME 99.50
- KEENEY TRIPLE ENTRY . 140.00



MEMBER
 1/3 deposit with all orders
 Write for our list.

KEENEY'S Triple Bonus Super Bell \$1250
 Used one week. Can't be told from new. 5-10-25¢.

- PACE REELS JR., 2-tone cabinet with rails, 5¢ ..\$ 89.50
- BALLY CLUB BELLS, conv. ... 89.50
- BALLY HIGH HAND, conv. ... 89.50
- KEENEY SUPER BELL 89.50

ONLY 6 TO SELL! Mills 4-Bells \$125
 Slant heads. 5-5-5-5¢.

- JENNINGS SILVER MOON TOTALIZER, F.P.\$ 49.50
- JENNINGS SILVER MOON TOTALIZER, conv. with escalator head 99.50
- KEENEY TWIN SUPER BELL, 5-5¢ 169.50

Now Delivering! Brand New Jennings Challenger 5/5c, 5/10c, 5/25c\$595

Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD

HATS OFF... FARRIS-DAVIS CORP.
 KANSAS CITY, MISSOURI
 PRODUCTION MACHINE WORK

Aireon Blonde Bombshell
 She's our baby, too!

Hats off to Aireon for producing the product of the year. Wait 'till you see it fellows. It's just as blonde, beautiful and terrific as Rudy says it is.

CONGRATULATIONS FROM ANOTHER **Aireon** SUPPLIER

COINMEN YOU KNOW

Chicago:

(Continued from page 119)

Service last week were Ross Lewis, Peoria, Ill., and Fitz Fitzgerald, Co-operative Distributing, Louisville, Lillian Lewis reports.

Monarch Coin Machine Company is finding that foreign shipments are being accomplished on an increasingly smoother basis these days. Clayton Nemeroff says. Getting the handshake at Monarch this week were visitors Joe Anderson, Benton Harbor, Mich.; Joe and Frank Szymusiak, brothers and partners in the Michigan-Wisconsin Music Company, Marinette, Wis.; George Ohlendorf, Freeport, Ill., and Lloyd Kissik, Princeton, Ill.

Mike Spagnola, Automatic Distributing Company, took over his girl Friday's duties for a few days last week. Mike says his secretary, Evelyn Bielenin, cut her foot while visiting the Indiana dunes, but she is back at the office this week. Automatic callers last week were Pete L. Altier and Dominick Pullini, partners piloting the Summit Novelty Company, Summit, Ill.; Al Morandi, Peoria, Ill., and John Haddock, president of AMI, Grand Rapids, Mich.

R. E. (Smitty) Smith, of Buckley Manufacturing Company, was off on vacation last week enjoying a change in scenery. . . . United Manufacturing Company's offices were air-conditioned, as of July 10, Billy DeSelm states. . . . Lou Wolcher, Advance Automatic Sales, San Francisco, and H. W. Shaw, Mid-State Distributing Company, Fairmont, W. Va., were visitors last week.

Coin Machine Service will close on Saturdays during July and August, firm's Harold Pincus reports. . . . Mid-State Company has two emissaries in Michigan this week: Bruno Kosek, who left July 10 for a short business trip, and roadman Elliot Toomey, who left last week. . . . Adolph Raymond, boss of A & M Music Company, went on a vacation last week. No doubt his new speedboat, Juke Box, will put a good many knots under its keel.

Seymour Logan and Martin Freedman, of Corco, Inc., were in Detroit the week-end of July 5 establishing business contacts. Seymour left this week to attend the "hotel course" being held at Cornell University, Ithaca, N. Y., during the summer. He will be gone two or three weeks, and upon his return Martin will trek off to Cornell to observe and listen in on the course. As Corco's coin radios are tied in with the hotel field, the course is of vital interest to the boys.

Gordon Sutton, Illinois Simplex Distributing Company, is entertaining his parents this week at his home in Wilmette. They will return to Indianapolis after a week's stay. Gordon's brother, Albert F. Sutton, and his family came in from St. Petersburg, Fla., for a vacation here, so the Sutton household is a full house these days. Illinois Simplex offices will be remodeled about August 1, Gordon says.

Vendall Company's service manager, Robert Sayles, is no longer the commutingest man in the business; he has forsaken his Kenosha, Wis., home for one in Evanston and will now find the daily trip to the Chicago headquarters comparatively short. President A. Garrick Alex is treating his daughters, Judith and Karen, to a summer vacation in Georgia.

Nate Gottlieb, D. Gottlieb & Company, reports that his month-old daughter, Carol Ann, is doing well. New delivery platform and drive at the Gottlieb plant is finished and

ATTENTION
Now A.B.T. 1c Challengers

1947 MODEL, 1 OR 100

\$43.50 Each

LEGAL EVERYWHERE

ORDERS SHIPPED
 SAME DAY
 RECEIVED ON
 BOTH MACHINES

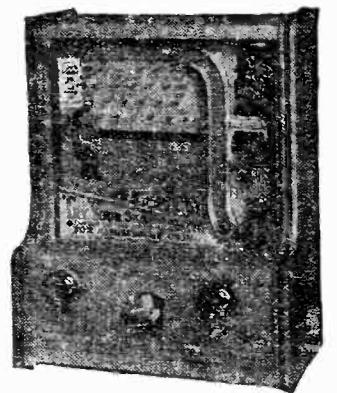


NEW

Baker's 'Kicker & Catcher'

1947 MODEL, 1 OR 100

\$37.50 Each



1/3 Deposit with order, balance C. O. D.

STATE DIST. CO.

512 W. 6th St. Ph.: 8-6776 Austin, Texas

K. C. SPECIALS
25 BRAND NEW BALLY DOUBLE BARRELS

IN **\$99.50** EA.

IN LOTS OF 5, \$90.00 EACH

Write for Prices on New United Havanas, Chicago Coin Play Boy, Exhibit Crossfire, Keeneey Carousel, Exhibit Ranger.

USED 5 BALLS
 Perfect, Clean, Checked

RIOS	\$189.50
HAVANAS	199.50
KILROYS	175.00
SUSPENSE	100.00
SMARTY	139.50
MIDGET RACERS	99.50

TERMS: 1/3 Deposit, Balance C. O. D.
K. C. NOVELTY CO.
 419 MARKET ST. PHILA. 6, PA.
 MARKET 7-4641

FOR SALE

1 HAVANA	\$170.00
1 WILLIAMS TORNADO	155.00
2 RIOS, Each	125.00
2 EXHIBIT VANITIES, Each	125.00
2 EXHIBIT FIESTAS, Each	120.00
10 SURF QUEENS, Each	69.00
10 FAST BALLS, Each	74.50
2 WHIZZ, Each	34.50
2 BONUS SUPER BELL, 5¢, used 3 weeks, Each	350.00

1/3 Deposit, balance C. O. D.
BILL UTTZ
 Phone 511 Covington, Tenn.

AMUSEMENT GAMES

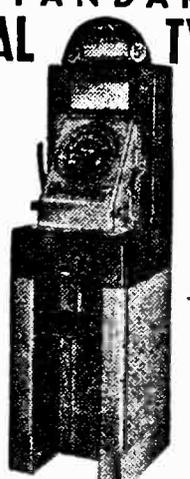
(LIKE NEW)

4 TOTAL ROLL, EA.	\$235.00
4 TALLY ROLL, EA.	215.00
1 TRI-SCORE	225.00
3 GOALEE, EA.	175.00

Immediate Delivery.
 1/3 Down with order, balance C. O. D.
FRONTIER NOVELTY COMPANY
 825 PINE AVE. NIAGARA FALLS, N. Y.

STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

FINEST QUALITY METAL TYPER DISCS

Priced from **\$7.50** Per 1,000

LUMIFRAME SIGNS NOW AVAILABLE

NEW COLORED DISCS

NOW AVAILABLE
Guaranteed to increase your receipts.
WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.
4333 DUNCAN AVE., ST. LOUIS 10, MO.

ready for action. A heavy week of visitors is expected after a dull period following the Fourth of July.

Helene Swyer, secretary at American Amusement Company, had to postpone her vacation for two weeks, but now has definite plans for a three-four week cruise to Cuba. Her boss, Harry Brown, has returned to Chicago after an extended trip to New York. He is expected to remain at the home office for the next few weeks.

Atlas Novelty Company's Irv Klieman is making a week's business trip thru Illinois. Joe Klein is back from a California vacation. Atlas visitors last week included Richard M. McClanatham, Savannah Music Company chief, Savannah, Ill.; A. R. McDonald, Ottawa, Ia.; Oscar Hopka, Automatic Supply Company, Waterloo, Ia., and Gus Ondrus and Emil Churan, Union Pier, Mich.

Coven Distributing Company visitors last week included George Gessert, Milwaukee; Henry Geers, Monmouth, Ill.; Coinmen Hanson and O'Neil, Lake Forest, Ill., and Coinman Duffey, of Lake Geneva, Wis.

Herb Jones, of Bally Manufacturing Company, reports visitors to the plant during the week were Bill Farmer, of Sicking, Inc., Cincinnati, and Jack Moore, of Jack R. Moore Company, Portland, Ore.

New Orleans:

(Continued from page 119)

able time covering the local territory with Ewell Forest, of Hemisphere. Frank Romaguera, manager, stayed home over the holidays with his family but came to work tired Monday (7) anyway. The company has added a full line of pinball and ball parts, with the parts department managed by Frank E. Beavers.

There has been talk of another arcade for Rampart Street. . . . The New Orleans Pinball Operators' Association held its monthly business meeting at Maylie's Restaurant July 3.

Dixie Coin Machine Company has been receiving further inquiries on music boxes from Dr. A. Mongalo, of Puerto Cabezas, Nicaragua. Dixie recently shipped phonographs to a relative of his there. Marion J. Matrangola, Dixie manager, was scheduled to travel thru Baton Rouge, Thibidoux, Lafayette, Hammond and Covington, La., and Jackson, Miss., during the week. Operators calling recently at Dixie included George Khoury, of Lake Charles; Earl John, of Crowley; Eddy Ross, of Monroe; Robert Ehrhardt, of Shreveport; W. W. Funches, of Alexandria; John Hannie, of Baton Rouge, and Foster Cambre, of La Place. Phil Pace is now umpiring American Legion baseball games.

Vacationing briefly at their home in Stonewall, Miss., were Mr. and Mrs. Roberson, of Music Sales Company. Charles F. Marshall, resident salesman out of Jackson, was here keeping things running with Lucille Tudury. Music Sales expects the new United Manufacturing five-ball Mexico in soon. Good record sales were reported.

Back from a State trip for New Orleans Coin Machine Exchange was O. C. Marshall, who took in Morgan City, Lake Charles, Eunice, Mamou, Baton Rouge and Alexandria. J. R. Bacon, vice-president of the O. D. Jennings firm, Chicago, stopped here en route to Houston, and Roy Espy, of Aireon Manufacturing Corporation, was calling on J. C. Peres. Aireon's new Blonde Bombshell phonograph was being awaited with curiosity. Peres spent the week-end across the lake. N. C. Wicker has been kept running from one department to the other at the exchange.

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24" PEDESTAL TYPE

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SPECIAL DISCOUNTS TO OPERATORS

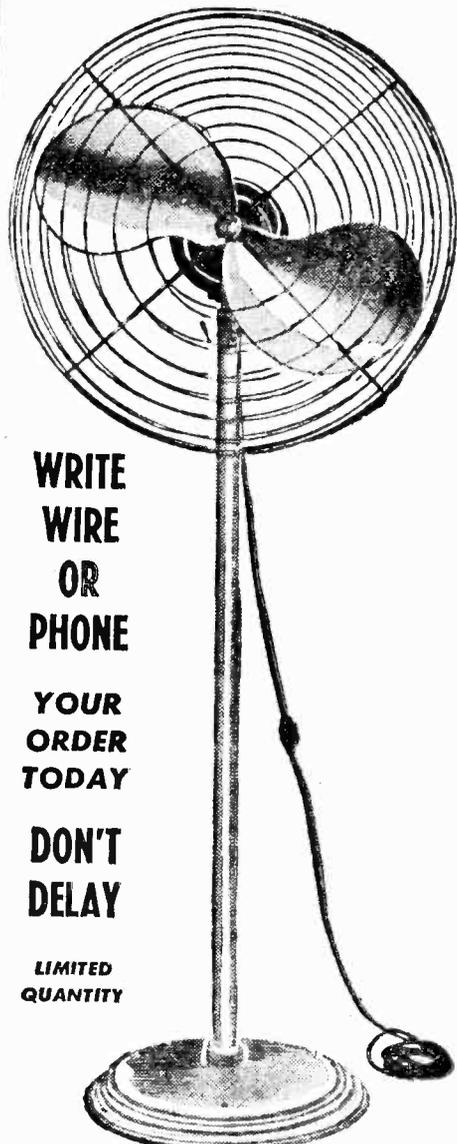
69⁵⁰

IN LOTS OF 10 OR MORE

\$74.50 SINGLE UNIT PRICE

Bush

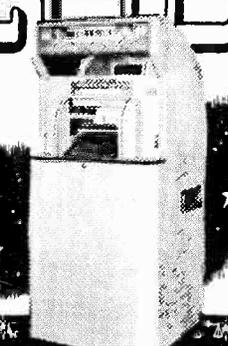
DISTRIBUTING CO.
257-59 PLYMOUTH AVE.
MINNEAPOLIS, MINN.
Geneva 0325



WRITE WIRE OR PHONE YOUR ORDER TODAY DON'T DELAY

LIMITED QUANTITY

ZADI



AUTOMATICALLY TYPES PERSONAL HOROSCOPES WHILE THEY WAIT. EARNS **\$10** AN HOUR!

CONTROL 166 W. Jackson Blvd. Chicago, Ill.

5 LATE MODEL MUTOSCOPE VOICE-O-GRAPHS

WOOD CABINETS **\$795.00 EA.**

WRITE—PHONE—WIRE

SIMON SALES, INC.

215 W. 64th Street, New York 23, N. Y.
Telephone Trafalgar 4-6900

FOR SALE

5 Wurlitzer, 750 M. Each \$445.00
10 Wurlitzer, 500 A. Each \$395.00
Cabinet and Mechanism in good condition.
1 Super Torpedo \$165.00
12 Wurlitzer and 15 Keeney Wall Boxes. Each 10.00
24 Selection—30-Wire
These machines just off location and in good condition.

GRIFFITH SALES CO.
2264 Fairway Drive, Phone 6-6587, Mobile, Ala.

YES... We're Showing It!

Aireon's Blonde Bombshell

What Appeal!
What Magnetic Earning Power!

EXCLUSIVE DISTRIBUTOR

HERMITAGE MUSIC CO., INC.

423 BROAD ST., NASHVILLE 3, TENN., and 1904 8TH AVE., NORTH, BIRMINGHAM 3, ALA.

ARCADE		ONE BALLS	
Hi Dial Evans Ten Strike	\$ 55.00	Eureka	\$ 35.00
Supreme Bolascors	65.00	Longacre	150.00
2 Mutoscope Floor Model Card Vendors @	30.00	Pimlico	100.00
FIVE BALLS		COUNTER GAMES	
Air Circus	\$ 43.00	American Eagles, 1¢ & 5¢	\$ 14.00
Big Hit, Mult. or Single	95.00	Best Hands (Daval)	40.00
Duplex	35.00	Buddy (Daval)	18.00
Four Aces	40.00	Champion Basketball	34.00
Kilroy	155.00	Daval Free Plays	34.00
Knockout	40.00	Mills Vest Pockets	34.00
Rio	155.00	PHONOGRAPHS	
Stagedoor Canteen (Postwar)	85.00	8800 Remote Control Electric Selector (Refinished)	\$250.00
Superliner	90.00	600 Wurlitzer Keyboard	150.00
Suspense	110.00	Deluxe Rock-Ola (Refinished)	140.00
Texas Mustang	32.00		
5/10/20	32.00		
Casablanca	32.00		
Majors, '41	28.00		

Write for our low prices on new 5 ball games

T & L DISTRIBUTING COMPANY

1321 CENTRAL PARKWAY CINCINNATI 14, OHIO

WANT TO BUY

Bally Victory Specials at \$260.00
Mills 3/5 Payout Escalator Type
Slots at 45.00

USED—FREE PLAY FIVE BALL GAMES

SPORT PARADE	\$17.50	OKLAHOMA	\$ 54.50
TWIN SIX	22.50	FLAT TOP	54.50
SKY RAY	22.50	KEEP 'EM FLYING	54.50
ABC BOWLER	25.00	STAGE DOOR CANTEEN	79.50
GUN CLUB	25.00	KNOCKOUT	59.50
SPOT POOL	25.00	SUPERLINER	99.50
HIGH STEPPER	25.00	SPELLBOUND	99.50
SKY LINE	25.00	BIG LEAGUE	99.50
ARGENTINE	25.00	SUPER SCORE	125.00
FOUR ACES	32.50	KILROY	} \$179.50
BOLAWAY	32.50	HAVANA	
FLYING TIGER	32.50	FIESTA	
YANKEE DOODLE	39.50	SHOW GIRL	
UNITED SUN VALLEY	54.50	AMBER	
SHANGRI-LA	54.50	TORNADO	
SKY CHIEF	54.50		

These Games Cleaned, Rails Sanded, Ready for Location.

50% DEPOSIT, BALANCE C. O. D. MAKE SECOND CHOICE.

HERMITAGE MUSIC CO.

423 Broad Street

Nashville, Tenn.

COINMEN YOU KNOW

Twin Cities:

(Continued from page 119)

in which he shuttles back and forth between company offices in St. Paul, Des Moines and Milwaukee. Bruno Dempske, of the Des Moines office, a former army pilot during the war, serves Paster as pilot. One of the first stops Paster made in his new plane, which he got just this week, was in flood-ridden Ottumwa, Ia. According to Matt Engel, Paster Distributing manager in St. Paul, the "boss" found himself one of the "few dry spots in town and sat down with his plane."

Jonas Bessler, executive of Hy-G Music Company, Seeburg distributors in this territory, is back at his desk putting in a few hours a day. Bessler has been ill for a number of months and was forced to remain away from his office. With Bessler able to be back, Hy Greenstein, the other Hy-G Music executive, was able to forget work for several days and he went up to Northern Minnesota for a short vacation.

Oscar Truppman, of Bush Distributing Company, jobbers of Aireon products, is back from a two-week vacation in San Francisco. . . . Mel Goldstein, of Twin Ports Sales Company, is happy with the way operators received the new Packard Manhattan juke box. . . . Back at work on a full-time basis is Jimmy Chakos, mechanic for Jak Sales Company, Minneapolis coin machine operating firm. Chakos underwent an operation two months ago and now has fully recovered. Nobody knows his last name, and wouldn't know how to spell it if they did, but Izzy M, mechanic at Jak Sales, was passing out cigars this past week on the occasion of the birth of a son. Izzy said he has so much trouble making people understand pronunciation of his name that he would just as soon be known as I. M.

Esther Gardner, office girl at Mayflower Distributing Company, has resigned to go into other work. . . . Recent visitors to the Twin Cities market included Joe Webber, of Blue Earth; Wesley Rydell, Mora; Ben Jahnke, Hutchinson; Robert Moore, Willmar, and L. A. Anderson, Hudson, Wis.

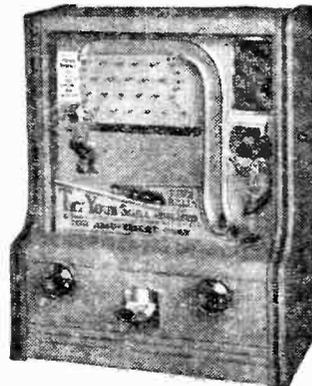
Coinmen are extending condolences to Paul Felling, Sauk Centre, Minn., operator, on the death of his five-year-old son. The boy died of injuries received when the father's truck ran over him. Another son was sitting in the truck cab and released the brake without knowing the tot was in back of the truck. . . . Sid Levin, comptroller at Hy-G Music Company, reports a great deal of activity on behalf of phonograph accessories such as wall boxes, speakers and scientific sound distribution.

Robert E. Fritz, who recently bought out the F. C. Saunders Company, wholesale candy-tobacco firm in Minneapolis, has changed its name to R. E. Fritz, Inc. G. W. (Jerry) Tompkins, formerly of Brown & Williamson Company—where Fritz himself once was district supervisor—has joined Fritz as a loop salesman.

Leo Kemp is the latest addition to the sales staff of Pioneer Candy & Tobacco Company, St. Paul jobbing house owned by William F. Rosenblum. Kemp has been assigned territory in Minneapolis. . . . Sol Sachs, head of Sachs Nut & Shelling Company, is back from a combined business-pleasure trip to Galveston, Tex., where he went to attend a conference of nut men. . . . New salesman for Brown-Williamson Company is K. B. Bailey, covering downtown Minneapolis.

KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY **\$37.50** F. O. B. CHICAGO
PLAY 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.

HEADQUARTERS FOR SLOT MACHINES AND BAKER PACERS

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

FOR SALE

20

PANORAMS

MODEL 470

Every Machine Double Checked—Clean. Excellent Working Condition.

\$125.00 EACH F. O. B. N. Y. C.
1/3 With Order, Balance C. O. D.
"Soundies" film available with purchase.

JANSON SALES CO.

168 Washington St. New York 6, N. Y.

WATCH

FOR THE AMAZING NEW COIN SORTING MACHINE — BUILT WITHOUT ANY MOVING PARTS. TO BE RELEASED VERY SOON. WRITE FOR FURTHER DETAILS.

ACE COIN COUNTING MACHINE CO.
3715 N. Southport Chicago, Illinois

SPECIALS

Victory Derbys \$175.00
Jennings Chiefs, 5¢ 35.00
Gold Medal Columbias 25.00
Four Bells, Like New 200.00

1/3 Deposit, Balance C. O. D. Rush your order today to

MANKATO NOVELTY CO.

639 1/2 Mound Ave. Mankato, Minnesota

WANTED

Wanting Tom Thumb Model 500 or regular Fortune Telling Model Scales. State price and condition in first letter.

W. B. NOVELTY CO.

1012 Market St., St. Louis 1, Mo.

YES... We're Showing It!

Aireon's Blonde Bombshell

What Appeal!
What Magnetic Earning Power!

EXCLUSIVE DISTRIBUTOR

WOLVERINE SALES CO.

2200 W. WARREN AVE.

DETROIT, MICH.

5¢ Mills Silver Chrome, Hand Load	\$130.00
10¢ Orig. Chrome	140.00
10¢ Bonus Bell	165.00
5¢ Brown Front	90.00
10¢ Brown Front	100.00
25¢ Brown Front	110.00
5¢ Blue Front	80.00

SLOT PARTS

We Have All Mills Slot and Jumbo Parts

WANT To Buy

Mills Blue Fronts and Mills Brown Fronts

10¢ Blue Front	\$ 90.00
25¢ Blue Front	105.00
5¢ Silver Chrome	115.00
10¢ Gold Chrome	125.00
25¢ Gold Chrome	140.00
Chicago Metal Double and Triple Revolv-A-Round Safe Stands.	

TERMS: 1/3 Deposit, Balance C. O. D.

COIN-A-MATIC DISTRIBUTORS

FORMERLY LEWIS COIN MACHINE SERVICE

3924 W. Chicago Ave.

Chicago 51

Belmont 7005

FOR SALE

40 Mills 3 Bells, completely rebuilt and refinished. Metal parts chromed. \$250.00 each. 30 Keeney 3 Way Bonus Bells, like new, \$950.00 each. Shipment made same day order received. One-Third Deposit.

SPEER COIN MACHINE SERVICE

418 3 ST., SANTA ROSA, CALIF.

We are now delivering

- USED GAMES READY FOR LOCATION**
- 3 Spellbound \$149.50
 - Surf Queen 125.00
 - 1 Tornado 199.50
 - 4 Suspense 125.00
 - 2 Scabreeze 189.50
 - 4 Superliner 159.50
 - 3 Baffle Card 189.50
 - 2 Superscore 189.50
 - Big League 139.50
 - 3 Show Girl 199.50
 - 1 Amber 179.50
 - 6 Canteen 125.00
 - 1 Kilroy 199.50
 - 2 Smarty 169.50
 - 1946 Rock-Ola

Phonographs 495.00

WE ARE ALSO MAKING DELIVERY OF NEW GAMES

- Williams All Star
- Williams Torch
- Williams Cyclone
- United Havana
- Gottlieb Lucky Stars
- Bally Heavy Hitter
- Bally Ballyhoo
- Exhibit Crossfire
- Keeney Carousel
- Chi Coin Basketball
- Chi Coin Playboy

Terms: 1/2 Certified
Deposit, Bal. C.O.D.



Sterling
NOVELTY CO.

669-671 S. Broadway
LEXINGTON 20, KY.

ARCADE OUTFITTERS SINCE 1912

- GROETCHEN METAL TYPER ... \$295.00
- ROOVER NAME PLATE 125.00
- BALLY BASKETBALL 125.00
- EXHIBIT HI-BALL 125.00
- EXHIBIT BOWLING ALLEY ... 70.00
- GENCO PLAY BALL 150.00
- BLOW BALL 125.00

FREE! ILLUSTRATED PRICE LIST.

New or Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N.Y., N.Y. (Bryant 9-8677)

DISTRIBUTORS WANTED FOR

TEL-O-MATIC ROBOT

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.

WANT TO BUY

EXHIBIT SKILL DRAW COUNTER GAME

State quantity and price first letter

H. M. PARKER

7 W. Haskell TULSA, OKLA.

BUCKLEY AND IRON CLAW DIGGERS FOR SALE

Write

MARTIN MEADOWS

R. #2, ELWOOD, IND.

New York:

(Continued from page 119)

geles, is back in town for a visit and renewing old acquaintances. . . . Jerry Randon, of Trenton, N. J., also visited the avenue last week.

Byron Block, of Block-Marble, Philadelphia, has returned from a two-week business trip that took him to Texas and then to New Orleans, where he spent some time completing several deals. . . . Visitors along the avenue last week included Roy Lambert, of the Malbert Vending Company; Charles Bloom, Philly, and Nathan Rosenblatt, of Hartford, Conn. . . . Jerry Golumbo, the J. J. Golumbo Company, Boston, has added to his Rock-Ola territory.

Ben Rodin, Washington, D. C., coinman, stopped in to visit F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO), while on his way thru Atlantic City last week on a boat trip to Deal, N. J., to visit Dave Simon, of Simon Sales, New York. . . . Sam Pinkowitz, Philly, and his wife celebrated their wedding anniversary last week in Atlantic City. . . . Veterans attending the Coin Machine Mechanics' Training School sponsored by NAAMO in New York have had cabinet refinishing added to their course of study.

Eugene Farny, chairman of the board, and Arthur W. Percival, president, of Telecoin, are receiving congratulations on the New York showing of the Telecoin Caravan. . . . Frederick Hunter, American Time president and Automatic Devices exec, traveled down from Springfield, Mass., last week.

The new 16-selection cold sandwich vending machine for which the trade is watching is now undergoing final tests. . . . Max Shaffer, head of the Shork-Shaffer arcades, has installed poker tables in their 42d Street and Broadway arcade and has ordered them for their other two arcades.

Barney Berkens has been named manager of Seacoast Distributing Company in New York. . . . Nat Cohn, after a week-end aboard a friend's boat, has bought himself a new Higgins cabin cruiser, the *Gallant Queen*, and Nat reports it will sleep four people.

Vacation season is in full swing in town, with Broadway and Coney Island arcade owners reporting a business boom. July 4 week-end proved a bonanza for Coney operators. . . . Ralph Colucci, owner of the State Music Distributing Company, Hartford, Conn., spent the holiday week-end in Atlantic City.

Harold Cohan, Glen Falls, New York, operator, will be married July 23 to a girl he met while in France. . . . Jimmy Dorsey's new recording of *Ballarina* is getting a big play in local jukes. . . . Jack Mitnick, general manager of Runyon Sales Company, spent the holiday week-end getting a good rest.

Arcade owners in the Times Square area report that poker tables are proving the backbone of their business. Another customer catcher in several of the spots is the recording counter, with the *Mardi Gras* record drawing customers in during the rush hours. . . . Herman Pierson, West Coast arcade owner, who has been visiting town, says he's learned a lesson from the Great White Way operators, and will take back many new ideas for his arcade.

Howard E. Richardson, director of the special products division of Telecoin, reports the laundry extractor machine which Telecoin recently added to its line has been testing on location at Parkchester. . . . Hermer Klickish, Puerto Rico juke box operator, spent a week in town buying equipment. He left Thursday (10) for New Orleans, whence he will go home.

Congratulations from the maker of the CABINET in . . .



J. C. WILLIAMS, INC.

NORTH KANSAS CITY, MISSOURI

Now it can be told . . . the story of the beautiful blonde cabinet we have been building for AIREON'S BLONDE BOMBSHELL. Congratulations on its exotic beauty. In all our experience making cabinets and store fixtures we have never had a job we enjoyed more.

BADGER'S Bargains

"Often a few dollars less—Seldom a penny more"

LOS ANGELES 606
Bill Hoppel
MILWAUKEE 336
Carl Hoppel

NEW AND RECONDITIONED CONSOLES

- | | |
|--|---|
| NEW KEENEY BONUS, 1-WAY . . . WRITE | NEW KEENEY BONUS, 2-WAY . . . WRITE |
| NEW 3-WAY . . . WRITE | NEW KEENEY BONUS, 3-WAY . . . WRITE |
| NEW BALLY TRIPLE BELLS . . . WRITE | BALLY DRAW BELLS . . . \$324.50 |
| EVANS 1946 BANGTAILS . . . WRITE | MILLS 4-BELLS, LATE, 5-5-5-5 . . . 245.00 |
| MILLS THREE BELLS . . . \$275.00 | MILLS 4-BELLS, ORIG., 5-5-5-5 . . . 175.00 |
| KEENEY 4-WAY, 5-5-5-25 . . . 225.00 | KEENEY TWINS, 25¢, F.P., P.O. . . . 159.50 |
| BALLY CLUB BELLS, F.P., P.O. . . . 69.50 | KEENEY SUPER BELLS, F.P., P.O. . . . 69.50 |
| BALLY HI HANDS, F.P., P.O. . . . 69.50 | MILLS JUMBO, LATE, P.O. . . . 49.50 |
| MILLS JUMBO, LATE, F.P., P.O. . . . 49.50 | JENNINGS SILVER MOON, F.P. . . . 49.50 |
| MILLE JUMBO, LATE, F.P., P.O. . . . 49.50 | EVANS LUCKY LUCRE, 5-5¢ . . . 69.50 |
| BALLY HI HAND, 25¢, F.P., P.O. . . . 69.50 | EVANS LUCKY LUCRES, 3-5¢, 2-25¢ . . . 69.50 |
| BALLY ROLL 'EM, 5¢, P.O. . . . 49.50 | EVANS 1946 BANG TAILS, P.O. . . . 495.00 |
| LATE MILLS 4-BELLS, 3-5¢, 1-25¢ . . . 295.00 | |

GUARANTEED RECONDITIONED PHONOGRAPHS

- | | |
|------------------------------------|--|
| WURLITZER MODEL 950 . . . \$395.00 | A.M.I. 1946 MODELS . . . WRITE |
| WURLITZER MODEL 850 . . . 395.00 | AIREON 1946 MODELS . . . \$495.00 |
| WURLITZER MODEL 750E . . . 375.00 | ROCK-OLA COMMANDO . . . 275.00 |
| WURLITZER MODEL 800 . . . 345.00 | ROCK-OLA SUPER ROCK-O-LITE . . . 249.50 |
| WURLITZER MODEL 700 . . . 295.00 | SEEBURG 8800 ROCK-O-LITE . . . 275.00 |
| WURLITZER MODEL 600 . . . 195.00 | SEEBURG CLASSIC ROCK-O-LITE . . . 245.00 |
| WURLITZER MODEL 800 . . . 165.00 | SEEBURG REGAL ROCK-O-LITE . . . 195.00 |
| | SEEBURG GEM ROCK-O-LITE . . . 175.00 |

NEW AND RECONDITIONED ONE BALLS

- | | |
|---------------------------------|--------------------------------------|
| NEW KEENEY HOT TIP . . . WRITE | NEW KEENEY BIG PARLAY . . . WRITE |
| BALLY SPECIAL ENTRY . . . WRITE | BALLY VICTORY SPECIAL . . . \$295.00 |
| BALLY LONGACRE . . . \$ 89.50 | BALLY THOROBRED . . . 89.50 |
| BALLY '41 DERBY . . . 59.50 | USED KEENEY BIG PARLAY . . . WRITE |

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.

2251 WEST PICO BLVD.,
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326.

Badger Novelty Co.

2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.

COILS

We can now supply operators with coils for CHICAGO COIN, GOTTLIEB, MARVEL, EXHIBIT and BALLY games. Prices are right. Specify the coil desired and quantity.

COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED

1547 N. FAIRFIELD AVE. All Phones: HUMBOLDT 3476 CHICAGO 22



LARRY FRANKEL

It's FRANKEL for PIN GAMES

- Perfectly Reconditioned
- Fully Guaranteed

Air Circus	64.50	Midget Racer	\$109.50
Argentine	34.50	Midway	39.50
Big Chief	34.50	New Champ	29.50
Big League	129.50	Oklahoma	69.50
Bombardier	39.50	Play Ball	37.50
Stage Door Canteen	110.00	Sara Suzy	19.50
Catalina	79.50	Sea Hawk	34.50
Defense	34.50	Short Stop	22.50
Dude Ranch	29.50	Showboat	34.50
5-10-20	59.50	Sky Ray	22.50
Flat Top	89.50	Sky Chief	49.50
C.I. Joe	32.50	Sky Raider	42.50
Hi Hat	37.50	Sluggo	34.50
Jeep	69.50	Spot Pool	34.50
Jungle	29.50	Star Attraction	39.50
Knockout	52.50	Surf Queen	37.50
Leader	34.50	Suspense	74.50
Majors '41	24.50	Wildfire	149.50
Metro			29.50

FRANKEL DISTRIBUTING COMPANY
Serving the "Heart of America"

ROCK ISLAND, ILL. ● 2532 Fifth Ave. ● Phone 153
DES MOINES, IA. ● 1220 Grand Ave. ● Phone 3-0184
OMAHA, NEB. ● 1209 Douglas St. ● Phone Atlantic 3407
KANSAS CITY, MO. ● 3814 Main St. ● Phone Westport 4456

Aireon presents the Blonde Bombshell

Aireon leads with another flashing new idea—See your Aireon distributor today.

WOW! What a Gold Digger
Magnetic earning power!

ON DISPLAY AT:
MATHENY VENDING COMPANY, Inc.
560-64 WEST DOUGLAS WICHITA 12, KANSAS

McCall NOVELTY CO.

ALL A-1 RECONDITIONED—READY FOR LOCATIONS

Action	\$78.50	Sea Hawk	\$48.50
Air Circus	69.50	Seven Up	39.50
American Beauty	69.50	Show Boat	39.50
Bandwagon	39.50	Sky Line	49.50
Big Chief	37.50	Sky Raider	49.50
Bombardier	69.50	Sluggo	47.50
Bosco	37.50	South Paw	59.50
Captain Kidd	39.50	Strip Tease	59.50
Crossline	39.50	Texas Mustang	49.50
Dive Bomber	69.50	Torpedo Patrol	49.50
Dixie	39.50	Venus	39.50
Eagle Squadron	79.50	Victory	69.50
Five-Ten-Twenty	29.50	Yacht Club	69.50
Flicker	69.50	Yankee Doodle	69.50
Four Aces	69.50		
Dark Horse	\$79.50	Mills 1-2-3 (1939)	\$39.50
Sport Special	69.50	Mills Vest Pocket Green	\$29.50
Mills Vest Pocket Chrome	\$49.50		

TERMS: One-Third Deposit with Order.

LOCUST ST. ST. LOUIS, MO.

COINMEN YOU KNOW

Detroit:

(Continued from page 119)

asionally commute home for the week-end. . . . Bud Engelhart, of the Wolverine Sales Company, is making a tour of the State, calling on the trade.

Chester Rozinski, partner in the Mercury Products Company, is honeymooning in the Upper Peninsula and Canada. . . . Edward A. Gorney, inventor of the Mercury Athletic Scale, has bought a farm at Lake Orion, where he is commuting from the factory here. . . . Shirley T. Johnson is incorporating the Associated Vendors at 600 Griswold Street, to deal in vending machines, with a capitalization of \$50,000. . . . Lillian Levin and Sam Faigenbaum are forming the L. and S. Music Company at 3039 Clements Avenue.

Betty Keppler, office manager of the Michigan Automatic Phonograph Owners, vacationed last week at Saugatuck; postcard she was having a great time. . . . Ben Robinson, of New Orleans, former owner of the Robinson Sales Company here, is in town for a visit and relaxation from the New Orleans heat. . . . Rummy Orłowski, former tavern owner, has established the Wal-Com Amusement Company at 5200 Chene Street, with a route of about 17 skee ball machines, and is already buying additional equipment.

Alvin Schneider, of the Schneider Specialty Company, was in Canada vacationing last week. . . . Robert Craig Munson, of Secamuco, Inc., reports the company has postponed its plans to export juke boxes and other coin machines to China because of the difficulties of international exchange there. . . . Helen Goldman, daughter of MAPOA president Morris Goldman, is in Woman's Hospital for an appendectomy. . . . Board meetings have been canceled by the MAPOA for the next two months, because of the warm weather.

Nino Garofolo has taken over the former Willis Coin Machine Service, operated by Bradlee Willis, and is operating under the name of Nino's Music. . . . Abe Kaufman, of the A and K Music Company, is vacationing in Florida. . . . Sammy Sapinza, who recently took over a music route of his own under the name of the Eagle Music Company, is servicing Kaufman's machines in his absence.

Mossie Smith, George Corbett and Bud Fuller have gone into partnership as the Star Music Company. . . . Irving Ackerman, of the Detroit Radio Company, has returned from taking his family up to camp near Charlotte, Mich., where he met with a number of music operators, and discussed plans for joining the State association.

Douglas Fowler, of the Fowler Coin Machine Company, who operates voice and picture machines at Pontiac, was a Detroit visitor Tuesday. . . . Herbert A. Clegg is no longer with the Angott Sales organization. . . . Al Schlesinger and Steve Quinn, of Square Amusement Company, Poughkeepsie, N. Y., were local visitors. . . . Al Curtis, of Curtis Coin Machine Company, is still thrilled over hooking a 52-pound barracuda on his recent trip to Florida.

Bernard Besman, of Pan American Record Distributors, is leaving about August 1 for a business trip to California. . . . Michael Weinberger, of S & W Coin Machine Exchange, is still suffering from after-effects of his serious illness of last winter. . . . Albert A. Weidman, Weidman National Sales, returned from a recent business trip to the National Vendors

factory, St. Louis. . . . George Rambaum, of Lemke Coin Machine Exchange, reported a good increase in trade over the holiday week-end.

Jack Meisner, of Port Huron, is starting operation of a new route of Photomatics in that territory. He is a railroad man who is going into the coin machine business on the side. . . . Joe Chlebus, who operates a diversified coin machine route in Jackson, is expanding into the coin photo and Voice-o-Graph field. . . . Bill Sullivan, former Detroit operator, has gone to Grand Rapids where he is opening a route. . . . Douglas Fowler, old-time operator of many types of machines, is returning to the Photomatic field. He operated a number of these machines of the older models before the war.

Portland, Ore.:

(Continued from page 119)

manager for Western Distributors, reports a pick-up in business resulting from an increased number of calls from operators.

Miss Alice Ballangrud, office assistant at Western Distributors, is displaying some striking photographs taken during a recent trip to Juneau, Alaska, where she visited a friend in the forest service. Storms nearly forced her plane to return to Seattle on the trip up, she reports.

Harry Williams, of Chicago, head of the Harry Williams Manufacturing Company, called off a flight in his private plane to Portland from San Francisco when unfavorable weather intervened, according to his Portland connections in the trade. Accompanied by his wife and his chief engineer, he is making an air tour of the West.

Out-of-town operators recently visiting Portland distributors included Pete Sorenson, Salem; Ray Castile, Hood River; Harold Rouse, Goldendale, Wash.; John Ramsey, Riddle, Ore., and Joe Dreher, Dayton, Ore.

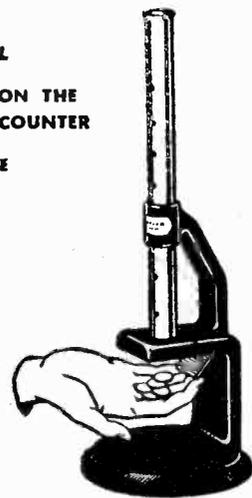
DISSOLVING

KWIK-NIKLE CHANGE-MAKER DISTRIBUTORSHIP

ATTENTION!

PIN BALL, SLOT AND MUSIC OPERATORS! ENTIRE STOCK MUST GO AT FACTORY COST.

- ALL METAL
- MOUNTS ON THE WALL OR COUNTER
- IMMEDIATE DELIVERY



PRICED IN ANY QUANTITY WHILE THEY LAST

Five cent changers. Each . . . \$6.50
Ten and twenty-five changers.

Each . . . 9.00
This is your opportunity to supply your locations with genuine Kwik-Nikle Change-makers at cost.

Mail Orders to:
NATIONAL PRODUCTS BROKERAGE COMPANY
214 North Sixth St., Springfield, Illinois

IMMEDIATE DELIVERY

Bally
VICTORY SPECIAL
 With Chrome End Rail and Instant Action **\$325**

BRAND NEW
Bally
ROCKETS
 Get Our Prices

1/3 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

CALVERT NOVELTY COMPANY
 COIN OPERATED EQUIPMENT
 708 N. Howard St. Baltimore 1, Md. Vernon 3034

IDEAL FOOTBALLS, Floor Samples. \$199.50
 JACK RABBIT 149.50
 UNDERSEA RAIDER 169.50
 DRIVE MOBILE 139.50
 ACE BOMBER 129.50
 SKY FIGHTER 129.50
 SCIENTIFIC BATTING PRACTICE 69.50
 PERISCOPE 69.50

METAL TYPER DISCS
 FOR GROETCHEN TYPER
 Finest Aluminum—Standard Thickness \$8.50 Per 1000
 Satin Finish
PRECISION DIES Sample on Request
MONEY BACK GUARANTEE
 1/3 With Order, Balance C. O. D.

MAX GLASS
 DISTRIBUTING COMPANY
 914 DIVERSEY • CHICAGO 14, ILL.

Practically NEW

Keeney Bonus Super Bells—Bally Draw Bells—Mills, Jennings and Pace Slots—CALL OR WRITE FOR CLOSE-OUT PRICE!

LATE—CLEAN
 Victory Derbys \$249.50
 4 Pace 54" Aut. Bowling Alleys 600.00
 Keeney Anti-Aircraft Guns 25.00
 Evans Tommy Guns 75.00
 Bally Rapid Fires 100.00
 5¢-10¢-25¢-50¢ Black Cherries—Golden Falls and Club Bells.

WRITE FOR SPECIAL PRICES!
TWIN PORTS SALES CO.
 230 Lake Ave., So., Duluth, Minn.
 2027 Washington Ave., So., Minneapolis, Minn.

NOW AVAILABLE
WILLIAMS
ALL STAR and CYCLONE
King Pin
EQUIPMENT COMPANY
 KALAMAZOO 21, MICH.
 826 Mills Street Phone 2-0021
DISTRIBUTING COMPANY
 DETROIT 1, MICH.
 3004 Grand River Ph.: TEmple 2-5788

COINMEN YOU KNOW

Kansas City:

(Continued from page 119)
 the death of Jack Klein, is planning to sell his novelty, salesboard and coin machine business. Klein, 62, died of high blood pressure. Under the trade name Friedman-Klein Sales Company, the two had operated at 217 West Ninth Street for nearly eight years. They operated pinballs, and gum and peanut venders. . . . Friedman was in Wichita on business last week, and during his absence Louis Klein, a brother of his late partner, was in charge of the shop. Klein reports that supplies of bubble gum are considerably better here and prices have dropped some.

Thomas L. Hamilton, who operates venders under the firm name Hamilton Sales, says he has found combination venders, dispensing candy, gum, mints and cigarettes, producers of the best volume in service station locations. Hamilton has been operating here since 1941.

Dave Flieder, of Advance Music Company, says the new Aireon Blonde Bombshells (bleached walnut cabinet jukes) go out to operators as soon as he gets one in the showroom. Just another proof that gentlemen prefer blondes. . . . Robert Shelton is the new assistant to Rudy Greenbaum at Aireon.

Out at Frankel Distributing Company J. W. (Mac) McNeil was showing customers around last week while Charles L. Page was out to get acquainted and extend the Packard greetings to operators in Western Missouri and Kansas. Before returning he'll attend the Frankel sales meeting in Omaha. McNeil says the new Manhattan will be unpacked this week, and altho they are not planning a regular showing, everybody's welcome to come give it a look over.

Balen Tork, of Capitol Amusement Company, Topeka, Kan., was in last week on a buying trip, as was Kenneth Barnett, juke and pin operator of Osceola, Mo., and last week Emery, Bird & Thayer, one of the largest department stores here, used a two-column six and three-quarter-inch portion of their advertising space in the daily paper to announce the installation of a Vendo coin changer near the public telephones. "First with a new customer service," the ad read, and went on to state they were the "first department store in the U. S. to install the Vendo coin changer."

Another new operator is Kenneth Stiles. He's now operating a small route of jukes and is planning to add pins as well as enlarge his present route. . . . Consolidated Distributing Company's top-flight salesman, Jerry Adams, came back last week from his Colorado Springs, Colo., vacation. He spent the week golfing and played the Broadmore course there in par.

Philadelphia:

(Continued from page 119)
 to attend the formal opening of the record showroom set up by Ramond Rosen & Company, Victor distributors, located at 2121 Market Street.

Condolences of the industry were extended to Arthur L. Pockrass, head of Universal Amusement Company, pioneer music and pinball operator, on the death of his wife recently. . . . Joseph Silverman, business manager of the Amusement Machines Association, is passing up the seashore and getting his sun tan as he makes the rounds of the golf course. . . . Arthur D. Stevens and Clark S. Rhoden enter the vending field in setting up the Atlantic Popcorn Company. . . . Nathan Mutchnick, music operator, has moved his family to the seashore for the summer.

"It's a CLASSIC!"
 Says CLASSIC PLASTICS

Aireon's
Blonde Bombshell

TRIM
 TAN
 TERRIFIC

The use of plastics is a modern art. In your BLONDE BOMBSHELL our Classic Plastics . . . blended with moving rainbow-colored prisms of light . . . in the most gorgeous blonde cabinet imaginable . . . create a true masterpiece. We take pride in having part in it.

CLASSIC PLASTIC CO.
 KANSAS CITY, MISSOURI

NEW VEST POCKET BELLS
\$65.00

- NEW MILLS JEWEL BELLS
- NEW BLACK CHERRY BELLS
- NEW GOLDEN FALLS BELLS

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Latin America Receives Coin Radio Supply

(Continued from page 118)

countries have been visiting them of late for information on juke box and amusement machine operation.

Twenty New Entries

Before the war, coin radios were manufactured by at least four firms, and since the entry of Tradio almost two years ago there have been at least 20 manufacturers announced in the field, including Radio Corporation of America (RCA), Coradio, Coin Radio Service, National Coin Radio-Tel Company, Guest Coin Radios, Radio-Matic, Concertone Radios, Crystallite Radios, Radark, and Co-Op Radio.

One of the latest entries is the Telecoin radio, which is made by the Telecoin Corporation, national distributor of Bendix (coin) Home Laundries. Sales of coin radios have been reported not only in Latin America but also in South Africa, Honolulu, Australia, Sweden (a stronghold for coin machine firms in Europe), Canada and even India.

Operators in Latin America have become more interested in coin-operated equipment since deliveries in the United States have made available used machines at modest prices (before duties are attached). Interest has been especially high on machines that are lowest priced, putting the coin radio right at the top of the heap.

Within the next few months at least two other large manufacturers of non-coin radios will announce coin models. One of these is already testing out reception in Latin America, since the firm plans to use those countries as one of its major markets.

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RECORD REVIEWS

(Continued from page 116)

PAWEL PROKOPIENI (Victor 25-9176)
Native From Krakov—FT; V.
Geese on the Water—W; V.

A basso singer displaying wide range and full breadth of expression, Pawel Prokopiemi gives a rousing native interpretation to both of these Polish folk songs. His piping of operatic timber, sings it in a highly spirited and seasoned manner for the bright and tuneful *Native From Krakov* peasant song. And just as effective in bringing out the bitter sweet charm of the folk Oberek on the mated side, *Geese On the Water*, spinning in a lilting three-quarter tempo. The Polish Bell Orchestra with full compliment of instruments provides full and lively support.

For the nationality spots.

JIMMY CRAWLEY (Super Discs 1036)
Seen Better Day Blues—FT; VC.
Why Didn't You Tell Me?—FT; VC.

The soprano sax squeaking of Jimmy Crawley, backed with a rhythm section is spread all over an original race blues, *Seen Better Days Blues*, taken in a moderate tempo set to a shuffle rhythm. And just as inept is the race blues singing of Courtland Carter, lacking entirely in earthy qualities. Fares better for the ballad on the flip, *Why Didn't You Tell Me?*, which finds the tenor singer more at home and maestro Crawley more at ease in blowing a tenor sax.

Race spots may show some favor for the sentimental *Why Didn't You Tell Me?* ballad.

GOLDEN GATE QUARTET
 (Columbia 37499)

Pray for the Lights To Go Out—FT; V.
High, Low and Wide—FT; V.

The rhythmic spiritual harmonies of the Golden Gate Quartet rings out with real revival spirit for both of these sides. Fourtet makes it a spiritual classic in a bright jump groove for *Pray for the Lights To Go Out* as they parody the typical preaching of a revival meetin' deacon. And for *High, Low and Wide*, a straight spiritual with swing feeling, the Golden Gaters tell about getting into heaven the right way. Rhythm accompaniment heightens the rhythmic quality of their vocal blend.

For those who seek out the spiritual singing, these sides are tops even if not geared for coins.

SISTER ROSETTA THARPE (Decca 48029)
Singing in My Soul—FT; V.
I Claim Jesus First—FT; V.

Plunking her guitar strings blue, with piano, drums and bass to accent the rhythmic beats, Sister Rosetta Tharpe gives vent to the robust spiritual shouting designed to whip up

a revival fever. With plenty of rock and rhythm in her lungs, and spinning at a moderate tempo, gal makes it a vocal sermon for both of these hymns. Both earlier cuttings on the re-issue list.

For the home-box buyers.

E. POWER BIGGS (Victor 11-9570)
Adagio and Rondo, Parts I and II—FT; W.

A unique chamber music combination, bringing the flavor of the 18th century music to both sides of a 12-inch, E. Power Biggs, noted for his organ virtuosity, displays his adeptness at the celeste for Mozart's *Adagio and Rondo*. Originally composed for a water-fed foot-propelled glass harmonica invented by Benjamin Franklin, the celeste is the closest modern instrument approximating the glass harmonica. And to bring out all of the tinkling and tuneful charm of the Mozart music, which Briggs does with the mellowness of an old-time music box, he is assisted by an unusual combination taking in flute, oboe, viola and cello. A rare performance for music lovers here.

For the home library.

LEOPOLD STOKOWSKI (Victor 10-1302)
Hungarian Dance No. 1—W.
A Message for Liza—W.

Leopold Stokowski, conducting the Hollywood Bowl Symphony, packs plenty of tonal and melodic beauty on this single 10-inch. The maestro freely transcribing Brahms' *Hungarian Dance No. 1 in G. Minor*, the symphony gives the familiar melody a brilliant symphonic setting. And for the flip, Stokowski conducts with sensitive assurance for the mood ballet music from the *Lady in the Dark* movie, *A Message for Liza*. Both sides make for sumptuous spinning.

Worthy addition to your home shelf of popular classic waxings.

CANEY-NORO MORALES (Decca 25113)
Rumba Rhapsody—FT.
Caribbean Serenade—FT.

This revived pairing in the Latin frame matches the piano artistry of Rafael Audinot out of Caney's rumba band, with the keyboard knuckling of maestro Noro Morales. And both boys acquit themselves admirably, with only the rhythm instruments to spark the Latin beats. Audinot stages the 88's in smooth melody style for the exotic melody of his own *Rumba Rhapsody*. And at a faster clip in the Afro-Cuban *Caribbean Serenade* melody. Steinwaying showcased to listening advantage for each.

For listening pleasure at home for the Latin music lovers.

LEON McAULIFFE (Majestic 11014 and 11015)
Steel Guitar Rag—FT.
The Covered Wagon Rolled—FT; VC.
Down at the Roadside Inn—FT; VC.
Santa Fe Is a Long, Long Way From Broadway—FT; VC.

While it's a fully-instrumented Western Swing Band that Leon McAuliffe leads for the label, and everything is cut at a lively tempo, there is no zing to the ensemble and much less polish in their playing. In fact, the maestro's singing, while strictly in the lusty sagebrush style, is much more spirited than the playing. Sings

it best and with best support for his cross-country chant in *The Covered Wagon Rolled Right Along*, carrying on in like manner for Al Dexter's *Down at the Roadside Inn* and for the *Santa Fe* melody designed from *Turkey In the Straw*. Band boys have their full inning in *Steel Guitar Rag*, for which the fiddle and sax joins with the guit'-box in riding out on the Western riff. But it's merely a bunch of notes without meaning.

Covered Wagon side stacks up best for possible phono play. (See Record Reviews on page 128)

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BIG BILL (Columbia 37502)
I Can Fix It—FT; VC.
Old Man Blues—FT; VC.

A rousing and rugged race blues shouter, Big Bill (Willie Broonzy) rings the bell with a resounding smack for both of these salty race songs of his own design. And with his Rhythm Band, taking in a torrid trumpet, it's a fine performance on both sides of the platter. With plenty of rock in their rhythms, Big Bill shouts it strong at a bright blues tempo for *I Can Fix It*, explaining

that he can fix anything for his baby. And is even more invigorating for his slow blues, *Old Man Blues*, giving lyrical reasons why the old gents can be more satisfying for the chicks than the young up-starts.
 Good for a coin rush at the race spots.

RECORD REVIEWS

(Continued from page 127)

JEANETTE MacDONALD (Victor 11-9599)
My Name Is Mimi—V.
One Fine Day—V.

Singing with deep emotional feeling and a marked sensitivity in her interpretation, Jeanette MacDonald makes it a soprano pip for two of the more popular operatic arias. Giving to each a fine degree of lyrical artistry as she sings in Italian, *Mimi* is the familiar Act I aria, *Un Bel Di, Vedremo* from Puccini's *La Boheme* while *One Fine Day* is the equally popular Act II aria, *Un Bel Di, Vedremo*, from Puccini's *Madame Butterfly*. Frieder Weissman, conducting the RCA Victor studio orchestra, provides the satisfying musical support. Spinning is on a 12-inch track.

Excellent operatic single for the classical shelf at home.

RED FOLEY (Decca 46052)

Old Shep—W; V.
Honey, Be My Honey Bee—FT; V.

With the full flavor of the sagebrush country in his chanting, Red Foley fairly makes it an emotional strain as he sings *Old Shep*, sad saga of a boy and his dog. Accordion and guitars strum out a slow waltz tempo in support. For the flip, Foley contrasts with a lively and tuneful *Honey ditty*, with Roy Ross and His Ramblers, taking in trumpet and clarinet, kicking in with toe-teasing rhythms and instrumental stanzas in fine Western hot style.

Popular *Honey, Be My Honey Bee* will make it a bee-line to the music boxes.

CHRISTINE CHATMAN (Decca 48035)

Bootin' the Boogie—FT; VC.
The Boogie-Woogie Girl—FT; VC.

The husky-voiced Christine Chatman surrounds herself with a small jump band, but neither herself in song or the band in playing distinguish themselves for these rowdy eight-beat frames. Takes the *Bootin'* eight-beater at a jump tempo with a slow blues beat for *Boogie-Woogie Girl*. Both Harlesemese jivers lyrically, while instrumentally, it's only the pounding of the piano, sounding like Sammy Price's strokings, that arrest any attention. Undoubtedly, a re-issue, the spinning that dated.
 No coin lure in this cutting.

PLEHAL BROTHERS (Decca 45008)

Springtime Polka—FT.
Cuckoo Waltz—W.

The Plehal freres, blowing their harmonicas in country style with accompanying bass and guitar to sustain a rhythmic beat, make a favorable impression with both of these folk melodies. Make more music with their mouth organs for the tuneful old-fashioned waltz melody *Cuckoo Waltz* than for the polka spin on the mated side. Merely carry a melodic line in straightforward fashion.
 Little flash to lure coinage.

THE CLEVELAND ORCHESTRA

(Columbia 12579-D)
Music of the Spheres, Parts I and II—W.

Erich Leinsdorf, conducting the Cleveland Symphony, captures the Viennese waltz spirit of *Music of the Spheres*, written by Josef Strauss, another member of the famous waltz-family. And while not as melodic as some of the more familiar Strausses it's full of Continental lilt and delight as it spins over both sides of a 12-inch.

For your Viennese waltz shelf.

PAUL GAYTEN TRIO (De Luxe 1063)

True—FT; V.
Your Hands Ain't Clean—FT; V.

The lusty race blues shouting of Paul Gayten serves to better advantage for the rugged and low-down *Your Hands Ain't Clean* race blues.

Taken at a bright tempo, Gayten adds a lick of pianology with the guitarist also cutting in—bass rounding out the threesome. But for *True* a straight and slow torch ballad, Gayten has neither voice nor styling to bring to it any lyrical significance.

Race spots may take a coin try with *Your Hands Ain't Clean*.

SELAH JUBILEE SINGERS (Decca 48032)

Come on, Join That Number—FT; V.
It's Cool Down Yonder by Chilly Jordan—FT; V.

With a rich spiritual blend in their harmonizing, and a deep bass singer who inspires a rhythmic flow in the resounding harmonies, the gospel singing of the Selah Jubilee troupe takes both of these traditional Negro spirituals in good stride. And for those favoring the spiritual spinning, the religious and rhythmic blend overflows for both sides, both spinning at a bright tempo with guitar strums supporting the singers.

For home use.

TED DAFFAN (Columbia 37501)

Are You Satisfied Now?—FT; VC.
My Fallen Star—FT; VC.

Ted Daffan and His Texans make a fine brand of Western music in rhythmic style with their piano, accordion, fiddle and electric guitar for both of these heartache songs of lost love. And for the song stories, it's the lusty baritone voices in duet fashion on the part of George Strange and Buddy Kelly, bringing a strong flavor of the outdoors to both of these tuneful ballads.

Ted Daffan fans will find these much to their likings.

PLINK, PLANK, PLUNK (Decca 48036)

Salt Peanuts—FT; V.
Sermon on the Blues—FT; V.

Label re-issues this instrumental and vocal blend of piano, guitar and bass. Trio stacks up best for its *Sermon on the Blues*, a bright boogie-woogie blues, with a solo voice piping it in rugged race style just right. All three chime in for *Salt Peanuts*, a jive novelty of little account and entirely too talkative in their interpretation. Their playing is only for rhythm support.

Sermon on the Blues may make some nickel change at the race spots.

RANGERS QUARTET (Decca 46055)

I've Found a Hiding Place—FT; V.
In the Shadow of the Cross—W; V.

The close harmonies of the Rangers Quartet, singing hymns in robust outdoor style and with fine feeling, brings out all of the religious appeal of *In the Shadow of the Cross*. Blend it smoothly in the slow waltz tempo with guitar strums supporting. More spirited are their harmonies and responsive singing for the *I've Found a Hiding Place* hymn.

Fine gospel singing for home parlor play.

ROYAL QUARTET (Decca 46057)

We'll Soon Be Done With Troubles and Trials—FT; V.
Look Away to Jesus—FT; V.

It's the old-time revival meeting chanting that the Royal Quartet, with piano supporting, brings to both of these gospel songs. Raising their voices in lusty style, male voices give out in rugged fashion at a moderate tempo, without any pretense of vocal quality or polish in performance.

Of interest for home buyers seeking out the church singing on wax.

LAWRENCE DUCHOW (Victor 25-1084)

Peanuts Landler—W.
The Elephants' Waltz—W.

It's the old-fashioned waltz dance music in the European tradition that maestro Lawrence Duchow and his Red Ravens orchestra dish out to good spinning returns. With the oom-pahs of the tuba intermingling with the trumpets, saxes and accordion, Duchow makes it thoroly danceable for both gay and tuneful folk melodies in the three-quarter time.
 For the nationality spots.

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Black Cherry, 50¢, 3/5	275.00
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Gold Chrome, 10¢, 2/5	125.00
Gold Chrome, 25¢, 2/5	135.00
Gold Chrome, 5¢, 3/5	105.00
Gold Chrome, 10¢, 3/5	105.00
Copper Chrome, 10¢, 2/5	105.00
Silver Chrome, 5¢, 3/5 (Original)	125.00
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Brown Front, 10¢, 3/5	105.00
Brown Front, 25¢, 3/5	115.00
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Black Beauty, 25¢, 3/5	145.00
Black Cherry, 5¢, 3/5	125.00
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Black Cherry, 25¢, 3/5	145.00

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State Tax Receipts Reach All-Time Highs in 1946-'47

NASHVILLE, July 12.—From early reports issued by State taxing authorities it appears that the 1946-47 fiscal year, ended June 30, will break collection records in most of the Southern States, and that receipts from cigarette taxes in most of the States will reach all-time highs. Increased receipts are an indication of continued good business conditions, and an indication of increased production and sales in the cigarette field.

In Tennessee, State tax collections totaled up to \$74,595,068, according to the State's finance and taxation department. All but six of the taxes collected by the State showed an increase over the same figure for the last fiscal year. Among those showing a decline was the gross receipts tax which was reported off 10 per cent, compared to the 1945-46 collection.

Tavern Trade Up

At the same time, the Tennessee finance department issued a revenue statement for June which shows that tavern patronage, a good barometer of music machine play, is on the increase. Evidently residents are drinking more and more beer to avoid high whiskey prices since collections for beer were 157 per cent in June, to a total of \$257,144.

The State's new two per cent retail sales tax will not begin bringing in large amounts of revenue until later in July, but thus far the government has collected \$11,702 on the \$1 registration fee required of all business engaged in retail trade. This brought the total sales tax registration fees to \$54,076.

Meantime, in Alabama, the department of revenue reported that collections from that State's approximately

40 taxes during the first nine months of this year are running approximately \$10,000,000 more than they did in the same period of the last fiscal year.

Tobacco Receipts High

Four taxes, tobacco, gasoline, income and sales, brought in all but \$359,013 of the total revenue collected, with tobacco taxes alone bringing some \$586,960 into the State treasury's coffers.

First reports from Oklahoma indicate that collections in that State will break all previous records by more than 12 per cent. Only the beer tax is expected to show a decline when the books are finally closed, and this decline is traced, officials state, to the falling off of military consumers who were stationed in the State.

Cigarette taxes in Oklahoma brought in a total of \$7,542,204 during the fiscal year just ended, which compares to \$7,073,577 brought in during the 1945-46 year. Sales taxes increased from \$23,284,658 last year to a new high of \$28,067,038 this year.

In Florida, the tax departments revealed that cigarette tax collections nearly served to counter-balance a decline in receipts from the State's alcoholic beverage taxes. This year, cigarette taxes amounted to 11.62 per cent more than they did last year, bringing in a total of \$11,436,294.

Study Proposed Tax on Portland Coin Radio Sets

PORTLAND, Ore., July 12.—A schedule of license fees for coin-operated radios to be installed in private rooms of hotels, apartments, restaurants and other places of business, is set up in an ordinance now being considered by Portland's city council.

Under terms of the proposed ordinance, "persons who personally or on a percentage basis engage in the business of supplying coin-operated radio service in hotel rooms and/or apartment houses," shall pay an annual fee of \$25 plus \$1 for each radio.

Sets are described as "any radio used in a hotel room and/or room of an apartment building for use by the tenants, which radio is operated upon insertion of a coin."

Another provision of the proposal is that no coin radio sets shall be used in any hotel or apartment lobby or hall. The proposal is now being studied by the city finance commissioner.

Otto G. Jensen Dies After Auto Accident

LOGANSPORT, Ind., July 12.—Otto G. Jensen, proprietor of the Jensen-Jensen Automatic Phonograph Company here, was fatally injured when his car skidded off a highway near here recently and struck a tree.

A pioneer in the automatic phonograph business, Jensen established the Jensen-Jensen company in partnership with his wife in 1924. Mrs. Jensen will take over the proprietorship of the business.

Jensen was born in Illinois, August 26, 1894. He was a member of the St. Bridget's Catholic Church of Logansport, the Holy Name Society of that parish, and the Elks lodge. Surviving along with his widow are three sisters, Mrs. Josephine Nelson, Mrs. Minnie Burch and Mrs. Marie Turnpugh, all of Logansport.

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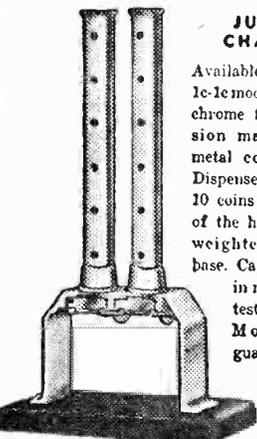
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A PROGRAM OF MUSIC BY CESAR FRANCK—Chicago Symphony: Desire Defauw (Victor DM 1122)

Two vividly picturesque symphonic poems, both idyllic in mood and content, are interpreted here in brilliant orchestral setting by Desire Defauw, conducting the Chicago Symphony Orchestra. Each taking four 12-inch tracks, this platter "program" brings together the tender and emotional music for the mythical love story of Cupid and Psyche—*Psyche*, and the compelling and vivid musical legend of the wild huntsman based on a German literary ballad—*Le Chasseur Maudit*. Makes for an excellent addition to the classical music shelf, particularly in bringing added attention to the music of Cesar Franck who is too easily dismissed with his *Symphony in D Minor* and

ALBUM REVIEWS

(Continued from page 117)

his *Panis Angelicus*. Symbolic figures illustrating the two musical poems make for an attractive cover design with notes printed on the inside page.

NESTOR CHAYRES—Romantic Songs of Latin America (Decca A-507)

A Mexican folk troubadour, piping with plenty of fire and passion in his fine and full tenor voice for a set of eight familiar and bitter-sweet Mexican-gypsy folk melodies, Nestor Chayres makes this spinning an in-

spired songfest. Framed in the cancion, pasadoble and waltz rhythms, with full instrumental color created by the concert orchestra under the direction of Alfredo Antonini, Chayres chants the romantic lullabies to make for a full measure of listening enjoyment. Takes in *La Morena De Mi Copla*, *Lamento Gitano*, *Granada*, *Noche De Ronda*, *El Relicario*, *Oracion Caribe*, *Princesita*, and *Ay, Ay, Ay*. Spanish lady in shawl and fan together with picture of the singer makes for the cover piece, with notes on the singer, his music and the musicians on the inside page.

FIESTA TIME—Percy Faith (Decca A-520)

Conducting a large orchestra, with symphonic undertones in the scoring and in the playing, Percy Faith provides a colorful and highly harmonic setting for eight familiar and fiery Latin lullabies. Creating a carnival spirit in the varied and contrasting musical moods and rhythms, taking in the samba, guaracha, bolero and tango dance forms, Faith makes it a fashionable spinning for *Bim Bam Boom*, *Tico-Tico*, *Mar (Stars in Your Eyes)*, *Negra Consentida (My Pretty Brunette)*, *Baia*, *La Cumparsita*, *Bem Te Vi Atrevido* and *Capullito De Aleli*. All makes for restful and pleasant listening. Fiesta figures makes for a colorful front cover with bio notes on the conductor printed on the inside flap.

SISTER ROSETTA THARPE—Gospel Hymns (Decca A-527)

Strumming her steel-bodied guitar to accompany her rock 'n' rhythm gospel singing, this set of four records embodies eight lyrical sermons. The revival meetin' spirit permeating her singing and songs, Sister Rosetta Tharpe sings with more than ordinary reserve for *Jesus Taught Me How To Smile*; *Forgive Me, Lord*; *God Don't Like It, What Is the Soul of Man?*; *Let That Liar Alone*, *What's the News*; *Nobody Knows, Nobody Cares*, and *The Devil Has Thrown Him Down*. Cuttings are all of early vintage and don't pack any of the spiritual fire Sister Rosetta has plattered since, with the result that interest in the set is very much limited. Front cover carries picture of the singing evangelist against a stained-glass window background with notes on the singer and her songs printed on the inside page.

PAN, THE PIPER—George Kleinsinger-Paul Wing (Victor Y-331)

Paul Wing has written and narrates a highly educational story of the mythical Pan, the Piper, who first discovered that musical sounds can be made with a reed. And over four 12-inch non-breakable tracks, with Russ Case and the orchestra playing the descriptive George Kleinsinger score, tells how the other musical instruments were invented and shows how the reed of Pan eventually grew into a full orchestra. It's entirely historical and educational, and while Wing narrates with conviction and interest, the spinning is entirely devoid of entertainment, making it almost an academic session which is hardly what the youngsters like to get from the spinning. Album cover and six-page insert illustrates the instruments of the present-day symphony orchestra.

NEW ORLEANS JAZZ (Decca A-425)

It's a happy record holiday for the hot jazz diskophiles in this set of six records spinning out the old-time New Orleans jazz of the Storyville honky-tonks. And for each, there's the improvisational skill of such standard-bearers as Louis Armstrong, Sidney Bechet, Claude Jones, Jimmie Noone, Zutty Singleton, Baby Dodds,

Johnny Dodds and a host of others who bring the old-time music in full blush without losing its characteristic flavor. Louis Armstrong, with song and cornet, leads a small unit for *219 Blues*, *Perdido Street Blues*, *Coal Cart Blues* and *Down in Honky Tonk Town*; Red Allen's trumpet paces the way with another unit for *Canal Street Blues* and *Down in Jungle Town*; Zutty Singleton at the drums sets the beats for *King Porter Stomp* and *Shim-Me-Sha-Wabble*; Johnny Dodds' clarinet, with Baby Dodds at the drums, leads another unit thru *Red Onion Blues* and *Gravier Street Blues*, and the Jimmy Noone clarinet carries the kicks for *Keystone Blues* and *New Orleans Hop Scop Blues*. It's all fine and pure jazz played with spirit and style to make it spin true for the hot jazz collectors. Cover page lists the personnel together with a city map of New Orleans' Storyville sector. Accompanying the set is a descriptive 24-page booklet.

LAURENCE OLIVIER—Excerpts from "Henry V" (Victor DM 1128)

Another rare treat of dramaturgy in this dinking of four 12-inch records for those whose stage loyalties register Shakespeare. Here, British screen star Laurence Olivier offers scattered excerpts from the Bard's *Henry V* as contained in the *Two Cities* film which he produced in Britain, where these cuttings were made. Reading the immortal lines in soothing and expressionful manner, the dramatic suspense is heightened much by the original music composed and conducted for the film by William Walton and plattered by the Philharmonic Orchestra and Chorus. The music and voices set the stage for the spinning in re-creating the histrionic atmosphere of Lon-

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don's Globe Theater in the 1600's, and for the most part, stays with the reader to establish the mood of the lines. And while the continuity may be stringy for those unfamiliar with the play, the complement of reader and music makes for pleasurable plattering. For added enlightenment, eight pages, profusely illustrated with movie stills and including printed notes by Dr. J. Duncan Spaeth, are inserted with the jacket. Front cover is a soft color picture of the medieval town with photos of Olivier on front and inside pages.

COLUMBIA, THE GEM OF THE OCEAN
—Fred Waring (Decca A-452)

A re-packaging of eight patriotic and military hymns by the Fred Waring Glee Club and orchestra. And save for service use, offering holds no timely interest. Including the patriotic title song, the others are all service songs, taking in *The Flying Marines*, *We're On Our Way* (an infantry song with Alfred Drake the baritone soloist), *Army Hymn*, *The Navy Hymn*, *Waves in Navy Blues*, *Hymn to a Hero* and *Man to Man*. Symbolic figure of the Statue of Liberty on the front cover with a 12-page descriptive booklet containing the hymn lyrics included with the set.

BACH: Suites No. 2 and 3—Boston Symphony: Serge Koussevitsky
(Victor DM-1123)

For those who enjoy the Bach musical forms, Serge Koussevitsky and his Boston Symphony gives an excellent performance for two of the master's suites, all sonorously scored and played as originally written for small chamber ensemble groups. *Suites No. 2, in B Minor*, a collection of dance movements for flute and strings, gives Georges Laurent full opportunity to show his musical prowess in carrying the flute lead. The *Suite 3*, with more festive qualities to the music, includes the famous *Air for G String*. Album of five 12-inch records was recorded at Tanglewood, Mass., where the Boston Symphony plays its annual summer schedule. Cover makes for an attractive title page with notes on the master and his music for the inside page.

LET'S POLKA—Gene Hall (Majestic M-17)

His accordion squeezings pacing the fully-instrumental band, sparked by tuba, xylophone and banjo strums to heighten the continental dance flavor of the music, Gene Hall packages five gay and tuneful folk melodies in a toe-teasing polka setting. Polishes off the set with a Landler, *Merry-Go-Round*, an Austrian country waltz dance melody. Polka pieces include *Brau House*, *New Laughing Polka*, *Studs* and *Military*. Polka dancers in design make for a gay and colorful cover page with notes on the dance form and the maestro printed on the inside page. Spinning is plenty bright for the music box locations seeking out the polka dance sides.

TCHAIKOVSKY WALTZES—Los Angeles Hollywood Bowl Symphony: Leopold Stokowski (Victor DM 1105)

A magnificent reading of Tchaikovsky's everlasting Symphony No. 6 in B Minor—the *Pathetique*, with the lovely melody motif of the opening *Allegro non troppo* movement which Tin Pan Alley has already utilized to fine royalty advantage, and the familiar ending with a slow funeral movement instead of the customary triumphal note characterizing the symphonic format. Leopold Stokowski, conducting the Hollywood Bowl Symphony, reads into the manuscript everything that the composer intended to convey, and the playing of the musicians for this inspired classic is truly inspired. Score covers six 12-inch records, and no collection of good music on wax can consider itself complete without it. A symbolic figure sets the *Pathetique* note as the frontispiece with notes on the composer and the symphony printed on the inside page.

Va. Debates Mch. Legality

RICHMOND, Va., July 12.—The coin-operated Insurograph made its appearance in a Virginia court room last week when its inventor, Ralph W. Brown, sought to win legal approval to permit installation of the machine in public places within this State.

Reason for the hearing was Brown's intention of installing the Insurograph at the National Airport in Virginia for the Associated Aviation Underwriters. Known for its strict insurance laws, Virginia is debating the question of legality of such a unit. However, no proceedings will be brought against the underwriters pending action of the 1948 General Assembly, it was stated. During Brown's court room demonstration of the vender, the State Corporation Commission was an interested on-looker.

Brown's insurance vender, upon which he and a partner, Ernest H. Woods, began work in 1937, was first placed on location at the 42d Street Airline terminal in New York City. A flour broker, Brown and his co-inventor predict that their machines will not only be eventually placed in all of the company's airports, but also in railway and bus ticket terminals.

Machine vends a \$5,000 to \$25,000 policy to a customer in 40 seconds, and policyholders are protected for seven days against injury or death while waiting at airports, etc., and while traveling.

Atlas Inaugurates Saturday Closing

CHICAGO, July 12.—First Saturday closing of the Chicago headquarters of Atlas Novelty Company was pronounced a success by Harold Schwartz, company executive.

"Our decision to close Saturdays for the summer months is in line with the general trend to more leisure time," said Schwartz. He stated that the program is meeting not only with employee approval but customer appreciation as well.

Boston Tobacco Table Holds Annual Outing, Golf Tourney

BOSTON, July 12.—A golf tournament was the big attraction at the annual outing of the Boston Tobacco Table (BTT) last week at the South Shore Country Club. Charles Barnes, Manning Sales Organization, won the special Joseph P. Manning trophy, but A. Sharanow, of the Rowe Vending Machine Company, won low gross with a 76.

Joseph F. Cullman 3d, of Benson & Hedges Company, New York, took second low gross honors with an 81. Cullman was followed closely by Larry Spore, of the Beechnut Company, winner of the Manning Trophy last year, and Frank Eagan, with 84's. Next in order came Edward M. McConroy, vice-president of Joseph P. Manning Company; Richard Kramer, S. Huberman, Eddie Doyle, Murray Lewis, Gem Razor representative; Bob Buchan, of M. H. Barnett Company, and J. B. Seaton, who won the nine-hole low gross.

Highest gross score, 148, was reported by Eddie Larkin, New England representative of Benson & Hedges Company. Barnes reported the most 3's and Sharanow most 4's.

John Groffin, president of the Boston Tobacco Table, was in charge of the affair.

Conn. Bill Defines "Distributor" for New Cig Tax Law

HARTFORD, Conn., July 12.—House Bill 632, defining "distributor" for purposes of Connecticut's cigarette tax act was approved here Monday (7). Included under the definition are operators of cigarette vending machines.

Text of the official definition follows:

"The definition of the word 'distributor' as set forth in Section 376E of the 1939 supplement to the general statutes is repealed and the following is substituted in lieu thereof:

"The word 'distributor' shall mean

any person in this State engaged in the business of manufacturing cigarettes or any person who purchases cigarettes at wholesale for the purpose of resale to retailers in this State: provided any person engaged in conducting 10 or more retail stores or 25 or more machines for vending packages of cigarettes in this State who shall buy such cigarettes at wholesale and sell them to the consumer in said stores or in said vending machines shall be considered a distributor as herein defined."

Now It's the Esso Star

HOBOKEN, N. J., July 12.—The Esso Manufacturing Corporation has changed the name of its first game machine from the Esso Award to the Esso Star, Jack Semel and Jack Rubin, partners in Esso, announced this week.

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Chi Ops List Seven Points as Equipment Survey Yardstick

(Continued from page 103)

secured after observing the volume of business done in a given period of time.

Operators report that the interior and exterior appearance of a location is the second best barometer of play to be expected. Well-kept locations naturally invite more customers who will likewise become patrons of the juke box. A location owner who is concerned with the appearance of his

establishment will most likely take the operator's equipment under his wing and give it good care. A location owner who is careless of his own property can cost an operator time, trouble and additional expense in upkeep and repair.

Type of Customer

The type of customer who frequents the location—this can be determined not only from the location's

Detroit Coinmen Incorporate Firm

DETROIT, July 12.—Hondon B. Hargrove, Ernest H. Davenport, and Emmett L. Bryant are incorporating the Dixie Music Company here with a capitalization of \$50,000.

appearance, but from a quick spot check—plays a vital part in deciding what type of equipment to install. Operators in the Chicago area have discovered that an older crowd can be satisfied with something less spectacular in juke boxes, and hideaway units are being used in many such locations.

A younger crowd, on the other hand, rates its juke box play first on the number and quality of current favorite pop tunes and second on the juke's appearance. Unfortunately, the less spectacular equipment—which is also least expensive—usually gets less wear and hard treatment than new machines.

Only the larger music operators in Chicago make it a regular practice to check into the location's ownership, the survey revealed, the smaller operators could profitably make similar investigations. If the location manager does not own the premises, a check on the length of his lease may help decide whether an elaborate installation, with wall boxes and auxiliary speakers, is needed. With the current high rate of turnover in the Chicago tavern business, nearly 50 per cent of the operators queried said they were doubtful about installing new machines, wall boxes and speakers. Instead they are marking time until leases elapse and the business seems more stable by installing what they regard as temporary equipment.

The business background of any location owner—his standing in the neighborhood, credit rating, past business experience and other important facts—are a great aid, operator's claim, to long-range planning.

Employees Can Help

Employees in any location—the bartenders or the waitresses—are often a real help to the operator who is considering placing newer, more expensive equipment in a location he already has. Location employees, as every music operator knows, can do much to push play on a machine. "Lead-off" play by employees, using marked coins which can be returned, does much to keep patrons playing records. On the other hand, if employees are indifferent to the juke box, play will not always be at a maximum.

The size of a location usually determines the size of the juke box, the number of extra speakers, wall, counter or bar boxes. But size is not the only factor in selecting equipment, Chicago operators report. The location's floor plan, fixtures, shape and acoustics are strongly related factors governing the operator's choice of equipment.

Sound Distribution

Music operators questioned indicate that they are becoming more and more aware of the necessity for proper sound distribution. Cutting out too much volume, but still making certain that the music machine's tunes can be heard thruout the establishment, have brought many an operator to auxiliary speakers and wall boxes.

Approximately 55 per cent of the operators contacted said that, because of today's keen competition, they have installed new machines in practically all of their new locations. They claim that many spots are getting better equipment than they deserve.

All of the operators questioned, however, said that an understanding was reached with the location that

Department Store Sales on Upswing, Says Reserve Bd.

WASHINGTON, July 12.—Department store sales thruout the country increased 2 and 5 per cent, respectively, during the week and four weeks ended June 28 from comparable 1946 periods, the Federal Reserve Board reported last week.

Declines, however, for the latest week were recorded in the Dallas and San Francisco reserve districts, while in Richmond and Atlanta areas sales remained unchanged. Chicago reserve district department store sales increased 6 and 9 per cent respectively for the week and four weeks ended June 28.

Department stores in metropolitan Chicago revealed sales increases of 3 and 8 per cent; Indianapolis, 3 and 3; Detroit, 11 and 13; and Milwaukee, 5 and 6.

If the amount of play did not warrant new equipment after a four or six-week trial period, a switch to an older model juke would be in order. Most location owners readily agree to such a proposition, the operating firms state.

Restaurants Best

Chicago operators believe that the average tavern is a poor bet for wall, booth or bar boxes. Consensus is that restaurants are the best locations for wall box installations, since people at a wall table or booth are not likely to interrupt a meal to walk to a juke box to make their selection. In the average tavern, Chicago operators say, the reverse is true since the crowd is more mobile. As a result, most of the hideaway units which have appeared in Chicago area locations are in restaurants.

Several operators commented on the number of current or planned alterations in their locations. Keeping in close touch with location management can save the music operator many a headache, since remodeling may involve a change of equipment.

Many smaller music operators in the Chicago area express a dislike for wall or booth boxes. They say that the extra cost and servicing are not offset by additional profits. On the other hand, wall boxes were deemed a good feature by 90 per cent of the larger operators. Conclusion drawn from this variation is that the large firm has an available staff of servicemen who can handle large installations expertly. It is important, too, to remember that the larger operating firms usually operate in the largest spots, or those which are most likely to support auxiliary equipment.

One operator, summing up the opinion of others, said he felt that "today's best location has the coin box as close to the customer's pocket as possible. In most instances this means wall or bar boxes even in medium and some smaller type high-play spots."

Pointing up the importance of careful location study, every large operating firm contacted reported that they are now employing full-time contact men to solicit new spots. These contact men also act as a kind of public relations go-between for operators and location management.

Surprisingly, 95 per cent of the small music operators in the Chicago area say that they are not making any special effort to secure new spots. Many reported that they acquire the bulk of their new locations on the recommendation of the locations they are already serving.

The smaller operators gave "lack of time" as their principal reason for not making an active effort to secure new locations. One smaller operator said he could not afford to solicit new spots, since his experience indicates that most new spots expect brand new equipment, and his capital is so limited that he must make his largest investment in the best of the locations he is already serving.

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Wurlitzer 850	375.00

G. E. MINIATURE BULBS	
40, 44, 46, 47, 51, 55. Per C.	\$5.50 Tax Incl.
60, 63, 81. Per C.	6.00 Tax Incl.

G. E. LAMPS	
7 1/2, 15, 25, 60 Watts. Per Case of 120	\$10.50
10 Watt. Per Case of 120	13.50
Lumilines. Per Case of 24	21.00
40 Watt Fluorescent. Per Case of 12	11.40

SEEBURG	
Seeburg Vogue	\$205.00
Seeburg Classic	205.00
SEEBURG HI-TONE, ESRC	235.00

ROCK-OLA	
Rock-Ola Standard	\$184.50
Rock-Ola Master	194.50
Rock-Ola De Luxe	184.50

WALL BOXES—LIKE NEW	
Wurlitzer #125 Boxes	\$ 17.50
Seeburg 20 Selection Wireless	24.50
Seeburg 3-Wire Bar-o-Matics, 5/10/25¢	32.50

HI TONE PARTS	
R.C. Amplifier (With Tubes)	\$95.00
Relay Box	19.50
Electric Selector	39.50
Slug Ejector & Coin Trip Assembly	29.50
Hi-Tone Speaker	25.00

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!

1/3 Deposit, Balance C. O. D., F. O. B. Warehouse

VISIT US IN OUR OWN BUILDING — WE ARE HERE TO STAY.

WEST SIDE DISTRIBUTING CORP.

698 Tenth Avenue (49th Street) New York 18, N. Y.
Phone Circle 6-7533

SEE THE **Blonde Bombshell**

Atomic
A NEW THRILL! A NEW IDEA!
A NEW Aireon SENSATION!
A REAL GOLD DIGGER
Magnetic earring power!

Boyzee!
Trim! — Tant! Terrific!

AT YOUR Aireon DISTRIBUTOR

TRIANGLE DISTRIBUTING CO.
4068 PROSPECT AVE. CLEVELAND 3, OHIO
212 E. 8TH ST. CINCINNATI 2, OHIO

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
Seeburg Hi-Tone 9800, R.C.	295.00
Seeburg Hi-Tone 8800, R.C.	295.00
Wurlitzer 412	75.00
Wurlitzer 600R	185.00

5-BALL PIN GAMES

Catalina	\$ 75.00
Victory	45.00
Casablanca	75.00
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 Goalee	195.00
Tally Roll	195.00
Genco Total Roll	245.00
Genco Play Ball	99.50
'39 Western Baseball	49.50
Socco Ball	295.00

4310 CARNEGIE AVE. The MARKEPP Co. M.M. MARCUS & SONS CLEVELAND 3, OHIO TEL. HE 1043

Bottle Output Rises; Ample Supply in '48

NEW YORK, July 12.—Vending operators may expect ample supplies of soft drink bottles, paperboard cartons and other types of containers by the end of 1948, with the worst of the shortage now over and supplies becoming progressively better.

Paperboard containers should be plentiful as early as the end of this year, industry authorities claim. Output of paperboard is now running 12 per cent higher than in 1946, a spokesman for the National Paperboard Association said.

With the shortage of soda ash easing, bottle makers expect to turn out many more than the 16,700,000,000 units manufactured in 1946. The 1946 figure was in turn a great increase over the 1941 production—9,900,000,000. There is to be no repeat of the lag in bottle production experienced by manufacturers this spring, it is believed, when inability to meet demand was termed by the New York Trust Company as "probably the most serious in modern glass history."

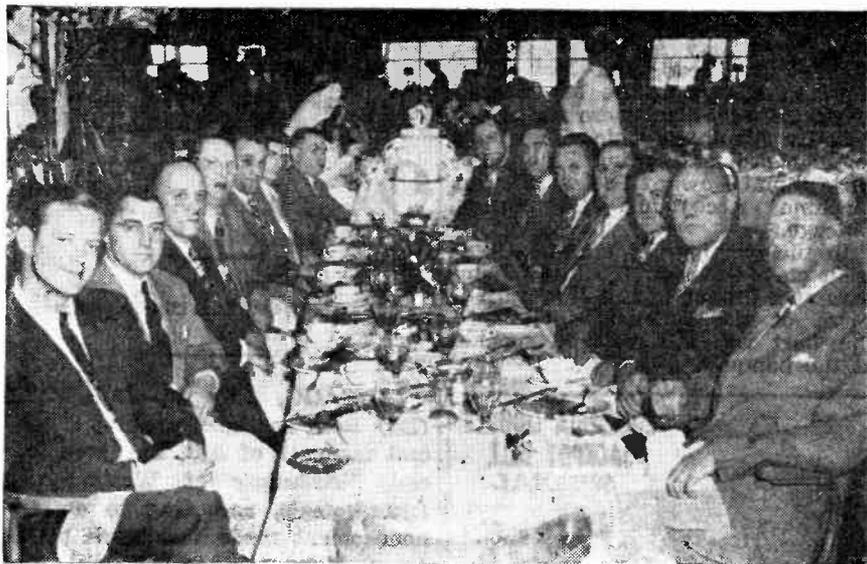
Universal Match Has New Outlet in K. C. To Strengthen Sales

KANSAS CITY, Mo., July 12.—Increasing importance of Kansas City as a center of distribution has caused the Universal Match Corporation to set up a major unit here in its national marketing plans, it was revealed by firm officials last week.

As a forerunner of local expansion, the company has added personnel, leased about three times its present accommodations and is moving to new offices on the 12th floor of the Waldheim Building, located at 11th and Main streets here.

Local office will serve the additional territories of Nebraska and Iowa, as well as Kansas and Western Missouri. Old Nick and Bit-o-Honey, products of the Schutter Candy Division of Universal, have been added to products now being serviced out of the Kansas City office.

Philip Shields, formerly executive assistant to S. M. Rosenberg, vice-president and director of marketing in St. Louis, has been named district sales manager and will be in charge of local activities. Carl Jacobson remains in his former capacity as manager of sales here and, in addition, assumes the distribution of Schutter products for all accounts under his supervision.



FOUR DAY SALES MEET is held at the Edgewater Beach Hotel, Chicago, by representatives of the Permo, Inc., needle firm. Left to right: Hudson, Indianapolis; Fortey, Boston; Suits, New York; Steffens, vice-president and general manager; Van Natter, Atlanta; Hopper and Holliday, Denver; Ryan, Buffalo; McFadden, Columbus; Crowley, Chicago; Goetzen, assistant sales manager; Strother, Dallas; Marsh, Seattle, and Smith, Los Angeles.

Cigarette Prices Soar as Rationing Ceases in France

PARIS, July 12.—For the first time in seven years Frenchmen were able to buy cigarettes in quantity, when rationing of cigarettes was finally lifted here last week as a result of new finance measures for the nation.

Altho Frenchmen were collectively rejoicing that their future cigarette purchases would only be limited by the size of their purses, the price of cigarettes took a sharp official increase. The Galoise cigarette jumped to 38 francs for a pack of 20 compared with its price before rationing ended last week of a little less than 25 francs.

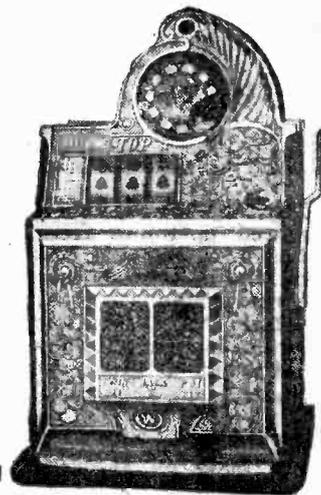
Recently, many new brands, which are really old brands that have been off the market a long time, have made their appearance on the market. Weekends, a British imitation composed of yellow Virginia tobacco, have been selling for an average of 150 francs for the 20 pack, while Baltos, which is more like the American style cigarette, were marketing for 130 francs.

However, the favorite of most Parisians, popular American brands, are as yet not on sale, except thru the black market where they are bringing between 180 and 300 francs per pack.

New Promotional Sales Mgr. For Johnson Candy Company

NEW YORK, July 12.—Fred J. Steffens, former sales director of the National Association of Tobacco Distributors (NATD), has been named promotional sales manager of the Walter H. Johnson Candy Company, Chicago. Steffens has conducted the NATD sales training program since its organization in 1944.

Before joining the staff of NATD in New York City, Steffens served as co-ordinator of Bunte Brothers, candy manufacturers. He will continue to devote much of his time to NATD affairs and serve on several committees.



OPERATOR'S PRICES

- 5c ROL-A-TOP BELL \$175.00
- 10c ROL-A-TOP BELL 200.00
- 25c ROL-A-TOP BELL 225.00
- 50c ROL-A-TOP BELL 300.00

The Above Prices are Net F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770 Cable Address "WATLINGITE," Chicago

WANTED MILLS SLOT MACHINES

Blue and Brown Fruits, Cherry Bells and all Chrome Models. Can use any amount. Stable condition. Must be priced right, as they are being purchased for resale. Will pick up within 300 miles.

FRED F. ALLEN

200 36 St., N. E. Washington 19, D. C.

WANTED

Two experienced, sober, married Mechanics who are thoroughly familiar with all types of music and wall box repair and installation. Must have an absolutely thorough knowledge of pin ball and arcade game repair. To the men we select we can offer a regular day of so many hours at a regular rate of pay with reasonable compensation for overtime. Investigate this setup and you will find there is none better.

BOX D-61, c/o The Billboard, Cincinnati 22, O.



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.

Aireon presents the **Blonde Bombshell**

WOW! What a Gold Digger

Magnetic earning power!

Aireon leads with another flashing new idea—See your Aireon distributor today.

ON DISPLAY AT:

V.P. DISTRIBUTING CO. 2336 OLIVE ST. Phone: Central 3892 ST. LOUIS 3, MO.

CONSOLES

- 6 Keeney Bonus Super Bells, FP/Comb., 5c \$399.50
- 2 Keeney Bonus Super Bells, FP/Comb., 5/5c 675.00
- 2 Keeney Bonus Super Bells, FP/Comb., 5/10c 685.00
- 1 Keeney Bonus Super Bell, FP/Comb., 5/25c 695.00
- 1 Keeney Bonus Super Bell, FP/Comb., 5/25c (Brand New) 875.00
- 2 Keeney Super Bells, FP/Comb., 5c 99.50
- 2 Keeney Super Bells, FP/Comb., 25c 99.50
- 1 Keeney-Four-Way Super Bell, FP/Comb., 5/5/5/5c 149.50
- 1 Keeney-Four-Way Super Bell, FP/Comb., 5/5/25/25c 169.50
- 2 Bally Draw Bells, 5c \$299.50
- 2 Bally DeLuxe Draw Bells, 5c 364.50
- 2 Bally High Hand, 5c 59.50
- 4 Bally Club Bells, FP/Comb., 5c 59.50
- 1 Mills Three Bells, 5/10/25c 299.50
- 1 Paces Twin Reels, Cash PO, 5/25c 79.50
- 2 Paces Reels, W/Ralls, FP/Comb., 5c 39.50
- 2 Paces Saratoga, FP/Comb., 5c 47.50
- 2 '46 Twin Duo Bells, FP, 5/25c 129.50
- 1 '46 Twin Duo Bell, FP, 5/5c 124.50
- 2 Sun Ray, FP 39.50
- 7 Jennings Silver Moon, FP, 5c 29.50
- 1 Jennings Bobtails Tot., FP 39.50
- 1 Watling Big Game, FP 32.50
- 1 '41 Evans Galloping Domino, Cash PO 49.50

MUSIC

- 19 Solotone Wall Boxes \$ 12.50
- 20 Packard Wall Boxes (Used 3 months) 22.50
- 16 Seeburg Selectomatic Wall Boxes 4.95
- 1 Seeburg 8800 Hi-Tone, ESRC 232.50
- 1 Seeburg 8200 Hi-Tone 159.50
- 1 Solotone Location Amplifier 49.50

ARCADES

- 7 Genco Whizz, W/Stand \$ 49.50
- 1 Bowl-o-Ball, 6" (Floor Sample) 159.50
- 1 Bowl-o-Ball, 14" (Floor Sample) 189.50
- 1 Bally Defender 79.50
- 1 Chicago Coin Goalie 225.00
- 23 Stands for ABT Chall. (NEW) 9.95

COUNTER GAMES

- 9 Daval FREE PLAYS \$ 22.50

SLOTS

- 1 Mills 5c Blue Front \$ 89.50
- 1 Mills 5c Original Chrome 109.50
- 2 Mills 5c Copper Chrome 119.50
- 1 Mills 25c Black Cherry Bell 175.00
- 1 Pace 5c DeLuxe Chrome, '46 Model 169.50
- 1 Jennings 5c Silver Chief 79.50
- 1 Jennings 5c Bronze Chief, '46 Model 179.50
- 1 Jennings 10c 4-Star Chief 89.50
- 1 V.P. Bell, Green, 5c 39.50
- 1 Single Steel Safe Cabinet with Combination Dial Lock \$ 19.50
- 1 NEW Chrome Conv. Cabinet for all Mills Esc. Slots, 5c, 3/5 PO 39.50
- 2 NEW Black Cherry Bell Conv. Cabinets for all Mills Esc. Slots, 1-5c, 1-10c, 3/5 PO 49.50
- 1 Columbia Bell, DeLuxe Club 39.50

MAIN OFFICE:

535 D STREET, N. W. WASHINGTON 4, D. C. DISTRICT 0500

TERMS: DEPOSIT, BALANCE C. O. D.



BRANCH OFFICE:

2505 N. CHARLES ST. BALTIMORE 18, MD. BELMONT 818.9

Packard Shows New Manhattan In Minneapolis

MINNEAPOLIS, July 12.—Several hundred operators from the Twin Cities area and the State attended the Minneapolis showing of Packard's new Manhattan phonograph at the Twin Ports Sales Company headquarters here Wednesday (9). On hand to greet operators was

Homer E. Capehart, chairman of the board at Packard. Hosts for the show were Izzy Alpert, of Duluth, Twin Ports' head, and Mel Goldstein, in charge of the Minneapolis office. Also on hand were Art Nagel, recently appointed regional manager for Packard, succeeding Phil Mosberger, and Howard Pretzel, of Coin Machine Acceptance Corporation, Chicago.

In the evening, Alpert and Goldstein played host to 150 trade members at a dinner in the Junior Ballroom of the Nicollet Hotel here. Capehart was the featured speaker at the banquet.

Col. Ed Ross Made Manager Of Ald, Inc.

Laundromat Biz Expands

CHICAGO, July 12.—Col. F. E. (Ed) Ross has been appointed general manager of Ald, Inc., commercial distributors of Westinghouse Laundromats, according to an announcement made this week by L. Lloyd Strite, president of Ald, formerly known as Automatic Laundry Distributor, Inc.

Ross, formerly manager of laundry equipment and household refrigeration advertising and sales promotion for the Westinghouse Electric appliance division, served five and a half years in the army during World War II.

Strite Statement

"The rapid growth of the half-hour laundries has made it imperative to set up an executive officer to direct organization activities," Strite stated in making the announcement. "Several hundred half-hour laundry installations have been made and hundreds of applications are filed every week by prospective operators. It will be Col. Ross's responsibility to keep this widespread organization on a sound basis."

The firm, which changed its name to Ald, Inc., in April, is one of the pioneers in the coin-operated laundry business, having 15 years' experience in the field.

Presently concentration is being given development of coin-operated laundries with from 20 to 50 Laundromats. Ald, Inc., maintains three offices: 3406 Lincoln Avenue, Chicago; 101-04 43d Avenue, Corona, New York, and 7402 Sunset Boulevard, Los Angeles. Plans are now being laid for the establishment of some 10 district and zone offices within the next year which will supplement the activities of the three main offices.

Experimental Laundries

Two new experimental coin-operated laundries are being established by Ald which will be used along with three presently in operation to furnish statistical information and a testing space for new sales methods. The first of these new laundries will be opened in August at Cleveland. The second will join the first Laundromat-equipped coin-operated self-service laundry in Mansfield, O., which opened its doors in September, 1945. The other two Ald laundries now in operation are in Chicago and Kankakee, Ill.

Overseas Veteran

The new general manager for Ald entered the army in 1941 as a captain in the infantry and received subsequent promotions, the last being to full colonel in May, 1946. Ross's overseas service was in the European-African-Middle Eastern Theater where he received five commendations.

In addition to his experience at Westinghouse, Ross was merchandise sales manager of the Puget Sound Power & Light Company on the West Coast. While with Westinghouse prior to the war, he taught at the New York Advertising Club's School of Advertising in 1938 and 1939. He also taught advertising at the University of Oregon while attending that school on a fellowship. Ross is a native of Astoria, Ore.

Hotel Exec Wants Parking Meters on B'walk Benches

ATLANTIC CITY, July 12.—A new use for parking meters has been suggested by Ralph E. Clouser, local hotel owner. He recommends that such meters, similar to those in operation for automobiles, be placed on all benches on the famous Boardwalk here.

Clouser, who led a successful fight against concessionaires who crowd the beach with chairs and cabanas, has now turned his attention on resort visitors who monopolize the sitting benches along the wooden way. He urged parking meters for the benches on behalf of the hundreds of visitors who have been unable to find a place to sit for a few minutes because "others sit for hours and then turn the bench over to other members of their family."

Clouser proposes that bench meters be set to charge 10 cents an hour. He suggested the meters be mounted on a swivel-type bench—one that could also face the ocean—and added that such meters would be an added source of revenue for the resort which already has parking meters for automobiles.

Michigan Tax Hits Small Ops

(Continued from page 105)

enjoyed success with only a moderate investment. From these smaller routes, built on good service, gradually emerge larger operating concerns.

What effect the new cigarette law is likely to have on the small operator remains to be seen, but a canvass of such firms here indicates that all of them are already worried, and some of them are already considering selling their equipment.

The larger operator, of course, can spread the fee over perhaps 100 machines, and the incidental expense can be added to operating costs without too much damage.

Location Owners Exempt

Interpretation of the law, as it is currently being given here, would indicate that a store owner, who owns his own cigarette machine and uses it on his own premises, need not pay the \$100 fee. As a consequence, instances were reported here this week that location owners are eager to buy machines because they found the smaller cigarette merchandising firm—operating cigarette equipment as part of his candy or other vending route—unwilling to continue service under the new act.

The 3-cent per pack tax has generally resulted in a vendored price of 20 cents thruout the State. Individual retail stores, however, have been selling cigarettes at 19 cents, and a few are maintaining an 18-cent price despite the tax.

Further Muddled

The cigarette price picture here has been further muddled by a State ruling that the 3 per cent sales tax would apply on the total selling cost of a package of cigarettes. This means that a merchant would collect still another penny from the customer, making a total net increase of 4 cents.

Leading merchants and a few State officials have challenged this "tax upon a tax," and the whole situation has resulted in confusion which is reflected in the variety of retail prices being charged the public.

As far as pricing is concerned, the vending machine trade, with prices of 20 cents fairly well established, is the most stable section of the Michigan retail cigarette business.



MILLS GOLDEN FALLS BELL
Rebuilt by Abco. Looks like new, works like new. Mechanism completely overhauled. Brand new Golden Falls Cabinet. Automatic Load

5¢ .. \$145
10¢ .. 155
25¢ .. 165
Hand Load 5¢ .. \$165
10¢ .. 175
25¢ .. 185

1/3 DEPOSIT—BAL. C.O.D.—F.O.B. CHICAGO
WRITE FOR FREE CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!



COLUMBIA DOUBLE JACKPOT BELL SPECIAL
\$85.00 Ea.

Changeable light on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep. 50 lbs. wt.

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

King of Counter Games

Abco NOVELTY Co.

King of Counter Games

823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

Aireon presents the

Blonde Bombshell

Aireon leads with another flashing new idea—See your Aireon distributor today.

WOW! What a Gold Digger
Magnetic earning power!

ON DISPLAY AT:
ADVANCE MUSIC COMPANY
1606 GRAND AVENUE KANSAS CITY, MISSOURI

OPERATORS' INFORMATION ON REQUEST

Super Score	\$152.50
Shooting Stars (used)	67.50
Double Barrel	72.50
Hi Stepper	22.50
Barrage	20.00

PIN GAMES

Sky Chief	\$ 37.50
Tail Gunner (from 10 Spot)	19.00
Midget Racer	95.00
Shangri La (Gottlieb)	32.50
Big Chief	19.00
Sun Beam	42.50
Laura	50.00
Sea Raider (from Capt. Kidd)	35.00
Seven Up	20.00
Bombardier (P. & S.)	24.50
Kismet	47.50
Production	35.00
Riviera	22.50

Established 1913

ROY MCGINNIS CO.

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Philly Games Group Asks Manufacturers' Meet Participation

(Continued from page 103)

and make for better understanding between the manufacturer and the operator. In having a full appreciation of the problems faced by the operator when he takes a new piece of equipment out on location, mechanical or otherwise, I feel that the manufacturer will be better equipped and better informed when he readies a new piece of equipment for the market. And by the same token, the operator will be in a better position to take fullest advantage in promoting, placing and servicing any new piece of equipment."

Prefer Technicians

The fact that Nyems is an engineer proved most helpful to the operators here since the basic problems of the operators are of a technical nature, and for all the following meetings, Silverman has specified that the Chicago manufacturers send a representative who is equipped to deal with the technical problems faced by the operators. The benefit of Nyems' visit to the association meeting was also obvious to him. He admitted that hearing the location and servicing problems faced by operators was most enlightening to him and would be taken in full consideration when his company brings out new equipment.

Nyems also hailed Silverman's initiative in bringing him to the meeting and indicated that such open forum meetings will play a large part in making for better equipment and more effective use of such equipment.

Jacobs Goes After Auto-Laundry Field

DETROIT, July 12.—F. L. Jacobs Company, manufacturer of the Launderall automatic washer, is now encouraging use of the machine in self-service laundries and apartment houses, according to an announcement last week by firm officials.

Limited production up to now was given as reason for non-stressing of such use of its washer, it was stated. Current production increase caused a change in company policy.

Steel Output Drops; Coal Mines Holiday Blamed for New Lag

CLEVELAND, July 12.—Steel, one of the more critical items in the manufacture of coin-operated machines, had its output curtailed last week for the first time in 25 weeks.

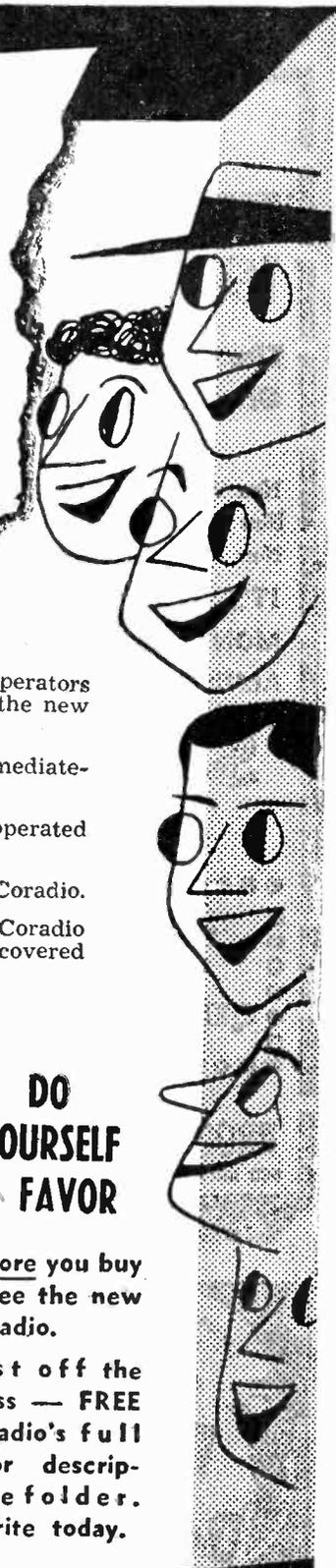
During this six-month period, according to *Steel* magazine, the industry was maintaining a production schedule of 90 per cent of capacity or higher. Last week the output

dropped to 73 per cent of capacity. Decline in ingot production was attributed to the stoppage of coal shipments from the vacation-closed mines and to shutdowns of steel mills for the recent Independence Day week-end.

The publication also pointed out that the return of miners to work would "signal a rapid recovery in steel mill operations."

Hardest hit by the mining shutdown were those mills located close to the coal fields which are mostly dependent on mine-to-mill shipments. Other mills not in the immediate proximity of the coal pits usually are more reliant on heavy stockpiles of fuel.

They're all going for CORADIO right down the line!



It's a national landslide. The boys who know, the experienced operators who had been using other makes, almost to a man are turning to the new Coradio.

That's the tip off for new operators entering this fast-growing, immediate-profit field.

They're going down the line for Coradio because it's the best coin-operated radio made to date.

Everything an operator has always wanted is present in the new Coradio.

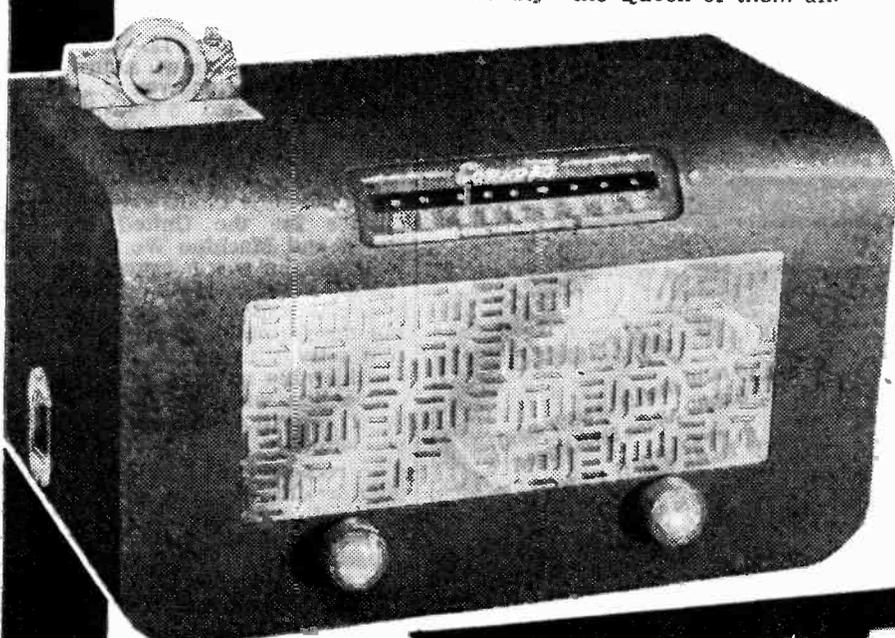
The coin chute cannot be jammed by slugs or bent quarters. The Coradio National Slug Rejector Unit eliminates 95% of all service calls. The covered coin box is individually locked and welded to the all steel cabinet.

And the looks! It's the beauty—the Queen of them all.

DO YOURSELF A FAVOR

Before you buy — see the new Coradio.

Just off the Press — FREE Coradio's full color descriptive folder. Write today.



CORADIO

COIN OPERATED RADIO

60 EAST 42ND STREET NEW YORK 17, N. Y. VANDERBILT 6-4972

Thoroughly Reconditioned Inside and Out

ONE BALLS—CONSOLES

Bally Victory Special	\$324.50
Bally Pimlico	89.50
Bally '41 Derby	79.50
Bally Club Trophy	39.50
Bally Grand Stand	39.50
Western Big Prize	39.50
Draw Bell	Write
Keeney Bonus Super Bell	Write
Jennings Silvermoon, F.P.	39.50
Jennings Silvermoon, Comb.	59.50
Jumbo Parado, F.P., 5¢	39.50

WANTED—WANTED

Five Balls — Rio, Havana, Kilroy, Suspense, Spellbound, Superscore, Mystery, Malsie, Bally Special Entry, Bally Draw Bell, Keeney Bonus Super Bells.

MUSIC

Wurlitzer 850	\$399.50
Wurlitzer 750E	379.50
Wurlitzer 700	324.50
Wurlitzer 600	174.50
Wurlitzer 24	154.50

SLOTS

Mills Blue Fronts, 5¢	\$ 99.50
Mills Blue Fronts	109.50
Mills Blue Fronts	119.50
Mills Brown Fronts	109.50
Mills Brown Fronts	119.50
Mills Brown Fronts	129.50

Write for Prices on New 5 Ball and 1 Ball Releases.

KAW SPECIALTY CO.

1137 Osage Ave. Kansas City 3, Kan.

MAKE US A REASONABLE OFFER ON 60 UNIT AMI HOSTESS OR ANY PART OF IT

Envoy, R.C.	\$200.00
500 Wurlitzer	169.50
600 Wurlitzer	149.50
700 Wurlitzer	249.50
750 Wurlitzer	325.00
800 Wurlitzer	300.00
850 Wurlitzer	325.00
1/3 Deposit, Balance C. O. D.	

SUPREME DISTRIBUTORS, INC.

3817 N.E. 2nd Ave. 49 Riverside Ave.
Miami 37, Fla. Jacksonville, Fla.
Phone 7-7490 Phone 8-3516

Pittsburgh Show Scheduled for New Filben Line

PITTSBURGH, July 12.—Second showing of the new Filben music line, first to be held in the East, will be staged July 27 in the showrooms of the Coin Machine Distributing Company here. Equipment was first shown in Milwaukee in June.

Bert Davidson, sales manager for the Filben Corporation, announced that equipment to be shown will include the Filben mechanism, the Mirro-Cle music cabinet and the firm's complete line of speakers.

Showing will get under way at 10 a.m. and continue until all visitors

have had an opportunity to examine the equipment. Invitations have been mailed out to 1,000 operators in the Pennsylvania, Ohio and West Virginia areas.

Coin machine Distributing Company is headed by John La Rocca, Sam Mannarino, and Edward Steele. On hand from the factory will be Davidson, William Rabin, president of Filben Corporation and engineers.

Charles Martiotti, chairman of the board of directors of the Filben Corporation, will likewise attend the showing. Martiotti is a former Attorney General of Pennsylvania, and one of the owners of the Pittsburgh Pirates baseball club. If possible, he will bring several of the Pirates, including Hank Greenberg, to the showing.

A buffet bar will be set up in the distributing company's showroom for the day.

Music, Pinball Groups Meet To Strengthen Tie

PHILADELPHIA, July 12.—A strengthening of the organizational ties of both the music machines and the pinball operators' associations will be made later this month at a joint meeting of the boards of directors for both organizations. For the primary purpose of co-ordinating their by-laws, the meeting will bring together the boards of the Amusement Machines Association of Philadelphia and the Phonograph Operators' Association of Philadelphia and Eastern Pennsylvania.

Joseph Silverman, business manager of the Amusement Machines Association, emphasized the fact that the meeting is not to be construed as any attempt to merge the two associations. Instead, said Silverman, "it is another indication of the close bond of friendship that exists between both associations in that we can get together on common ground to help further our respective interests." Altho serving two different fields, the activities of the two associations parallel each other, and when a call is made, as it was several times during the war and in recent charity drives, the two associations worked together for the mutual benefit of the entire industry. Last month, when the music association launched its "click tune of the month" promotion campaign, the entire membership of the Amusement Machines Association was invited to participate and help in judging the first selection to make it an all-inclusive industry event.

Since there is such a close bond of friendship and interest between the two groups, the respective boards decided that it might prove beneficial if the two board groups met together to study and analyze their respective by-laws with the view of establishing some degree of conformity if needed so that the best interests of the entire industry may be served thru the individual associations.

Roy Small Re-Enters Music Field; Starts Detroit Juke Route

DETROIT, July 12.—Roy Small, one of the best-known figures in the music field in this area prior to the war, has returned to Detroit and re-entered the coin machine business under the name of Arrow Electric Company.

At one time Small served as conciliator for the United Electrical, Radio and Machine Workers (CIO), in which he was a central figure in relations between the then United Music Operators and the union during the formative period of association activity here. He also achieved considerable national prominence in connection with War Bond and related activities connected with the war effort.

In recent years, Small had been in poor health and had been living in semi-retirement in Florida in an effort to recuperate. He has now recovered his health and spent the past few months in the Motor City making plans to re-enter the coin machine business.

In his new set-up Small revives the trade name used by Mrs. Small prior to the war. He recently purchased the route of the Capitol Music Company, which was operated by Louis Berman, who will continue to operate the Ross Music Company, and Philip Schacht, who plans to return to New York, which is his former home territory.

Submarine Music

ST. LOUIS, July 12.—When the ancient paddle-wheel packet boat, Golden Eagle, sank on the Mississippi near Grand Tower, Ill., it took along with it a brand new Rock-Ola music machine, which had been placed on the steamer by Carl Trippe, of the Ideal Novelty Company.

Trippe, whose firm rushed to get the machine ready to make the Eagle's first trip this summer, reported that the boat's crew said the juke box was playing when the boat went down.

The Golden Eagle was built in 1904 at Jeffersonville, Ind., and had been used for the past seasons as the only packet boat booking passengers on Mississippi River cruises.

Cigarette Prices in Louisville Level Off

LOUISVILLE, July 12.—Cigarette prices in the Louisville area seem to have stabilized themselves, despite a 3-cent variation in the retail price between chain drug and grocery stores, independent retailers and vending machine operators.

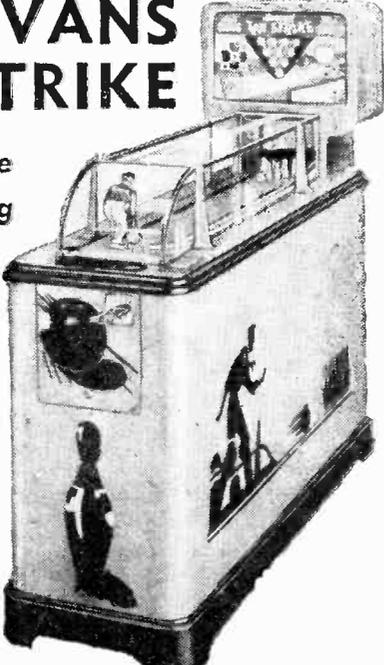
Cigarette merchandising firms are generally getting a flat 20-cent per pack price for the most popular brands, and so are suburban merchants and most of the independent retail outlets located within the city.

Chain stores, however, continue to retail cigarettes at 17 cents per pack or two packs for 33 cents.

AUSTIN, Tex., July 12.—Cigarette stamp sales in Texas for June, this year, increased \$91,048 over June, 1946, State Treasurer Jesse James reported last week.

NOW DELIVERING!

THE NEW EVANS 1947 TEN STRIKE



The Original and Still the Greatest of All Bowling Games

New 1947 scoring principle
New 1947 more attractive finish
New 1947 faster action

IT'S THE STEADIEST MONEY MAKER IN THE AMUSEMENT FIELD!

\$392.50

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SPECIAL FOR QUICK SALE } SUPREME 9 FT. SKEE ROLL Only \$99.50 Each

Thoroughly overhauled and reconditioned.
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1/3 Deposit With Order—Balance C. O. D.

BROOKLYN AMUSEMENT MACHINE COMPANY, INC.
660 BROADWAY Phone: Evergreen 8-4732 BROOKLYN 6, NEW YORK

SEE THE **Blonde Bombshell**

Atomic
A NEW THRILL! A NEW IDEA!
A NEW Aireon SENSATION!
A REAL GOLD DIGGER
Magnetic earning power!

Booyee!
Trim! — Tan!
Terrific!

AT YOUR Aireon DISTRIBUTOR

J. H. PERES DISTRIBUTING CO.
922 POYDRAS NEW ORLEANS, LA.

DO YOU NEED NEW MACHINES? WE HAVE . . .

- New A. B. T. Machines
- New Bell-O-Matic Machines
- New Bally Machines
- New Evans Machines
- New Genco Machines
- New Williams Machines
- New Mutoscope Machines
- New Pace Machines
- New Esquire Machines
- New Columbus Venders
- New Master Venders
- New Watling Venders
- New Victor Venders
- and New Phonographs, too.

Write for detailed circulars on these new machines.

DO YOU NEED USED MACHINES? WE HAVE THEM

Thoroughly Checked and Ready for Location. Write for exact list of used machines you need, as we have various lists.

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U.S.A.

Mutoscope Officials Back P-R Activities For Coin Mch. Trade

NEW YORK, July 12.—An extensive public relations program is now being conducted by the International Mutoscope Corporation, with William Rabkin, firm prexy, Al Blendow, sales manager, and Daniel Pliskin, public relations director, in charge of the operation. "Importance of favorable publicity for the coin machine industry and its products" is cited by Rabkin as the reason for launching the program.

Development of the Mutoscope, from which the history of the motion picture industry can be traced, the Photomatic and the Voice-O-Graph is being highlighted in the campaign, along with the colorful career of Bill Rabkin himself, one of the pioneers of the coin machine industry. Besides newspapers and magazines, radio and wire services are being used to promote the campaign.

Already Rabkin has appeared on two radio programs, *Dorothy Day Speaks* (WINS) and *Luncheon at Sardi's* (WOR-Mutual national hook-up). In each of these programs the coin machine industry as a whole, as it affects the manufacturer, operator and consumer, was discussed. An article on Rabkin and International Mutoscope, as well as their history already has appeared in *True* magazine and in the magazine section of Sunday's (6) issue of *PM*, New York daily.

Feature stories and other material telling about Mutoscope and its products, as well as about the coin machine industry itself, also are being syndicated by North American Newspaper Alliance, International News Service, United Press and other newspaper services, while other articles are scheduled for magazines.



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AMI

Because it Increases
Collections in
Every Location

DAVE ROSEN Says . . .
Follow Sam's example and
make all your locations
top locations with AMI.

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EXCLUSIVE DISTRIBUTOR

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PHONE: STEVENSON 2258

* of Central Vending Co.
501 Vine Street
Philadelphia, Pa.

Adv. Age Features CMI Press Director

CHICAGO, July 12.—Current issue of *Advertising Age*, trade paper for the advertising world, contains a biographical sketch of James T. Mangan, director of public relations for Coin Machine Industries, Inc. (CMI). The sketch traces Mangan's background in the advertising business, and brings him to date as head of

Mangan & Eckland and CMI's public relations.

In part, the sketch states: "James T. Mangan is director of the Coin Industries Public Relations Bureau, and he modestly permits his associates to describe his position in the industry as 'similar to that of celebrities such as the late Jimmy Walker, clothing industry; Happy Chandler, baseball, and Jim Farley, Coca-Cola.'"

In another paragraph of the nearly page-long biography, it states that "in the six months he has handled Coin Machine Industry public relations, he says he has published 40,000 stories, news releases, notices and photos pertaining to coin machines."

Mississippi's State Taxes Show Record June Receipts

JACKSON, Miss., July 12.—State tax commission last week reported collections during June reached a new record for that month, totaling \$4,066,184.62. Totals for June, 1946, tax returns were exceeded by \$791,798.96.

Commission said the greatest gains were made in the sales tax division, rising from \$1,369,035.37 last June to \$1,712,031.79 for June, 1947.

Tax collections for first half of this year totaled \$23,673,694.67, recording a gain of \$3,570,503.77 for the first six-month period of 1946.

28,000 SQUARE FEET!

BETTER DISPLAY! SUPER SERVICE!

EMPIRE COIN MARKET'S

1012-14 MILWAUKEE AVE.

OUR SUPER VALUES!

NEW PIN GAMES

- BALLY DOUBLE \$145.00
- BARREL 295.00
- UNITED HAVANA 279.50
- UNILY ROCKET 279.50
- BALLY BALLYHOOP 279.50
- CHICAGO PLAY BOY 295.00
- KEENEY CAROUSEL 294.50
- GOTT. LUCKY STAR 295.00
- MARVEL LIGHTNING 304.50
- WMS. CYCLONE 299.50
- EXH. RANGER 299.50

ARCANE MACHINES

- SPEEDWAY \$385.00
- BOMBSIGHT 499.50
- ADVANCE ROLL 469.50
- PREMIER BOWL 469.50
- TEN GRAND, 10 1/2 FL. 499.50
- BASKET B. CHAMP. 279.50
- POKERINO 445.00
- METAL TYPER 314.50
- GOALEE 295.00
- BOOMERANG 115.00
- ARIST-O-SCALE 125.00
- MIR-O-SCALE 115.00
- WATLING FORTUNE WRITE

ONE BALLS

- BALLY ENTRY, P.O. \$585.00
- SPECIAL ENTRY, P.P. \$95.00
- GOTT. DAILY RACES 650.00

NEW COUNTER GAMES

- POP-UP \$49.50
- ABT CHALLENGER 11.95
- FOLDING STAND 39.50
- GOTT. GRIP SCALE 49.95
- GRIP-VUE 39.50
- BASKETBALL, 1 1/2 49.50
- WITH STAND 37.50
- KICK & CATCHER 14.50
- DAVAL COMPH 59.50
- BEST HAND 59.50
- MEX. BASEBALL 57.50
- SKILL THRILL 65.00
- FREE PLAY 184.50
- HEAVY HITTER 196.50
- WITH STAND

NEW SLOTS

- JENNINGS LITE-UP CHIEF \$324 10¢ \$334 25¢ \$344 50¢ \$454
- JENNINGS STANDARD CHIEF 269 279 289 399
- MILLS BLACK CHERRY 248 253 258 338
- MILLS GOLDEN FALLS, H.L., 2-5 258 263 268 348
- WATLING ROLATOP 175 200 225 300
- GROETCHEN DE LUXE CLUB COLUMBIA \$209.50
- GROETCHEN COLUMBIA, JP 145.00
- MILLS VEST POCKETS \$74.50. LOTS OF 5 65.00

SLOT SAFES, STANDS, COUNTERS

- CHICAGO METAL REVOLVROUND—DE LUXE Single, \$119.50; Double, \$174.25; Triple \$262.00
- CHICAGO METAL REVOLVROUND SAFES—UNIVERSAL, Single, \$79.50; Double 116.75
- HEAVY REVOLVROUND SAFES—10-GAUGE STEEL, Single, \$175.00; Double 225.00
- BOX STANDS \$27.50 • FOLDING STANDS 12.50
- DOWNEY-JOHNSON COIN COUNTER 217.50
- ACE COIN COUNTER AND CARRYING CASE 159.50

NEW CONSOLES

- BALLY TRIPLE B. \$895.00
- DE L. DRAW BELL 512.50
- JENN. 3 BELLS 645.00
- EVANS CHALLENGER 695.00
- EVANS BANGTAILS 671.50
- WINTERBOOK 826.00
- EVANS RACES 931.00
- BAKERS PACERS, 5¢, DD 668.50
- BAKERS PACERS, 25¢, DD 747.50
- GROETCHEN TWIN FALLS 485.00

VENDORS

- SILVER KING, 1¢ or 5¢ NUT OR BALL GUM \$13.95
- SILVER KING HOT NUT VENDOR 29.95
- VICTOR MODEL V, 1¢ GLOBE TYPE 11.75
- CABINET TYPE 13.75
- FOR ALL SPECIAL USES WRITE

USED PIN GAMES

- BAFFLE CARD \$169.50
- DYNAMITE 169.50
- SHOW GIRL 179.50
- SMARTY 179.50
- FIESTA 179.50
- SPELLBOUND 169.50
- FAST BALL 157.50
- SUPERLINER 149.50
- STEP UP 159.50
- SUSPENSE 124.50
- MIDGET RACER 129.50
- BIG LEAGUE 124.50
- STAGE DOOR CANTEN 114.50
- SURF QUEEN 104.50
- BIG HIT 104.50
- FRISCO, F.S. 89.50
- SKY CHIEF 79.50
- LIBERTY, GOTT. 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
- WAGONS 69.50
- FLAT TOP 69.50
- ARIZONA 69.50
- SANTA FE 69.50
- OKLAHOMA 69.50
- STREAMLINER 69.50
- 5-10-20 64.50
- MIDWAY 64.50
- UNITED BOSCO 64.50
- YANKS 59.50
- GEMCO DEFENSE 54.50
- HI HAT TEXAS MUS. 50.00
- TANG TOPIC 50.00
- SPOT POOL 50.00
- GEMCO VICTORY 50.00
- GUN CLUB 45.00
- STAR ATTRAC. 45.00
- BELLE HOP 45.00
- LEGIONNAIRE 45.00
- AMERICAN 45.00
- CHAMPS 45.00
- BOLAWAY 45.00
- DOUBLE PLAY 45.00
- SHOW BOAT 45.00
- STARS 45.00
- CAPT. KIDD 45.00
- VENUS 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
- DRUM MAJOR 34.50
- MARINES 34.50
- BIG CHIEF 34.50

SLOTS

- 5¢ MILLS BLUE FRONT, ORIG. \$109.50
- 10¢ MILLS BLUE FRONT 119.50
- 25¢ MILLS BLUE FRONT 129.50
- 5¢ BROWN FRONTS 119.50
- 10¢ BROWN FRONTS 129.50
- 25¢ BROWN FRONTS 139.50
- VEST POCKETS, 1946 Model 59.50
- 5¢ BLACK CHERRY, ORIG., 2-5 179.50
- 10¢ BLACK CHERRY, NEW, 3-5 225.00
- 10¢ BLACK CHERRY, NEW REB. 149.50
- 5¢ JENN. SILVER CHIEF 89.50
- 5¢ JENN. CLUB CONSOLE CHIEF 109.50
- 10¢ 4-STAR CHIEF 89.50
- COLUMBIAS J.P., 1946 Model 99.50
- 5¢ WATL. ROLATOP, \$79.50; 10¢ 89.50
- 5¢ PACE ROCKET, Perfect! 89.50
- SLOT STANDS, Complete 17.50
- 5-10-25¢ JENN. LITE-UP CHIEFS. WRITE

CONSOLES

- JENN. 5-25¢ CHALLENGER WRITE
- BAKER'S PACERS, D.D., J.P. \$395.00
- 5¢ COMB. SUPER BELLS 79.50
- BALLY SUN RAYS, F.P. 89.50
- 5¢ BUCKLEY TRACK ODDS, J.P. 495.00
- HI HAND, COMB. 99.50
- WATLING BIG GAME, 5¢, P.O. 69.50
- 5¢ PACE SARATOGA SR., P.O. 69.50
- 5¢ PACE REELS, COMB. 89.50
- JENN. FAST TIME, P.O. 69.50
- BALLY BIG TOP, P.O. or F.P. 69.50
- WATLING BIG GAME, F.P. 69.50
- MILLS JUMBO, LATE HEAD 69.50
- JENN. SILVER MOON, F.P. 69.50
- 5¢ BALLY CLUB BELL 99.50
- 25¢ BALLY CLUB BELL 109.50
- EVANS LUCKY STAR 149.50
- GALLOPING DOMINOS, J.P. 149.50
- BANGTAILS, J.P., 2-TONE 159.50

ONE BALLS

- VICTORY SPECIAL \$375.00
- 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
- BLUE GRASS, F.P. 79.50
- VICTORY DERBY, P.O. 195.00

ARCANE

- TOTAL ROLL, LIKE NEW \$295.00
- EV. TEN STRIKE, 1947 MODEL WRITE
- EV. TEN STRIKE 95.00
- EV. TOMMY GUN 94.50
- BALLY DEFENDER 119.50
- BATTING PRACTICE 89.50
- PIKES PEAK 18.50
- GEMCO WHIZZ—Like New 78.50
- EXH. CARD VEND., Counter Model 9.50
- SHOOT TO TOKYO 79.50
- SHOOT THE CHUTES 79.50
- CHICAGO COIN GOALEE, Like New 194.50
- GOTT. 3-WAY GRIPS 19.50
- CHICAGO COIN HOCKEY 99.50
- MUTOSCOPE SKY FIGHTER 99.50
- RAPID FIRE 74.50
- PITCHER & CATCHER 50.00
- BALLY SKY BATTLE 99.50
- EXH. HAMMER STRIKER 57.50
- ADVANCE SHOCKER 17.50
- BALLY UNDERSEA RAIDER 149.50
- WESTERN'S BASEBALL 89.50
- VICTORY STAMP VENDORS, NEW 24.50
- ACE BOMBER 189.50
- ABT CHALLENGER, 1947 MODEL 34.50
- CHAMPION HOCKEY 69.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

Coin Laundry Makers Swell To Three as Jacobs Enters

DETROIT, July 12.—F. L. Jacobs Company, manufacturers of the Launderall automatic washer, will soon venture into the coin-operated, self-service laundry competition.

According to a recent announcement by firm officials, the company's previous policy of avoiding this field was changed to fill urgent dealer requirements.

Jacobs Comment

F. L. Jacobs, firm president, declared in making the announcement that his program "does not exact any tribute from persons desiring to go into the self-service laundry business; however, such tribute might be concealed in the form of franchises or contracts which call for monthly rentals or fees."

Others already in the field include Westinghouse, whose Laundromat washers are being distributed thru Automatic Laundry Distributors, Inc., for use in some 400 "Laundromat-Equipped Half Hour Laundries." The only other large manufacturer in the field, Bendix, distributes thru Telecoin Corporation, New York. Telecoin has placed numerous machines in apartment houses and laundries and charges no rentals. Bendix-equipped laundries use the copyrighted "Laundrette" name.

Contract Terms

Telecoin and Bendix are currently involved in an anti-trust suit in which the Department of Justice alleges that the two have engaged in restraint of trade involving sales to operators.

Jacobs operators will not be re-

quired to use Launderalls exclusively, but contracts will require them to install machines properly and use "only the finest" soaps and other materials.

The company is preparing a booklet to aid operators in successful operation of self-service laundries and apartment laundry businesses.

Jacobs plans a \$500,000 dealer-cooperative newspaper advertising campaign stressing Launderall's performance as assessed recently by the Detroit Testing Laboratory, MacManus, John & Adams to handle the contract.

Marlin Amusement Donates Jukes to Police Boys' Club

WASHINGTON, July 12.—Ben Rodins, president of Marlin Amusement here, gave a boost to the Washington Metropolitan Police Boys' Club recently by the donation of seven juke boxes and a large assortment of records.

Two of the machines were taken to the club's Camp Ernest W. Brown at Scotland, Md., for use by boys vacationing there. While at camp the youngsters will listen to special "kids' programs" recorded by various stars of stage and screen. Each week new records will be added.

ASK FOR TRADIO
The Pioneer Coin-Operated Radio



TRADIO, Inc.
ASBURY PARK
NEW JERSEY
Phone
Asbury Park 2-7447-3-9

Kansas City Paper Survey Shows Coin Play Hits Slump

(Continued from page 104)

He said, "The women aren't around these days. How they poured nickels into juke boxes!

"Now it's different," he continued. "They're staying at home and their husbands are working, and the men just don't play the juke boxes like the ladies did."

Carl Hoelzel, owner and manager of the United Amusement Company, added to the article in explaining that the costs for coin-operated machines have almost trebled. "It requires two years at the present rate of play for the juke box to pay for itself," *The Star* pointed out.

More Coins

In connection with the coin-machine picture, the story carried a report from the Federal Reserve Bank in Kansas City which showed that there has been no noticeable decline in money circulation thruout the nation. "There is as much currency and silver in circulation this year as there was last," bank officials were quoted as saying.

Over the past 12 months, operators said, business on jukes has been running about 50 per cent under the wartime peaks while pinball play is reported down only 20 to 25 per cent.

Play on both types of machines, however, is said to have been fluctuating sharply with the mercury. The greater fall in pinball play which has taken a sharper seasonal drop than music in Kansas City, is partially attributed to lack of air conditioning in several top spots. In these places, the owners report, customers will not stay to play the pins but do drop their nickels in the coin chute for a tune while they wait for their meal or drink.

UNITED COIN MACHINE CO.
HOME OF THE FINEST IN COIN MACHINES

<p>GUARANTEED RECONDITIONED EQUIPMENT</p>	<p>ALL IN A-1 CONDITION THROUGHOUT</p>
--	---

<p>PINS AND ARCADE</p> <p>Seeburg Rayolite \$ 39.50 Rock-Ola Ten Pins 39.50 Hockey Front Play 49.50 Champion Hockey 49.50 Bowling League . 49.50 ChiCoin Hockey . 79.50 Skyfighter (Conv. Gun) 99.50 Bank Roll, 9 Ft. . 99.50 Supreme Skee Roll 99.50 Supreme Bolascrore 129.50 Cenco Playball .. 129.50 Jafco Roll-a-Barrel 149.50 Lite League (Like New) 149.50 Goalee (Like New) 179.50 Bowl-a-Way, 11" 6", Free Ball 149.50 Tally Roll (Roll-down) 199.50 1946 Ten Strike. 229.50 Hi Score (Roll-down) 249.50 Cenco Total Rolls 249.50 Race King, P.O., 1-Ball 49.50</p>	<p>IN MUSIC</p> <ul style="list-style-type: none"> ● FILBEN '47 30-RECORD PHONOGRAPHS ● PANTAGES MAESTRO MIRROR CABINETS ● PERSONAL MUSIC SYSTEMS, ACCESSORIES <p>IN NEW GAMES</p> <ul style="list-style-type: none"> ● Williams' ALL STAR ● Williams' CYCLONE ● Evans' TEN STRIKE ● United's HAVANA ● Daval's COUNTER GAMES ● Electromaton ROL-A-SCORE ● Square's SPORTSMAN ROLL <p>IN VENDING</p> <ul style="list-style-type: none"> ● U. S. VENDING CORPORATION'S Refrigerated Venders ● ADAM - FAIRFAX'S CASH TRAY, Almond Vender, Stands, Supplies <p>THIS IS THE MIDWEST'S LARGEST AND MOST COMPLETE ARRAY OF TOP QUALITY COIN MACHINES. ALL ARE "EXCLUSIVE UNITED LINES."</p>	<p>PINS AND ARCADE</p> <p>Santa Anita, F.P., 1-Ball\$ 49.50 School Days 39.50 Victory 59.50 Three-Up 29.50 All American ... 29.50 Owl (Conv.) ... 59.50</p> <p>SLOTS</p> <p>Pace All Star, 10¢ \$29.50 Jennings Four Star, 10¢ 79.50 Lucky Lucre, '41 Console 89.50</p> <p>PHONOGRAPHS</p> <p>Wurlitzer 616 ..\$ 89.50 Melotone Line-Up, 16-Record 99.50 Rock-Ola Standard 179.50 Rock-Ola DeLuxe 199.50 Wurlitzer Victory 229.50</p> <p>1/3 dep., bal. C. O. D. Crating extra on games</p>
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Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

USED EQUIPMENT AT ROCK-BOTTOM PRICES!

ALL MACHINES THOROUGHLY RECONDITIONED

WURLITZER		SEEBURG	
Wurlitzer 950	\$295.00	Seeburg 146M	Write
Wurlitzer 850	325.00	Seeburg 146W	Write
Wurlitzer 800	295.00	Seeburg Hitone	\$195.00
Wurlitzer 750	325.00	Seeburg Cadet	155.00
Wurlitzer 780	275.00	Seeburg Colonel	155.00
Wurlitzer 700	275.00	Seeburg Commander	155.00
Wurlitzer 600	175.00	Seeburg Envoy	175.00
Wurlitzer 500	175.00	Seeburg Major	175.00
Wurlitzer 24	75.00	Seeburg Mayfair	125.00
Wurlitzer 616	75.00	Seeburg Plaza	135.00
Wurlitzer 412	50.00	Seeburg Regal	115.00
Wurlitzer 81	110.00	Seeburg Rex	75.00
Wurlitzer 71	110.00		
Wurlitzer 61	65.00	AIREON 1200A	Write

Redd Distributing Company, Inc.
130 Lincoln Street Allston, Mass.
Phone STA 3320

ATLAS WHERE FRIENDLY PERSONAL SERVICE HELPS KEEP YOUR BUSINESS PROFITABLE!

The Finest In New and Used Equipment

NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- \$1.00 599.00
- Jennings Super DeLuxe (Lite-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
- \$1.00 Pace DeLuxe Bell 550.00
- Columbia Gold DeLuxe Bell 209.50
- Columbia Jackpot Bell 145.00
- Weighted Slot Stands 27.50
- Double Revolve A Round Safes 175.00
- Triple Revolve A Round Safes 262.00

NEW EQUIPMENT

- HAVANA • ROCKET • KILROY
 - BALLYHOO • EXH. RANGER
 - PLAYBOY • POKERINA • JENNINGS CHALLENGER • BANG-TAILS, Comb. • EVANS RACER
 - ADVANCE ROLL • BASKETBALL CHAMP • HEAVY HITTER.
- IMMEDIATE DELIVERY

ALL USED MACHINES COMPLETELY RECONDITIONED AND REFINISHED

NEW COUNTER GAMES

CASH IN! GET THESE COIN-COLLECTORS ON LOCATION NOW! THE TIME AND PRICES ARE RIGHT!

- ABT CHALLENGER \$55.00
- WHIRLABALL 47.50
- DAVAL FREE PLAY Write
- CHAMPION BASKETBALL 39.50
- AMERICAN EAGLE, Non-Coin Write
- MARVEL, Non-Coin Write
- GUSHER 45.00
- SKILL THRILL, "Shoot a Penny" 57.50

EXPORT BUYERS!

Write at once for our New Catalog—just released! America's most complete selection of rebuilt Automatic Phonographs!

PHONOGRAPHS

- ROCK-OLA COMMANDO \$295.00
- WURLITZER 71 & STAND 175.00
- WURLITZER 24 175.00
- WURLITZER 950 395.00
- WURLITZER 700 325.00
- WURLITZER 600 225.00
- SEEBURG CADET, R.C. 295.00
- SEEBURG ROYAL 175.00
- SEEBURG VOGUE 265.00
- SEEBURG CLASSIC 275.00
- SEEBURG GEM 245.00
- SEEBURG HITONE 325.00
- SEEBURG REX 149.50
- MILLS EXPRESS 245.00
- MILLS THRONE 225.00
- A.M.I. STREAMLINER 125.00

RECONDITIONED USED GAMES

- DO-RE-MI \$ 54.50
- STAR ATTRACTION 49.50
- FOUR ROSES 49.50
- LEGIONNAIRE 39.50
- SPARKY 39.50
- MIDGET RACER 165.00
- DOUBLE BARREL 149.50
- GOALEE 225.00
- GOTT, TRIPLE GRIPPER 17.50
- MILLS 3 BELLS 325.00
- 1¢ MARVEL 12.50
- 25¢ JUMBO PARADE, P.O. 149.50
- 25¢ PACES REELS 109.50
- 5¢ BIG GAME, P.O. 89.50

ATLAS

NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARmitage 5005 • CHICAGO 47

Assoc. Offices: ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE

TERMS: 1/3 DEPOSIT
BALANCE C. O. D.



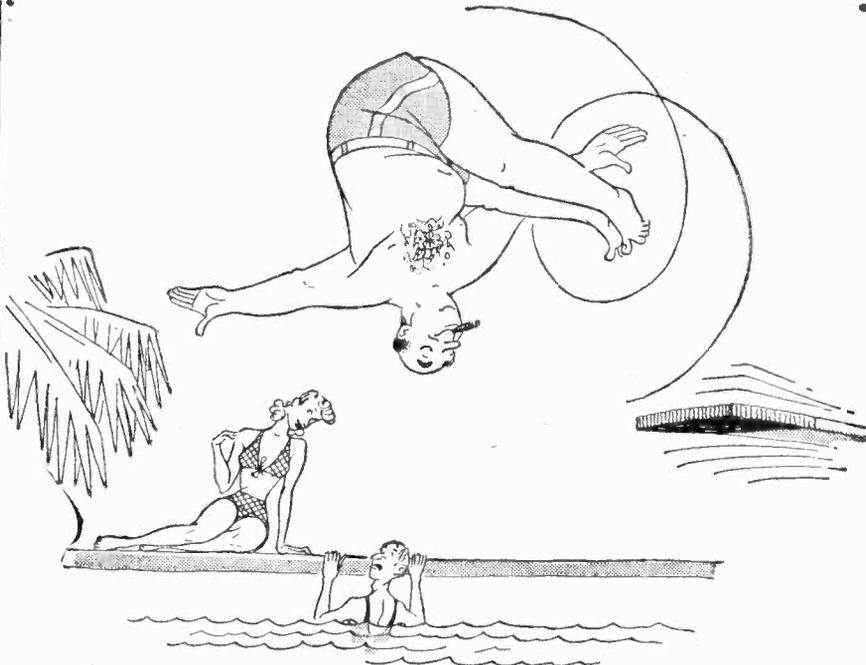
SEE THE **Blonde Bombshell**

Atomic
A NEW THRILL! A NEW IDEA!
A NEW Aireon SENSATION!
A REAL GOLD DIGGER
Magnetic earning power!

Booze!
Trim! — Tan!
Terrific!

AT YOUR **Aireon** DISTRIBUTOR

K. AND M. DISTRIBUTING COMPANY
704 N. BROADWAY OKLAHOMA CITY, OKLAHOMA



"Pinkerton's a new man since he got shipment on G-E lamps for all his coin machines." Yes, burnout worries scurry when you outfit your machines with dependable G-E lamps. They may be hard to get—but it's worthwhile to keep asking! General Electric Co., Nela Park, Cleveland 12, Ohio.

G-E LAMPS

GENERAL ELECTRIC

NOW DELIVERING!

"LIGHTNING"

BELL MACHINES
Mills Brown Hammerloid, 5-10-25c (Matched Set) \$550.00
Mills Chrome, 5c... 175.00

ARCADE
Score-a-Barrel, 7 Ft. Floor Sample \$200.00

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

MARVEL'S
'POP-UP'
\$39.50

Send for Price List of Used Games

NEW GAMES WRITE NOW!

CARNIVAL UN. HAVANA
EXH. CROSSFIRE
GOTT. MAISIE

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. Phone: Everglade 2545

TEN DOLLARS JUST FOR YOUR NAME!

Sit down NOW and write us your name, address and number of this ad. You will receive \$10.00 FREE credit, within one year, on purchase of first order of \$50 or more.

ALSO RECEIVE FREE EACH MONTH OUR ILLUSTRATED NEWSLETTE

Foreign Orders A Specialty. Ad No. 17 5% Discount—Full Cash With Order.

NATIONAL NOVELTY COMPANY
183 MERRICK ROAD
MERRICK, L. I.
Phone: Freeport 8-8320

Arkansas Tax Receipts for Fiscal Year Top 6 Million

LITTLE ROCK, July 12.—An all-time high of \$60,565,953 in tax receipts was assured for the fiscal year ended June 30, when Arkansas Revenue Commissioner Otho A. Cook reported last week that June totals amounted to more than \$6,400,000. Yearly total was about \$11,000,000 more than the amount reported for the previous fiscal year.

Comparisons of 1946-'47 and 1945-

'46 fiscal years on specific items of interest to coinmen were as follows: Cigarette levy, \$5,528,520 for this year compared with \$4,544,357 for the year ended June 30, 1946; vending machines, \$46,742, or about \$13,000 more than in the previous fiscal year, and sales tax, \$17,189,977 this year, compared with the \$13,349,004 returned last year.

Previous record in yearly returns from tax levies was set during the 1945-'46 fiscal year when total receipts amounted to \$49,207,774.

COVEN'S COIN CORNER

DELIVERING Bally's

"BALLYHOO"

THE GREATEST 5 BALL GAME PRODUCED AT ANYTIME!

USED CONSOLES

MILLS 3 BELLS, Clean, Excellent Condition, Like New, '42's	\$319.00
MILLS 4 BELLS, Late Model	249.50
GALLOPING DOMINO, '46, Like New, J.P.	399.50
GALLOPING DOMINOES, 5¢, J.P., P.O., '42, Two-Tone	139.50
SARATOGA, With Ralls, 5¢, P.O.	49.00
TRACK TIME, 5¢, P.O.	79.50
BALLY CLUB BELL, P.O., 5¢	129.50
BALLY CLUB BELL, P.O., 25¢	159.00
FAST TIME, P.O., 5¢	69.50
FAST TIME, P.O., 25¢	89.50
BIG GAME, F.P.	54.50
FLAT TOP, F.P.	59.50
JENN. BOBTAIL, 5¢, F.P.	59.50
JUMBO PARADE, P.O., A.R., 5¢	69.50
JUMBO PARADE, P.O., F.R., 5¢	69.50
JUMBO PARADE, 25¢, P.O., Late Model	89.50
EV. LUCKY STAR	129.50
EXHIBIT RACER, 5¢, As Is, complete, clean	25.00
RAYS TRACK, 25¢, Clean, no motor	20.00
ROYAL FLUSH, 25¢, As Is	25.00
BAKERS PACER, D.D., 25¢, Very Clean	295.00

DON'T PASS US UP ON ANY NEW 5 BALL GAMES! WE CAN MAKE IMMEDIATE DELIVERIES. WRITE FOR PRICES AT ONCE!

SPECIALS!

Victory Specials \$325.00
Bally Deluxe Drawbell, 5c Write

SLOTS (Used)

JENNINGS 25¢ CLUB SPECIALS	\$119.00
JENNINGS 5¢ SILVER CHIEF	89.00
JENNINGS 10¢ SILVER CHIEF	89.00
JENNINGS 5¢ VICTORY CHIEF	79.00
JENNINGS 10¢ VICTORY CHIEF	89.00
LIKE NEW 5¢ MILLS BLACK CHERRY BELLS, with Stand	165.00
10¢ BLACK CHERRY BELL, with Stand, Slightly Used	175.00
25¢ BLACK CHERRY BELL, with Stand, Slightly Used	185.00
NEW MILLS BLACK CHERRY BELLS ORIGINAL	Write
MILLS SLOT STANDS	14.50

ARCADE

TOTAL ROLL, Like New	\$259.50
CHICIN GOALEE, Perf. Clean	219.00
RAPID FIRE	79.50
CHICIN GOALEE	199.50
EVANS SKI BALL, Clean, Good Condition	89.50

5-BALLS

DYNAMITE, Perf.	\$179.50
SUPER SCORE	169.50
KEEP 'EM FLYING	69.50
BAFFLE CARD, Very Good	179.50
FAST BALL	174.50
SURF QUEEN, Perf. Cond.	99.50
BIG LEAGUE	139.50
MIDGET RACER	139.00
METRO	29.50
SPELLBOUND	189.50
SUPERLINER	169.50
VICTORY	49.50
DOUBLE BARREL, Like New	124.50
OPPORTUNITY	59.50
BIG HIT	109.50
SHOW GIRL	179.50
TEN SPOTS	24.50

1-BALLS

SANTA ANITA PAYOUT	\$ 75.00
VICTORY DERBY	249.50
DERBY, '41, F.P., Good Shape	139.00
TURF KING	129.00
JOCKEY CLUB	139.00
SPORT SPECIALS	69.50
RECORD TIME	64.50
BLUE GRASS	99.50
KENTUCKY PAYOUT	75.00
GRAND NATIONAL	42.50

PARTS SPECIALS!

Large Rubber Rings, Per 100	\$ 2.75
Medium Rubber Rings, Per 100	2.35
Small Rubber Rings, Per 100	2.15
Plastic Grill Cloth, Gold or Silver, 50"x20"	7.50
Service Kit, \$12.50 Value, Now	6.50
Plunger Springs, Heavy or Light, Per 100	3.50
PLAYFIELD GLASS	
Size 20x42	\$2.60 Ea.
Case Lots (10)	2.25 Ea.
Size 21x43	2.90 Ea.
Case Lots (10)	2.60 Ea.

1/3 Deposit With Order, Balance C. O. D.

OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.



FOR YOUR PHONE, WRITE

Bally EQUIPMENT See..

EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN, NORTHERN ILLINOIS.

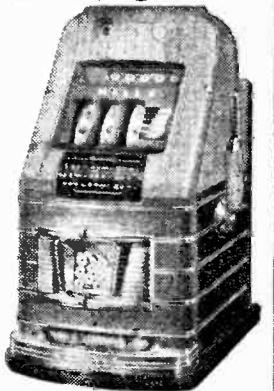
COVEN Distributing Co.

3181 ELSTON AVENUE CHICAGO, ILL
Phone: INDEPENDENCE 2210

MILLS LATEST MACHINES



GOLDEN FALLS
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "Come-On" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.



JEWEL BELL
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

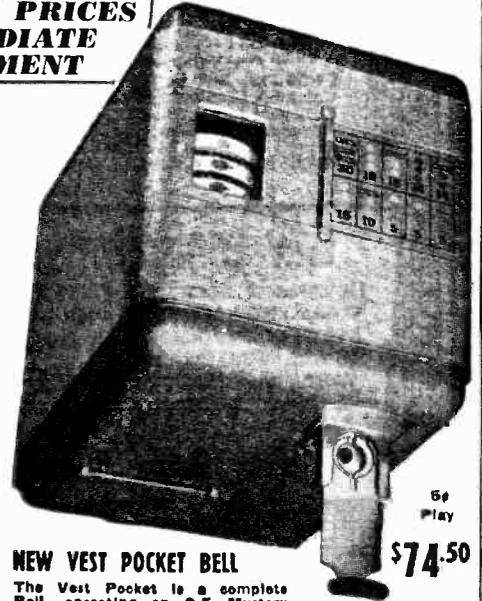
WRITE FOR PRICES IMMEDIATE SHIPMENT



BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

New Back Stands, Single, Double and Triple Safes



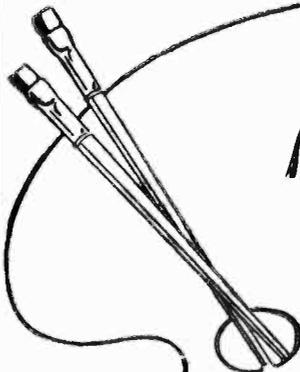
NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play
1/3 Deposit

Established 1401 CENTRAL PARKWAY
1895 CINCINNATI 14, OHIO

SICKING, INC.



Bell-O-Matic's 3 BELLS

Art Work and Silk Screening

by **ADVERTISING POSTERS CO.**
3845 W. Madison Street - Chicago 24, Illinois



ATTENTION, PARK AND CONCESSION ARCADES!

MONARCH HAS A SPECIAL 10-PAYMENT PLAN YOU'LL LIKE! WRITE FOR DETAILS NOW.

RECONDITIONED ARCADE EQUIPMENT

Air Raiders	\$ 89.50	Mills Panorama	\$275.00
Goales	205.00	Ex. Fist Striker	129.50
Anti-Aircraft Guns	45.00	Chi. Coin Hockey	109.50
Ace Bomber	139.50	Ex. Vitalizer (A.C. or D.C.)	99.50
Keeney Submarine	79.50	Test Pilot	99.50
Bally Defender	119.50	Mutoscope Diggers	145.00
Battling Practice	99.50	Ex. Rotary Novelty Claws	195.00
Total Rolls	249.50	Groetchen Typers, 10¢	275.00
Tommy Guns	89.50	Ex. Card Vendors and Stands	27.50
Bally Basketball	115.00	ABT Target Skills	25.00

Prompt delivery on all the new five ball free play games. Write for prices.

Write for prices on all counter games—new or used.

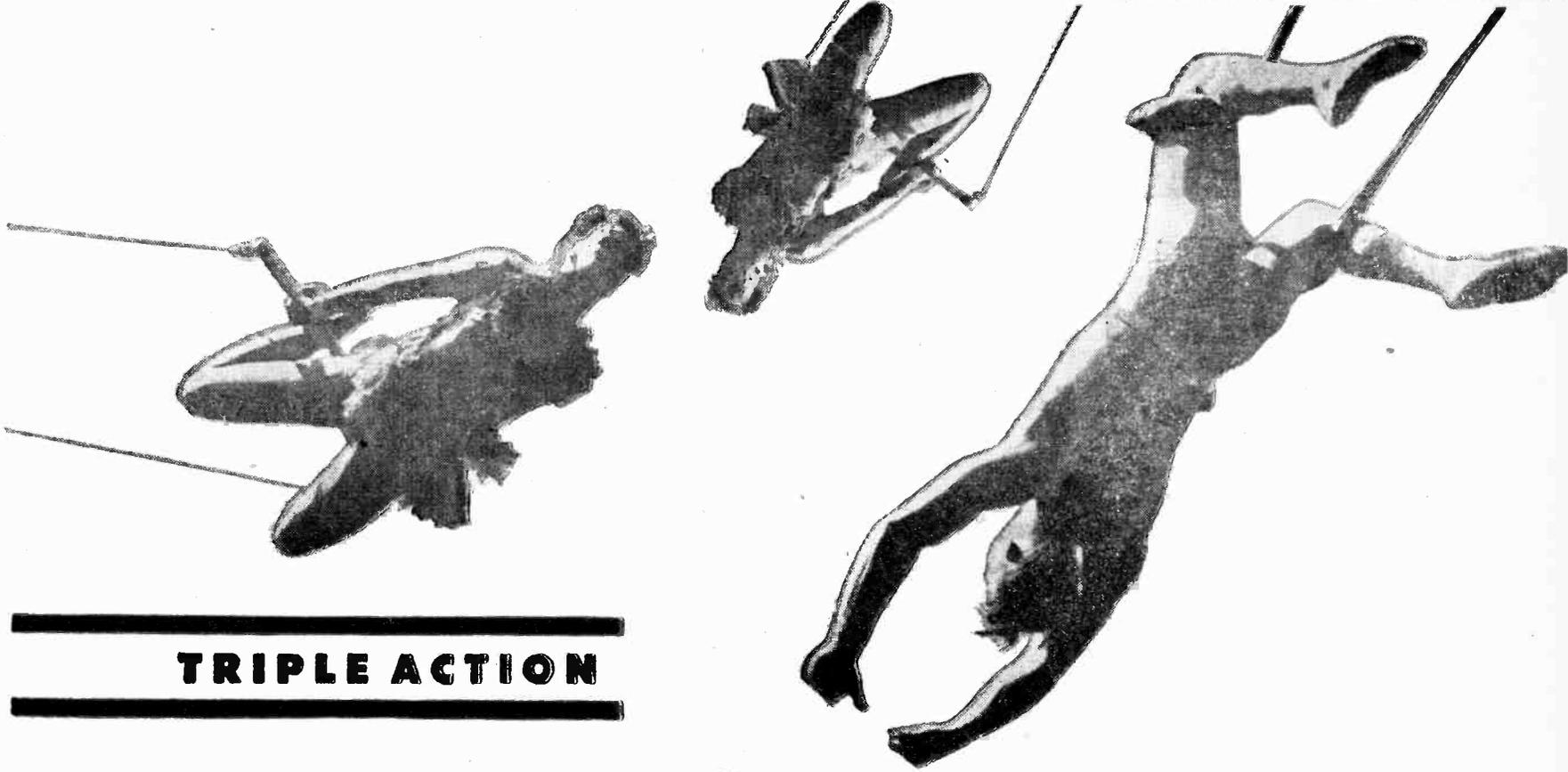
NOW AVAILABLE—New and used slot machines; consoles, free play and payouts; one ball free play and payouts; phonographs. New and used for immediate deliveries.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our Illustrated Literature. CABLE: MOCOIN.

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

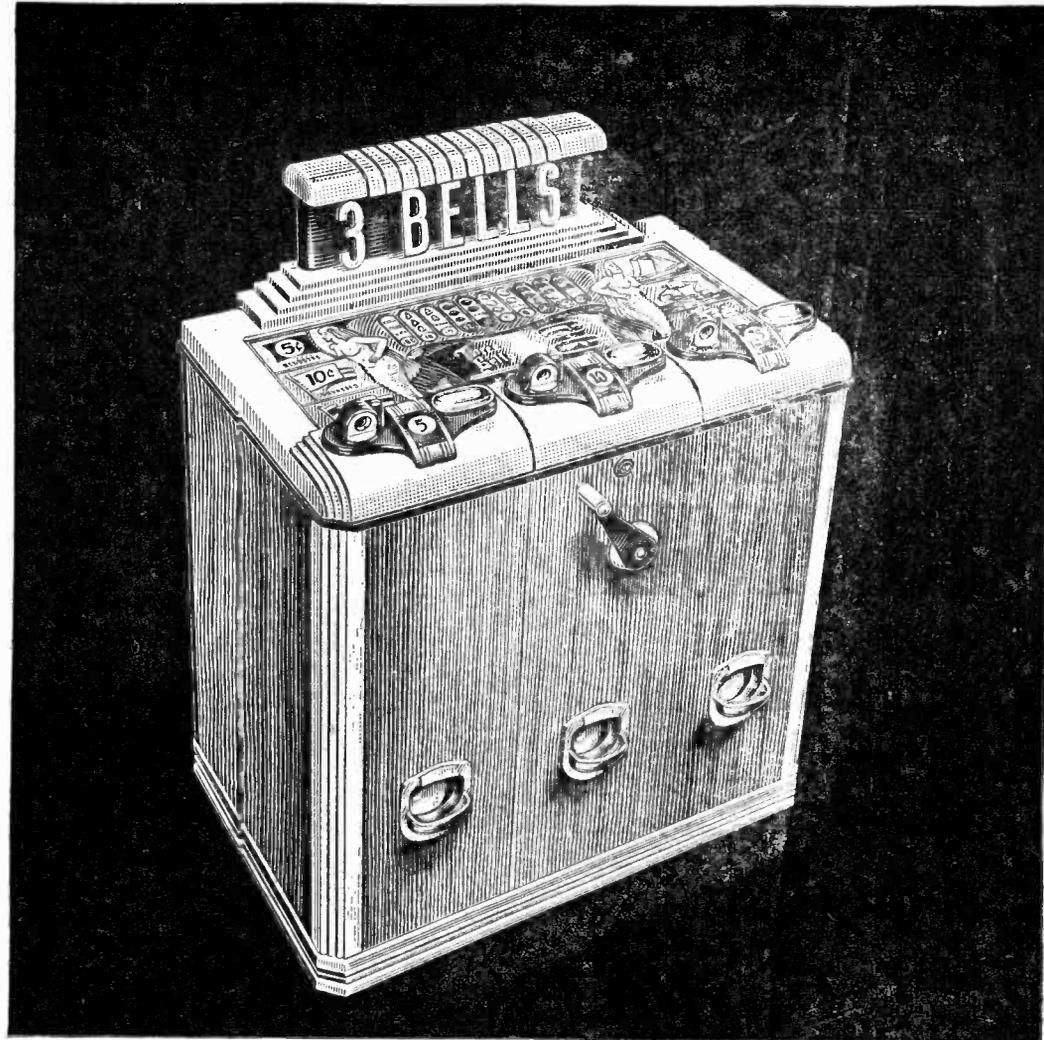
1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.



TRIPLE ACTION

3 Bells

The new Mills 3 BELLS is triple action. We said TRIPLE ACTION! Just to look at it is a thrill in itself, to play it is heavenly enjoyment. You know how people like Bell machines, plain pull-the-handle, spin-the-reels Bell machines. Well, the 3 BELLS is all Bell, a Bell rich in combination of playing appeal, payout and personal choice. It is three Bells of varying coin play, turned into a single machine, with the overpowering psychologies of play connected up with each player and each chute. It's a riot of fun to play!



Bell-O-Matic

Corporation

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

1ST Showing
 IN PENNSYLVANIA
JULY 27TH
 YOU ARE INVITED TO
 **SEE**  **HEAR**
INSPECT
 The most sensible new idea
 in Automatic Music
Filber
 ★ **Mirro-Cle Music**
 fill up at our buffet bar
COIN MACHINE DISTRIBUTING CO.
 500 No. Craig St.
 Pittsburgh, Pennsylvania

REMEMBER THIS

SOLID COLOR
 NON-INFLAMMABLE
 NON-BRITTLE
 SHRINK-PROOF
 EXPERTLY MOLDED — PERFECT FIT

Now! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

Determine Right or Left as You Face Phonograph

ROCK-OLA Standard, Master, De Luxe or Supers: Each	"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green) \$ 6.00	750 Middle Sides . . . \$ 2.25
Top Corners (Solid Red, Yellow or Green) \$12.75	"Cadet"—"Major": Top Corners 2.50	850 Top Corners . . . 12.50
Lower Sides (Red or Yellow) 12.75	WURLITZER	850 Lower Sides . . . 12.50
Top Door Plastics (Red, Yellow or Green) 6.75	Each	850 Peacock Glasses 5.00
Commando:	800 Top Corners . . \$16.50	950 Lower Sides . . . 12.50
Top Corners 8.00	800 Middle Sides . . 3.25	24 Top Corners . . . 1.20
Top Center 7.00	800 Top Centers (Right or Left, Red) . . . 9.50	24 Lower Sides . . . 5.50
Long Sides 12.75	800 Back Sides (Green) 9.50	41, 61, 71 Top Corners 5.50
Combination Yellow and Red Color Scheme.	800 Top Centers (Onyx) 5.25	MILLS
SEEBURG	600, 500 Top Corners 5.50	Available in Red, Yellow or Green.
"Hi-Tone" Model 9800, 8800, 8200:	700 Top Corners . . . 8.50	Throne—Empress: Each
Lower Sides (Solid Red, Yellow or Green) \$14.50	700 Lower Sides . . . 9.50	Top Corners . . . \$14.00
"Hi-Tone" Grille Plasters (Solid Red, Yellow, Green or Onyx) 2.25	750 Top Corners . . . 9.75	Throne—Empress: Lower Sides 14.00
	750 Lower Sides . . . 9.75	SHEET PLASTIC
	750 Top Center . . . 5.50	20"x50", Non-Brittle, Pilable.
		Per Sheet \$12.50
		50 gauge, red, yellow, green or clear.
		60 Gauge, Per Sheet \$14.50

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

ORDER FROM YOUR NEAREST DISTRIBUTOR!

ACME SALES CO. 505 W. 42nd ST. New York 18, N. Y. LO. 3-4138

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

SPECIAL GET ACQUAINTED OFFER ENDING MIDNIGHT, AUGUST 19TH
 SEND \$1.00
 AND GET \$3.00 WORTH OF
"TALKING GOLD"
 PLASTIC GRILLE CLOTH

This special sample offer is made to give every juke box operator an opportunity to discover for himself how wonderful "Talking Gold" really is. ONLY ONE SAMPLE PIECE TO AN OPERATOR AT THE SPECIAL PRICE. On larger orders, through August 19, deduct \$2.00 from the total.

"TALKING GOLD" Grille Cloth Prices			
WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
.24	.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95
ROCK-OLA			
Standard	\$2.55		

If your model is not listed above, write for further information.

SPEEDWAY PRODUCTS, INC.
 502 W. 45th ST.
 N. Y. 19, N. Y.

AL BLOOM
 President

Tel. Longacre 5-0371

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

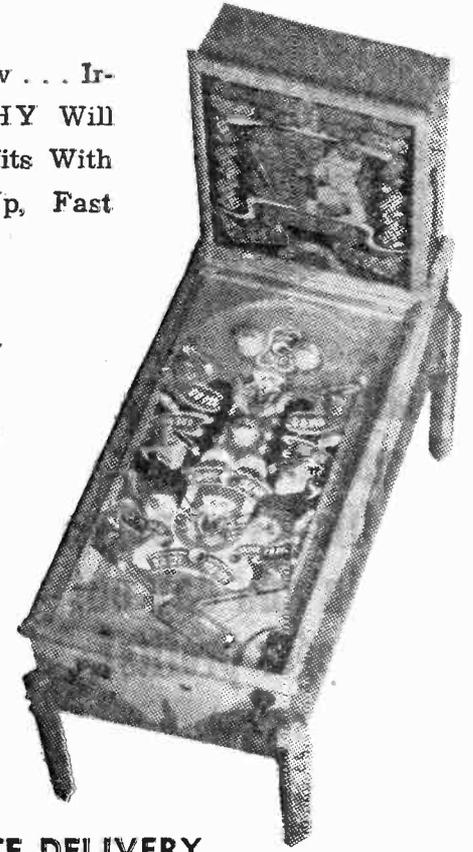
YOU SAVE MONEY IN THE LONG RUN AND GET A BETTER PRODUCT WITH "TALKING GOLD." WHY? "TALKING GOLD" IS A PLASTIC AND WILL NOT MOLD DUST LIKE FABRIC. IT LASTS FOR AGES AND WILL NEVER HAVE TO BE REPLACED. WIPES CLEAN INSTANTLY. TAKES A MINUTE TO STAPLE.

M-m-m-Magnetic Williams TORCHY

Sparkling . . . New . . . Irresistible TORCHY Will Pin-Up Your Profits With Bang-Up, Lite-Up, Fast Action Play.

- more plays per hour
- many ways to score
- new magnetic buttons

Order Direct
 From
Scott-Crosse
 Your Williams
 Distributor



IMMEDIATE DELIVERY

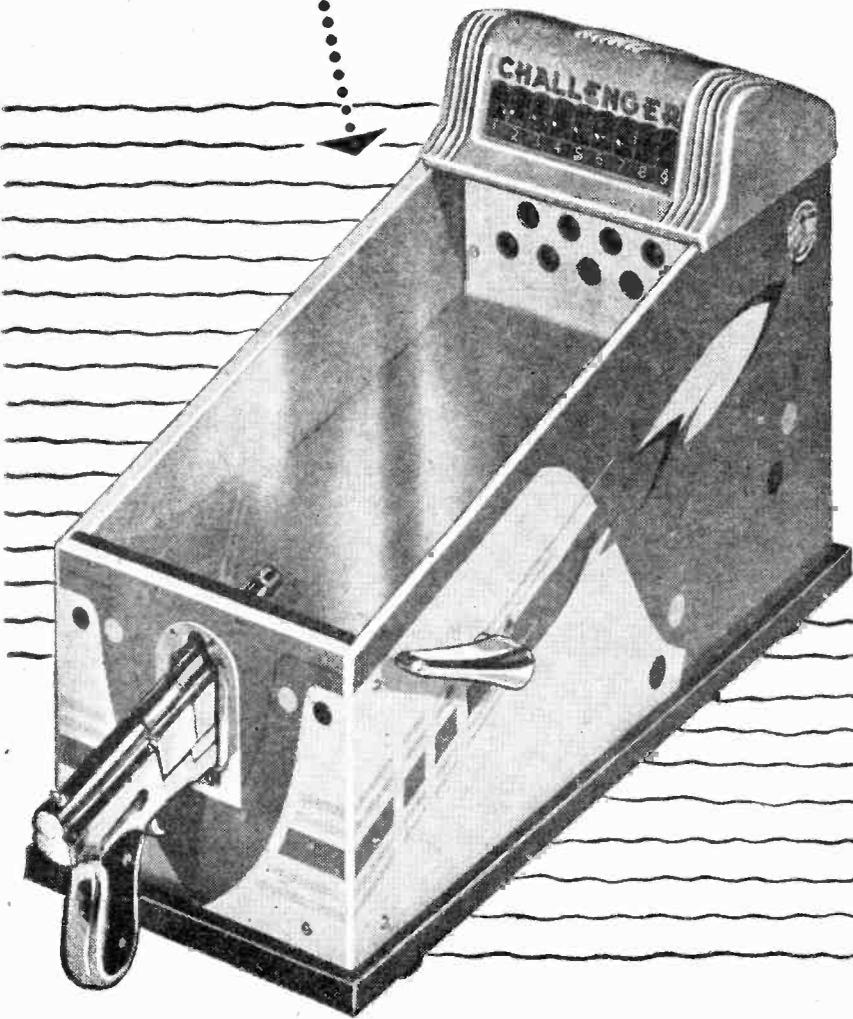
Scott-Crosse Co.

1423 SPRING GARDEN ST. PHILA. 30, PA.



The sensational *NEW* A. B. T.

CHALLENGER



- Beautiful new plastic head!
- Remarkable new streamlined design!
- Terrific new player appeal!
- Day in and day out Challenger profits!

Price \$65⁰⁰

At your Dealer, or write today to

A. B. T.
MANUFACTURING CORP.
 715-23 NORTH KEDZIE AVE.
 CHICAGO 12, ILL.

The Oldest American Manufacturer of Pistol Type Coin Games

SURPLUS STOCK

Priced To Sell, All Reconditioned, Ready for Use

ONE BALLS

Victory Derby, New	\$300.00
Victory Derby, Used	149.50
Jockey Club	60.00
Turf King	60.00
Kentucky Long Shot	50.00
Grandstand, Grand National	35.00

CONSOLES

Mills 3 Bells, 5-10-5	\$250.00
Mills 4 Bells, High Head	150.00
Mills 4 Bells, Early Head	100.00
Mills Jumbo Parade	45.00
Keeney 4 Way Super Bell	125.00
Keeney 2 Way Super Bell, 5-25	125.00
Keeney Single Super Bell	100.00
Jennings Silver Moon	45.00
Jennings Totalizer	50.00
Walling Big Game	35.00
Galloping Domino, Bangtalls	35.00
Pace Reels, Saratoga	35.00
Evans Lucky Lucre	49.50

ARCADE

Mutoscope Photomatic, Like	
New	\$400.00
Premier Barrel Roll, 10 1/2 ft., New	290.00
Premier Barrel Roll, 12 1/2 ft., New	310.00
Western Recordit	150.00
National Hockey	50.00
Bally Torpedo	75.00
Bally Rapid Fire	75.00
Shoot The Bull	40.00
Drive Mobile	90.00
Keeney Navy Bomber	95.00
Keeney Anti Aircraft	25.00
Hi Score, New	225.00
Genco Whiz	49.50

PHONOGRAPHS

Aireons, Slightly Used	\$350.00
AMI Singing Towers	125.00
AMI Hi Boy, 40 Record	125.00
Rock-Ola Commando	275.00
Rock-Ola 1940 Master	225.00
Rock-Ola 1940 Counter Model	90.00
Rock-Ola Nite Club, 12 Record	65.00
Wurlitzer Model 950	375.00
Wurlitzer Model 850	395.00
Wurlitzer Model 750E	395.00
Wurlitzer Model 600R	175.00
Wurlitzer Model 41	100.00
Wurlitzer Model 61	100.00
Wurlitzer Model 71	145.00
Mills Empress	200.00
Mills Throne	150.00

RECONDITIONED BELLS

Club Console Bell, New Cabinet	\$175.00
Chrome Bell	125.00
Gold Chrome	125.00
Black Cherries	135.00
Extra Bell, New Cabinet	160.00
Brown Front	100.00
Blue Front	90.00

All above in 5-10-25c knee action club handles

50c Blue Front	190.00
50c Black Cherry, 3/5	225.00
50c Extra Bell	225.00
Jennings Master Chief	90.00
Jennings Silver Chief	75.00
Jennings Red Skin	75.00
Jennings 4 Star Chief	60.00
Jennings 50c Chief	175.00
Pace DeLuxe Comet	60.00
Pace Royal Console	90.00

TERMS: 1/3 Deposit With Order, Balance C. O. D. or S. D.

ALL EQUIPMENT SUBJECT TO PRIOR SALES

WRITE — WIRE — PHONE

Mayflower Distributing Co.

2218 UNIVERSITY AVENUE

ST. PAUL 4, MINN.

Buy From Seacoast and You Buy the Finest!

ALL EQUIPMENT COMPLETELY RECONDITIONED AND GUARANTEED READY FOR LOCATION!

MUSIC

WURLITZER		SEEBURG	
412	\$ 65.00	Hi-Tone 8200, Victory Cabinet	\$109.50
61 Counter Model	75.00	Casino	139.50
618 Plain	69.50	Vogue	175.00
618 Lite-Up	89.50	Classic	175.00
24	125.00	Hi-Tone, ES	185.00
600 Rotary	165.00	Hi-Tone, ESRC	199.50
800 Keyboard	185.00	Envoys	265.00
500	169.50	146 S	Write
700	335.00	146 M	Write
750E	365.00	Standards	\$149.50
800	350.00	De Luxe	159.50
850	365.00	Masters	175.00
950	325.00		

ROLL DOWNS

9 Ft. Bank Ball Skee Ball Alleys	\$149.50
Roll-a-Ball (With Barrel)	195.00
Total Rolls	235.00
One World	285.00
Red Ball	75.00

FREE 1 PFANSTIEHL TONE ARM SCALE WITH EVERY ORDER OF 100 PFANSTIEHL NEEDLES. Pfanstiehl Needles Ea. 50¢

CLOSE-OUT

Wurlitzer Fibre Main Gears . . . \$1.95 Ea.
 5U4G Tubes80 Ea.
 Quantity limited to stock on hand

1/3 deposit, balance C. O. D., F. O. B. Newark, N. J.

Seacoast Distributors, Incorporated

415 Frelinghuysen Ave.

Phone Bigelow 8-3524

Newark 5, N. J.

ROUTE FOR SALE

IN LARGE INDUSTRIAL CITY IN CENTRAL OHIO

This route consists of Music and Pin Ball and legal Amusement Games. Route has much post-war equipment and shows a very high earning power in a lucrative territory. Parts, records, trucks, good will, good employees who will stay on the job and everything that goes with an exceptional established business. If you want a good income it will pay you to investigate this setup. A better one will be hard to find. Principals only. BOX D-61, c/o The Billboard, Cincinnati 22, O.

Eagle REPLACEMENT PLASTICS

SOLID COLOR
TOUGH CONSTRUCTION
PERFECT FIT
TOP QUALITY
LOW COST

SHEET PLASTICS
20"x50" — Pliable — Per Sheet \$12.50
50 gauge, red, yellow, green or clear

PLASTIC WINDOWS
New, clear, transparent . . . for your model 850 program holder. Per Set \$5.00

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLux 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	3.50		
700 Lower Sides	9.50		
700 Back Sides	3.50		
750 Top Corners	3.75		
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		
850 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) 8.00
Lower Sides 9.50

*If you don't see what you want . . . ask for it!
We may have it in stock!*

MONEY-BACK GUARANTEE

Eagle Coin Machine Co.
1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS
PHONE MICHIGAN 1247

Coming soon
The
5 BALL GAME
of the year . . .

GENCO *it's a honey!* **GENCO**

BULL'S EYE for Profits

The *NEW* A.B.T. **CHALLENGER**

- ✓ New Plastic Head!
- ✓ Streamlined Design!
- ✓ New Appeal!

Price \$65⁰⁰

A. L. KROPP
P. O. Box 452
TUSCALOOSA, ALA.

C. A. ROBINSON & COMPANY
2305 W. PICO BLVD.
LOS ANGELES 6, CALIF.

A. L. KROPP
P. O. Box 587
MERIDIAN, MISS.

PHONE! WIRE! WRITE!

10 SOLID FACTS

WHY JENNINGS MACHINES MAKE MORE PROFIT AND GIVE BETTER SERVICE

1. Location tests show fewer out of order calls.
2. All mechanical parts are held to specific tolerances.
3. Positive operating patented "chain drive" escalator . . . Shows last few coins played.
4. One-piece mechanism . . . accessible from every angle.
5. Every Jennings mechanism is play-tested . . . then it receives a rigid final inspection.
6. Improved adjustable Jackpot.
7. Positive no-bounce reels glide into place with greatest of ease.
8. Slug rejectors on Challenger models reject 98% spurious coins and slugs.
9. Longer life precision clock unit with scientifically designed pawls.
10. Reel combinations designed to stimulate greater player action . . . thus resulting in bigger profits.

GET JENNINGS AND YOU GET THE FINEST . . .

Regardless of which Chief you buy—you get this precision mechanism with these patent exclusive features.
There is no finer than a Jennings for any location.

FIVE (5) EVANS DOMINOS
By Play J.P.; all in excellent condition, used less than (5) five months. Price \$325.00 each or \$1,500.00 for entire lot. Write P. O. **BOX 685** KINSTON, N. C.

FOR QUICK SALE
12 Poker Tables with 10¢ slots, including prize merchandise stock, all for \$600.00. Original cost \$2150.00. All tables in first-class condition. 1/3 deposit with order, balance C. O. D. Wire **LLOYD SELL** Carolina Beach, North Carolina

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DEPENDABLE MUSIC SYSTEMS
WITH SOUND DISTRIBUTION

EXCLUSIVE
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WISCONSIN AND
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GET IN LINE FOR PROFITS WITH LONDON BUYS!

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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They must be right before London ships! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service: all worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your locations!

Mills Throne of Music, Like New	\$149.50
Wurlitzer 42/600, Victory, Completely Reconditioned	149.50
Wurlitzer 412, Excellent Shape	69.50
Wurlitzer 616A, Completely Reconditioned	89.50
Rock-Ola Imperial, Excellent Shape	89.50
Rock-Ola Super, Like New	225.00
Rock-Ola Windsor, Excellent Condition	139.50
Rock-Ola Monarch, Like New	139.50
Rock-Ola Standard, Perfect	174.50
Seeburg Regals or Crowns, Completely Reconditioned	149.50
Seeburg Casino or Plaza, Completely Reconditioned	149.50
Seeburg Classic, Completely Reconditioned	239.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	335.00
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DS20-1Z Seeburg 3-Wired Wallomatic	Write for Prices
Seeburg Wired Speakorgan	\$12.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes	10.00
Spectravox, Like New	64.50

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- Magnetic Kickers!
- Entirely Different!
- Brand New!
- Crazy Ball Action!



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AIRPORT	29.50	SPOT-A-CARD	49.50	THUMBS UP	29.50
SCHOOL DAYS	29.50	BOL-A-WAY	39.50	THE CHAMP	29.50
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WILLIAMS SMARTY, Like New ... \$139.50 | GENCO STEP-UP, Like New ... \$139.50

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Chicago Coin Hockey, A-1 Condition	49.50	Stands, Crackle Finish, Reinforced Type	\$64.50
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Keeney Submarine, A-1 Cond.	79.50	25 Watt Bulbs, Case of 120	9.00
Bally Rapid Fire, Refinished and Reconditioned	94.50	Chicken Sams With Conv., Perfect	89.50
Batting Practice, Excellent Shape	79.50	Bank Roll, 7 Ft., A-1 Condition	100.00
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"LIGHTNING"
EXCITING BUMPER ACTION!
"LIGHTNING"
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"LIGHTNING"

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 Write us for prices on new
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This consists of 5¢, 10¢ and
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\$65.00 Each (Now)

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8 Pinch Hitters . . . \$225.00
 10 Total Rolls . . . 240.00

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The finest of upright novelty
 games, scoring up to 265,000,
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 Better than pin games.

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 Will accept Music in trade on
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 Liberal trades on your used
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Actually and Automatically
 changes quarters and dimes to
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75 Brand-New Card Vendors
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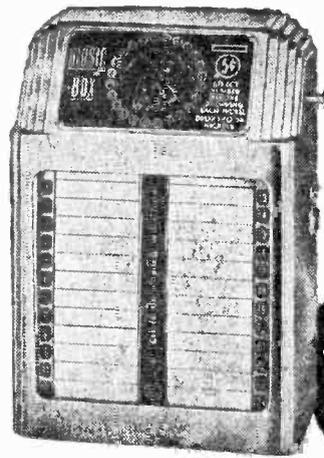
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Send 1/3 Deposit, Balance C. O. D.

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THE NEW Music Box



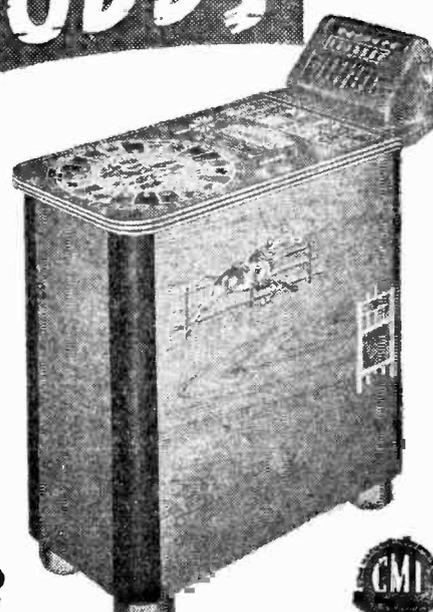
\$25⁰⁰

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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FOR MILLS ESCALATOR BELLS
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Cherry or Diamond Ornaments,
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- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
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Single, Double, Triple
WRITE, WIRE, PHONE
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1-Ball Multiple

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The New A.B.T. CHALLENGER

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- ✓ Streamlined Design!
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USED PIN GAMES

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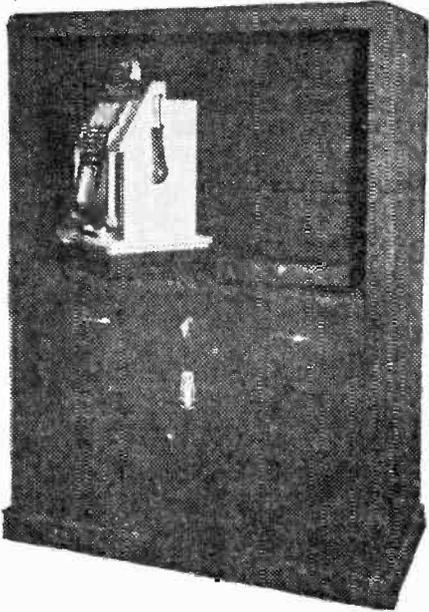
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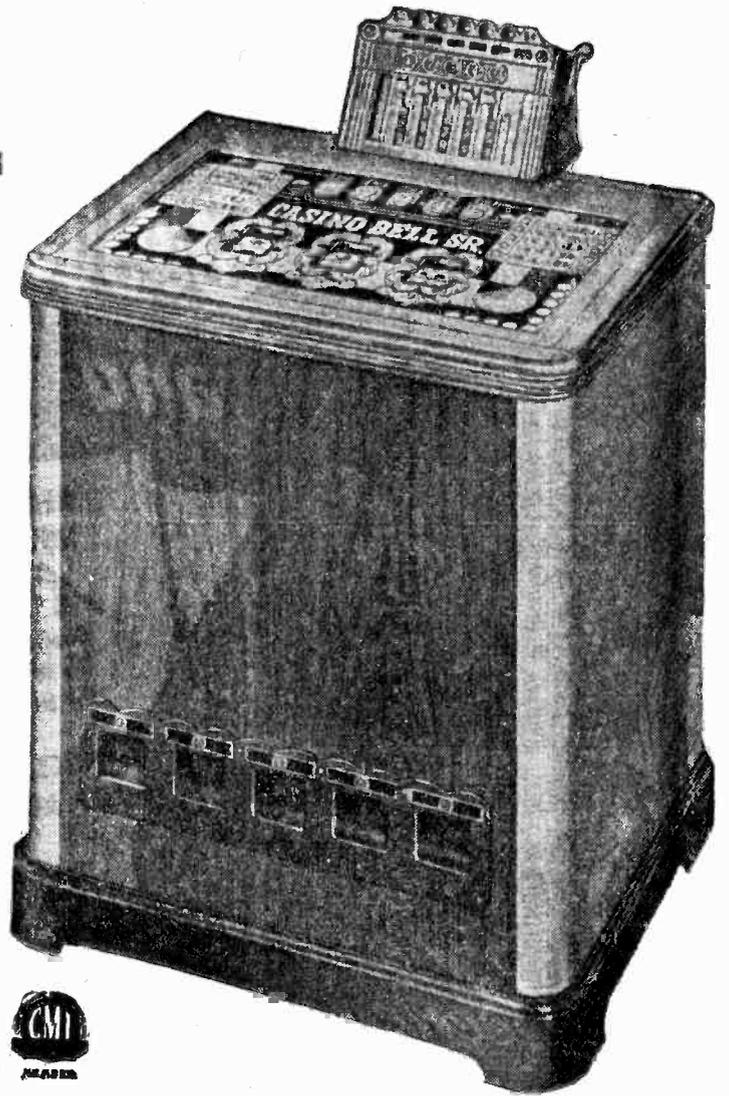
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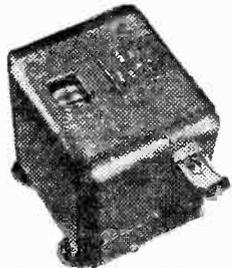
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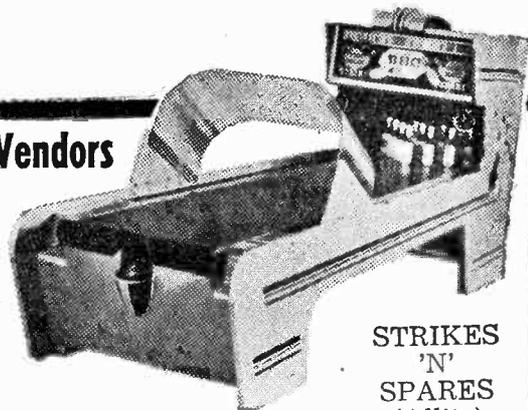
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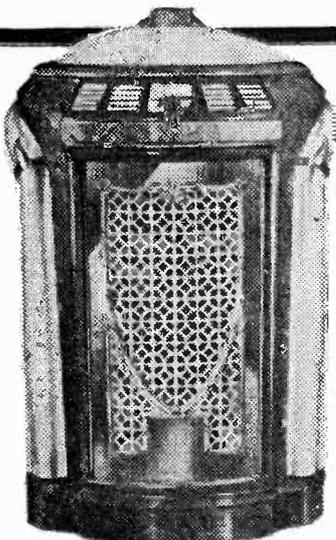
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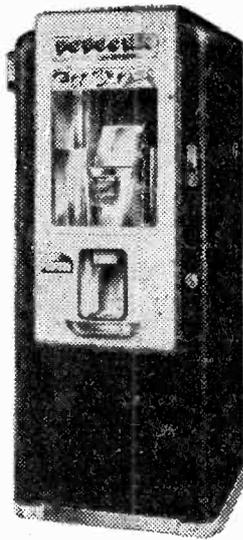
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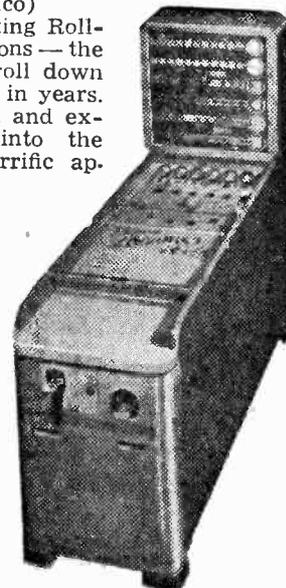


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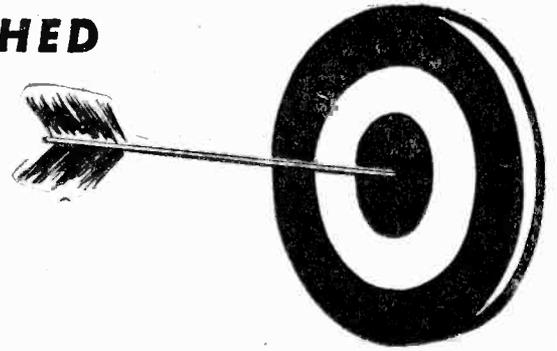
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Gottlieb "Grip Scales"	19.50
Keeney "Skill Score"	250.00
(Roll Down)	

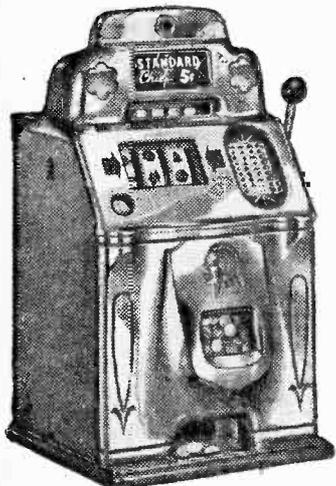
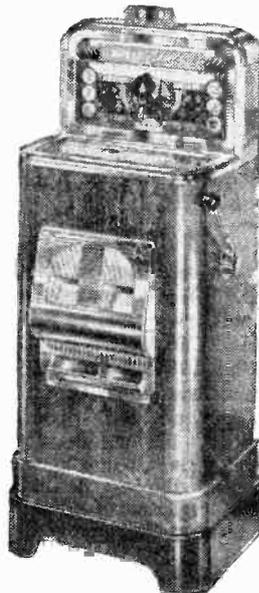
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CHALLENGER CONSOLE

Tops in handsome consoles. Rich walnut finish. Flashy chrome jackpot. Brilliant lite-up effect. 2 coin chutes, 2 jackpots but only 1 mechanism. Available in 5c-5c; 5c-10c and 5c-25c.



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The leader in bells. 100% mechanical operation. Smart chrome appeal. 5, 10, 25 or 50c play.

Super De Luxe

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(Not shown) The luxurious bell for top locations. 5, 10, 25 or 50c play.

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The New A.B.T.
CHALLENGER

- ✓ **New Plastic Head!**
- ✓ **Streamlined Design!**
- ✓ **New Appeal!**



Price **\$65⁰⁰**



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WHEN **FACTS** SPEAK LOUDER THAN **WORDS**...

"... NOTHING BUT PLEASANT EXPERIENCES WITH THEM."
... says **HERBERT WEAVER**

of 101-15 Metropolitan Ave.
Forest Hills, L. I., N. Y.



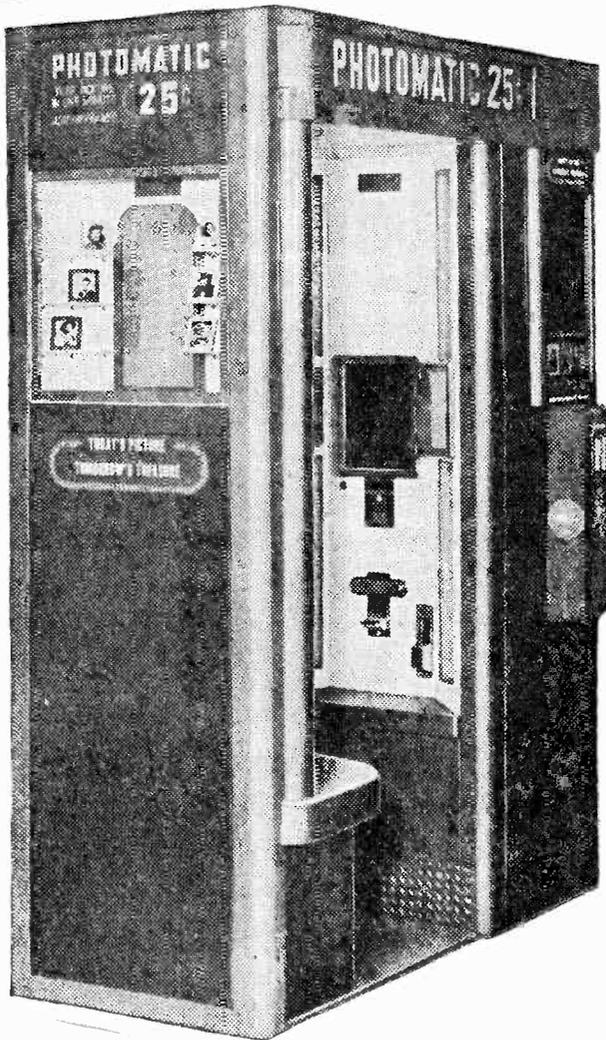
In April of this year I was lucky enough to secure my two DeLuxe Photomatics which I am operating in my Arcade in Coney Island, New York, and have had nothing but pleasant experiences with them.

There is one thing that might interest you and your prospective customers. As you know, I am paying for my machines in installments and decided to save all the dimes that were inserted in the machines.

Each time that my \$300 monthly note has become due, the accumulated dimes exceeded these notes and the cost of the Mutosnaps and chemicals used, leaving the nickels clear profit.

I am indeed satisfied with my purchase.

H. H. Weaver



"... THE MOST SERVICEABLE PIECE OF EQUIPMENT IN ITS CLASS... LOWER SERVICE, HIGHER PROFITS."

... says **M. M. MARCUS**

of THE MARKEPP CO.
4310 Carnegie Ave.
Cleveland 3, Ohio



They say "The proof of the pudding is in the eating" and from experience we know "The proof of a real money maker is in the reorders." As the majority of the PHOTOMATICS we have sold have been reorders we know that the PHOTOMATIC operators are riding a winner and that the operators that will buy PHOTOMATICS in the future will be on the profit bandwagon.

The operator knows that service is the greatest factor of any operation. The New DeLuxe PHOTOMATIC, with its 405 picture capacity and with the quality INTERNATIONAL MUTOSCOPE has built into this machine, makes it the most serviceable piece of equipment in its class... lower service, higher profits.

You named the New PHOTOMATIC right when you called it DELUXE. It is DeLuxe in appearance, DeLuxe in workmanship, DeLuxe in serviceability, and a big capital D for DeLuxe in earning power.

M. M. Marcus

WHEN ACTION BRINGS **SATISFACTION!**

All over the country operators are sending in the terrific **FACTS** about PHOTOMATICS... profitable **FACTS**... honest **FACTS!** It will pay you to act on these **FACTS**—NOW! Let PHOTOMATICS go to work for you immediately. Here's a 100% automatic coin-operated photographing machine that snaps, develops, prints and delivers a framed, fade-proof photograph in less than a minute. No attendant necessary. No extra work on your part. The new DeLuxe PHOTOMATIC is now on display at all Mutoscope distributors. See it... ask for further **FACTS**... **FACTS** that speak louder than words!

NOTE:

SEE THE VOICE-O-GRAPH AT YOUR MUTOSCOPE DISTRIBUTOR, TOO. IT'S THE POPULAR, PROFITABLE AUTOMATIC, COIN OPERATED VOICE RECORDING STUDIO. IT SPEAKS FOR ITSELF!

GET MORE FACTS FROM THE NEAREST AUTHORIZED MUTOSCOPE DISTRIBUTORS LISTED BELOW:

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Northern Illinois, Indiana, Iowa, Southern Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, following counties: Douglas, Burnett, Washburn, Polk, Barron, St. Croix, Dunn, Pierce, Pepin, Buffalo.

AUTOMATIC SALES COMPANY
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DAYTONA BEACH AMUSEMENT COMPANY
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H & L DISTRIBUTORS, INC.
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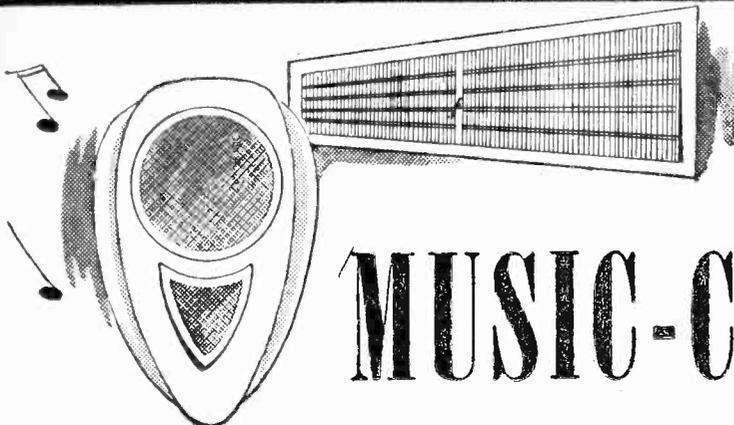
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MUSIC-CONDITIONING

for large or small restaurants
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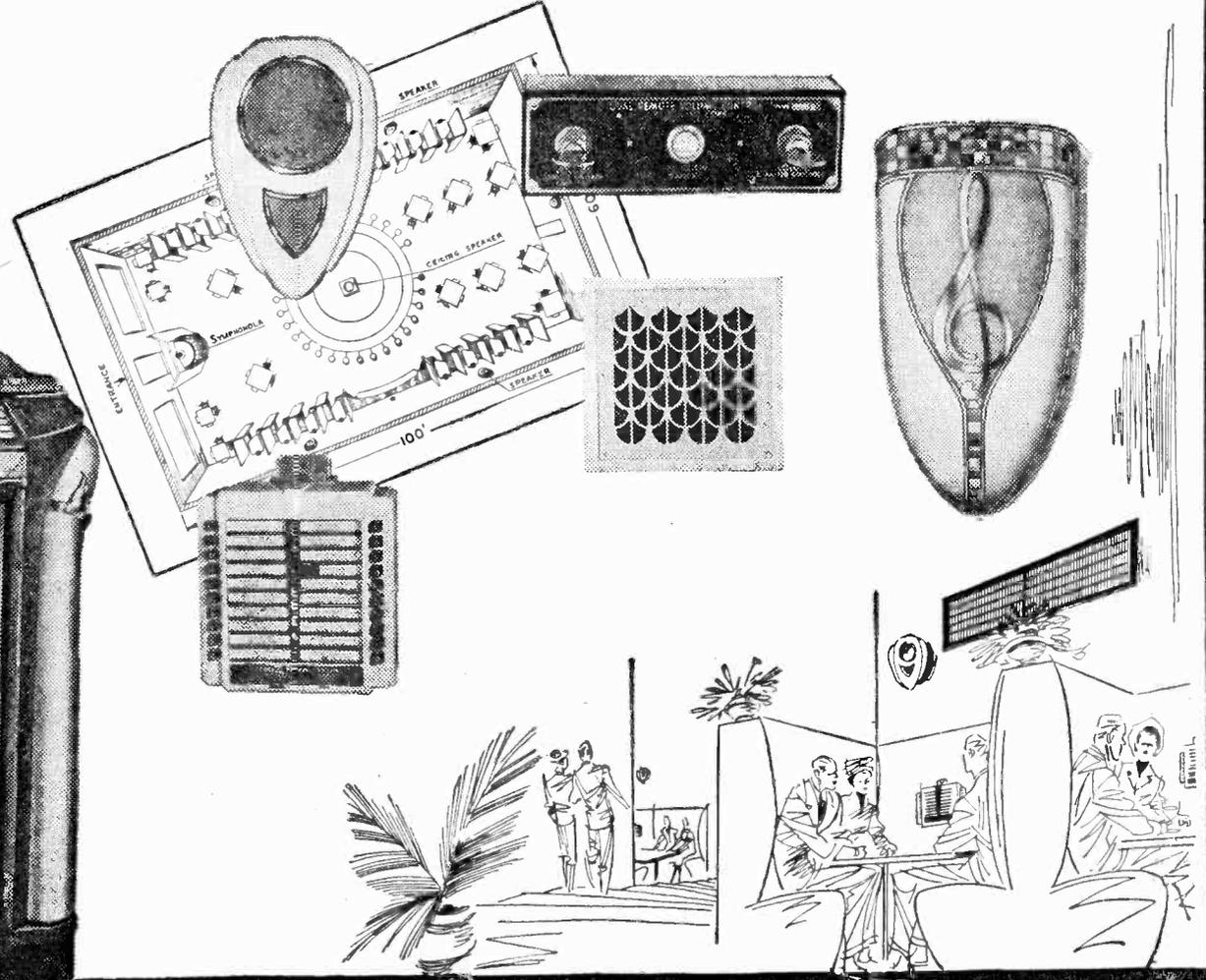
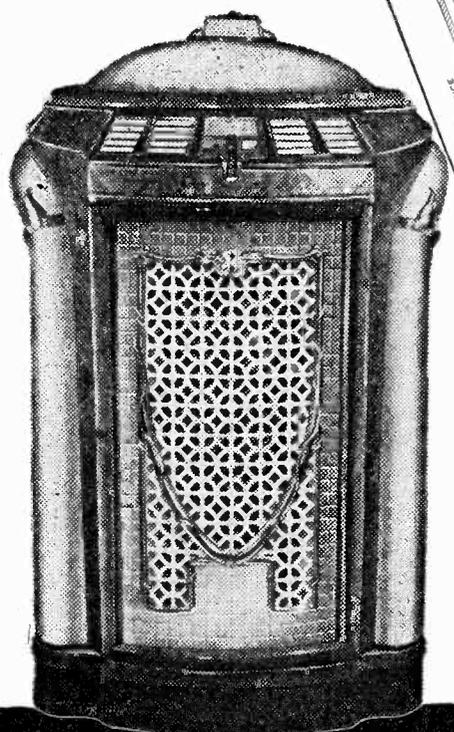
Visualize the correct number of Seeburg speakers . . . properly placed (much like air conditioning grilles) and the Dual Remote Control that regulates the music volume (much like a thermostat controls the temperature of a room) and you have a good illustration of how Seeburg Scientific Sound Distribution works . . . to achieve music that's never too loud and never too soft.

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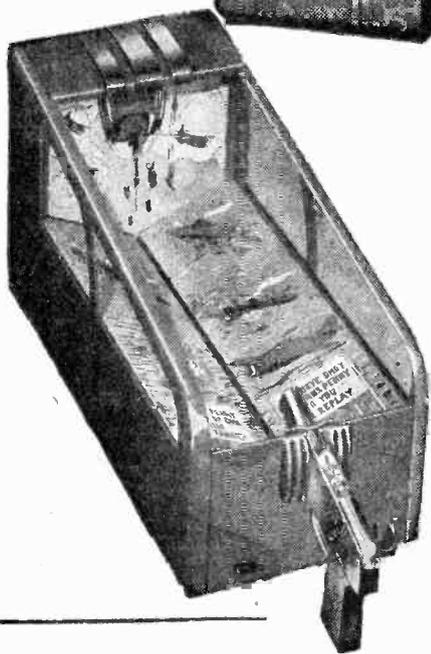
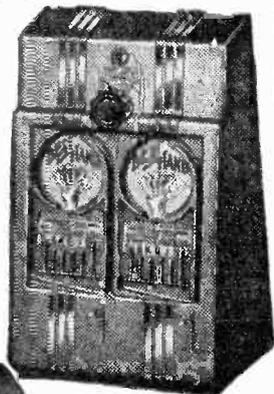
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BRAND NEW!

PUT YOUR COUNTER LOCATIONS "IN THE BLACK" WITH THESE "RED LETTER" NEW GAME VALUES!

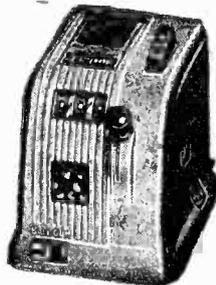
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BEST HAND
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\$44⁵⁰
EACH**



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1c or 5c Play
A tiny token-award counter game with BIG Cherry-Bell appeal! Built to stand up under heavy play. Cheat-proof—fool-proof. Bell-fruit reels with full color symbols. Ultra modern cabinet design.

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It's the Bonus and Jack Pot that gets 'em! Token Awards — Bell-Fruit Reels.

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DAVAL FREE PLAY

You know what the Free Play Feature did for pin games! This money maker employs the same compelling appeal! All mechanical.

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DAVAL MARVEL

1c or 5c Play with Cigarette Reels. Smallest token payout counter game ever made — with huge cash box to accommodate big earnings! Plenty of flash and action.

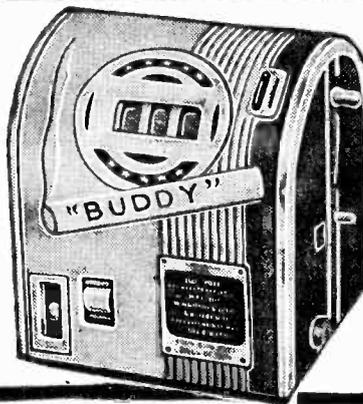
\$34⁵⁰



DAVAL BUDDY

Penny Play — Cigarette Reels. One of the greatest penny getters ever designed. Get a few of them out and see for yourself.

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**NEW
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POP-UP
\$29⁵⁰**

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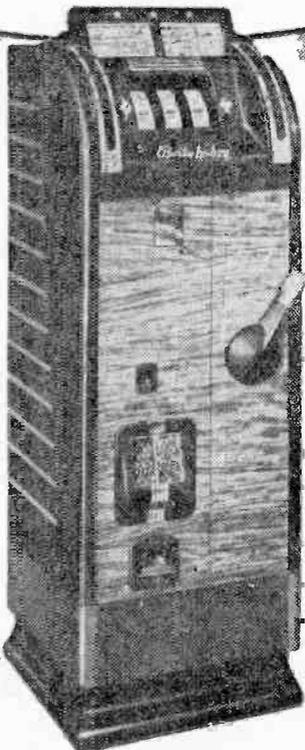
NEW IMPROVED
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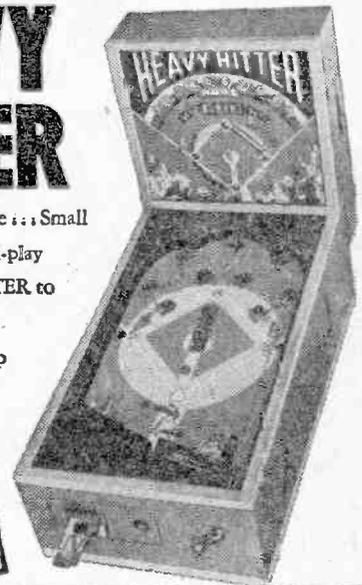
Players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash." Bally's new multiples can double or triple normal one-ball profits.

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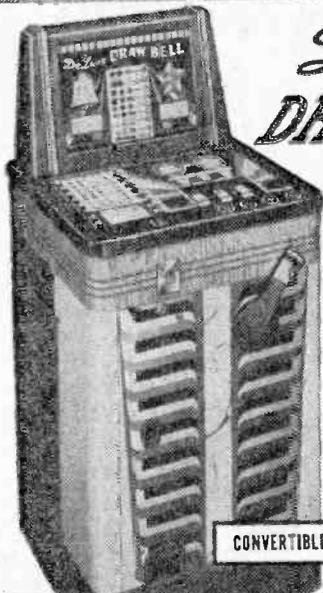


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 OR WITH
FLOOR STAND



DeLuxe DRAW BELL

New EXTRA DRAW feature permits eager players to deposit three, four, five coins per game. Equip your locations with the fastest profit-producer ever created in the bell-console class . . . ORDER DE LUXE DRAW BELL now. Nickel or Quarter play.

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hi-boy

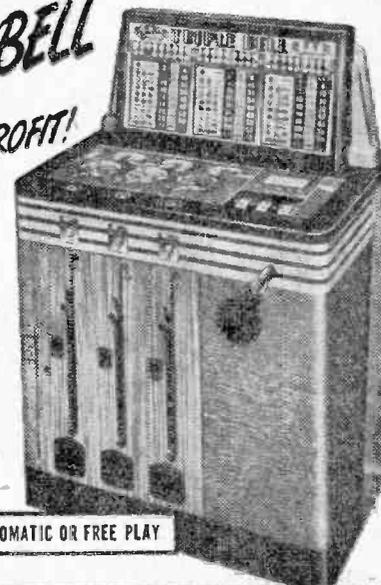
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 with
HOLD AND DRAW

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Triple Coin Chutes permit three players—or three coins—every spin. 1000 Super Special Awards, plus many other big awards. Deluxe cabinet. Trouble proof mechanism. Any coin-combination—Nickel, Dime, Quarter.

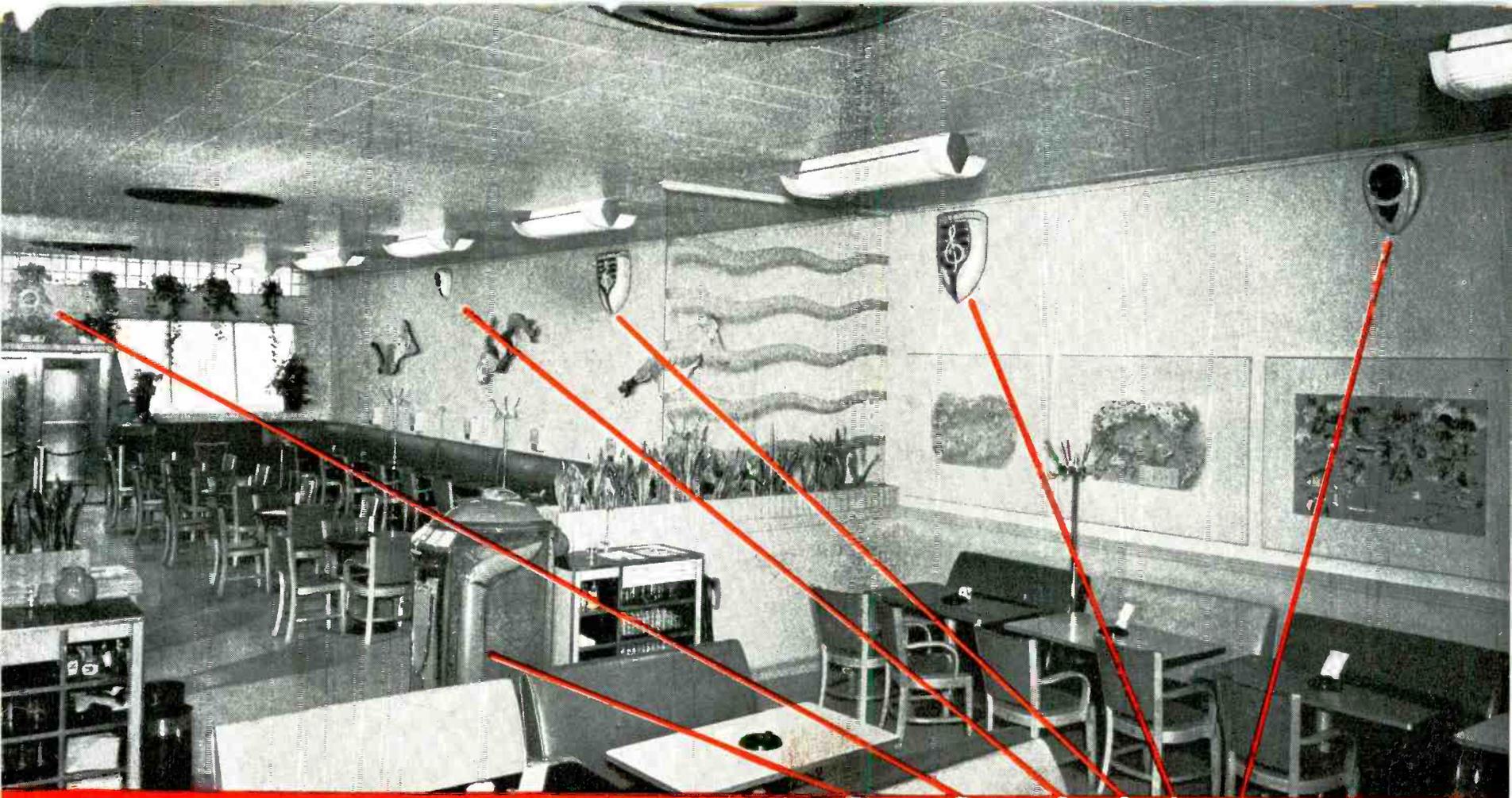


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Bally MANUFACTURING COMPANY

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CONTROL!

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- * Separate control of volume from the remote speakers.
- * Immediate cancellation of any record.
- * A lock to prevent tampering by unauthorized persons.

Turning up the volume of the phonograph speaker to reach distant points in a location is not the answer. The only way sound can be distributed throughout the location is by adding speakers. *And the volume of these remote speakers must be controlled separately from the volume of the phonograph speaker.* The Seeburg Dual Remote Volume Control places absolute control of sound throughout the location at the finger tips of the person in authority.

If you are not familiar with this vital control, see your Seeburg Distributor—he will gladly demonstrate how it can benefit you in every location you serve.



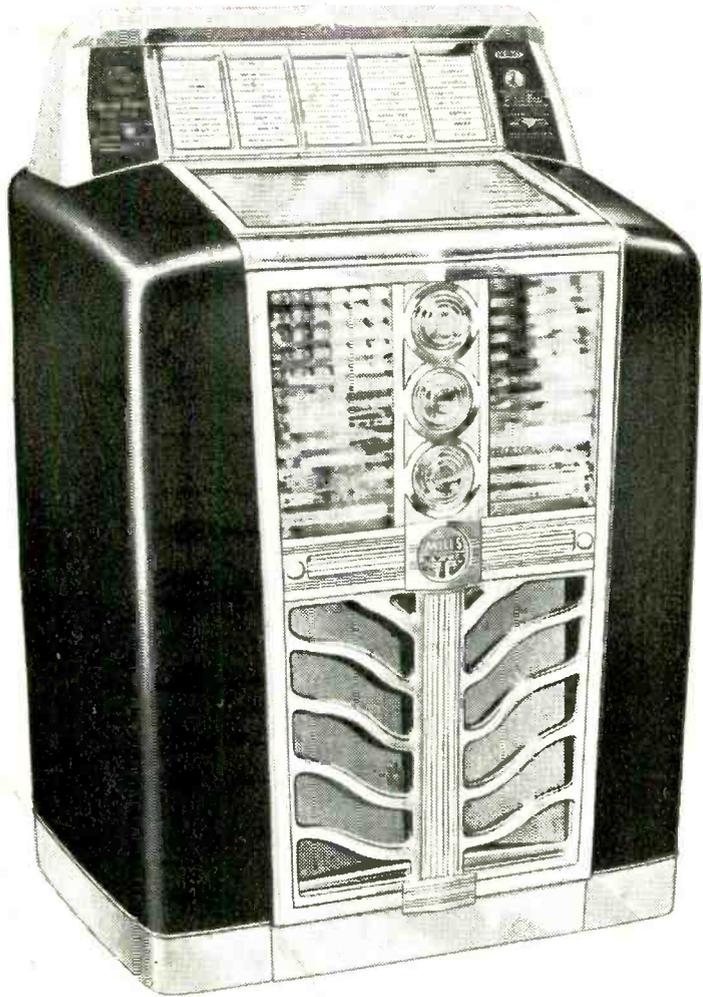
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