

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 6, 1947



They look happy, the Ink Spots (shown above are Billy Bowen, Herb Kenny, Charlie Fuqua, leader Billy Kenny and manager Murray Nadell), and why not. Those smiles are for the \$15,000 a week they'll earn once they hit England for a six-week stay at the Casino Theater, London, starting September 1. They're shown here just before running into a union fracas which canceled the sailing of the S. S. America. Finally, and luckily, the Spots checked out last week on the Queen Mary. Popularity of the four Ink Spots in England, incidentally, is rivaled only by the tremendous following built up here in the homeland. On Decca Records, the quartet bopped the record-buying public square on the nose with "The Gypsy" and followed up with smash single releases and albums in one-two order. Their premier album for Decca was one of the top three in the nation in 1946, according to The Billboard's Annual Music Record Poll, and Vol. II in 1947 has destroyed the old showbiz myth about sequels. The call of big-money bookings in England probably can be charged in part to the fact that the Spots platter of "Bless You (For Being an Angel)" was a long-time best seller in the British Isles. The London booking, and all others, handled by Universal Attractions, Inc.

"TWO  
TON"

# BAKER

THE MUSIC MAKER

*Going to town!!*

Latest MERCURY  
Release  
"KOKOMO"  
Record No. 5055  
"CHICK-A-BIDDY  
BOOGIE"



MERCURY'S  
RECORDS

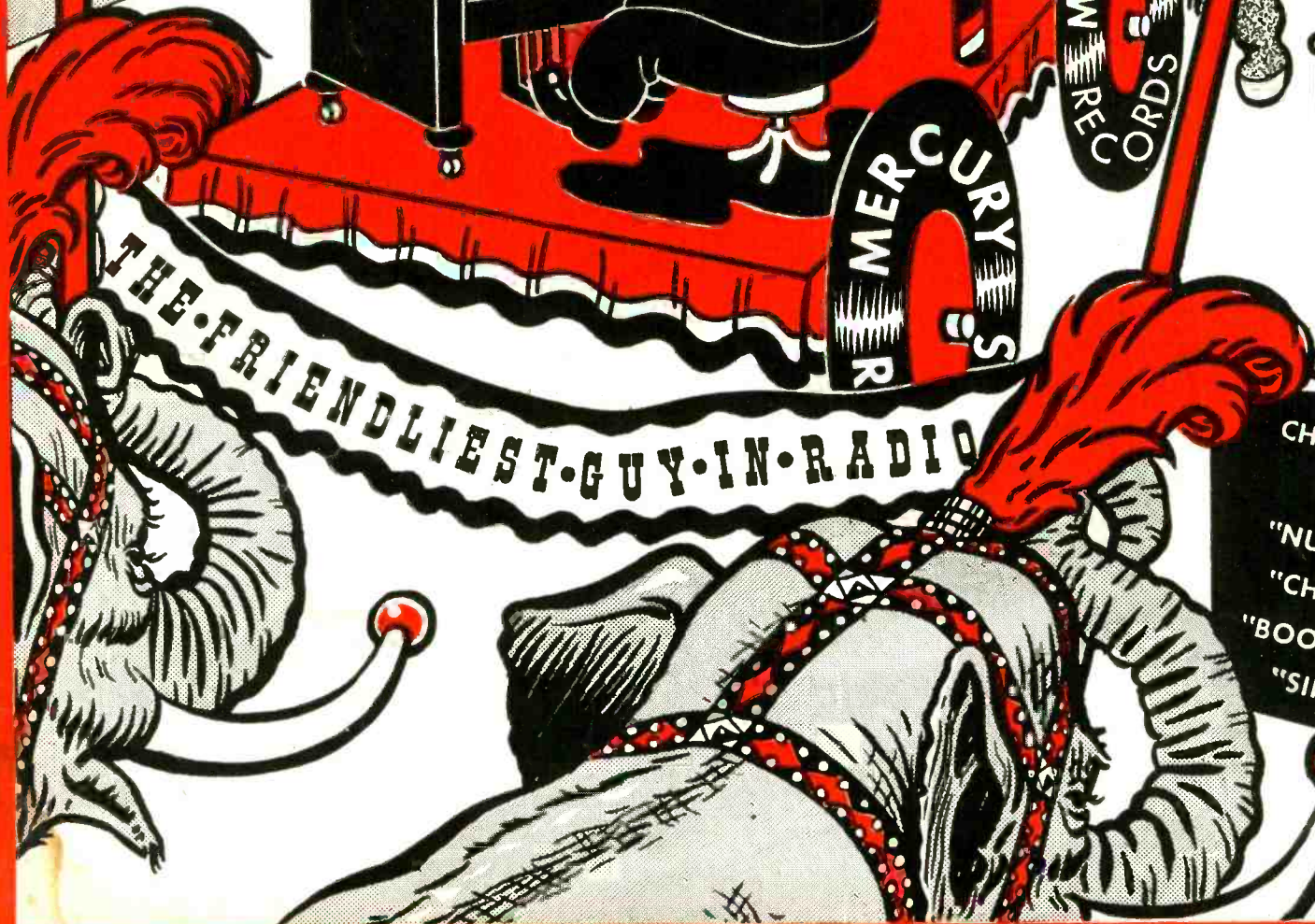
MERCURY'S  
RECORDS

"BAKER'S  
SPOTLIGHT"  
W. G. N. Chicago  
4:30 p.m.  
Monday thru  
Saturday

"TWO TON" BAKER  
The Music Maker  
W. G. N. Mutual 8:15 a.m.  
Monday thru Saturday  
"TWO TON  
BAKER SHOW"  
on MUTUAL NETWORK 3:30 p. m.  
Monday thru Friday

THE FRIENDLIEST GUY IN RADIO

CHILDREN'S RECORDS  
on MERCURY  
"NURSERY RHYMES"  
"CHRISTMAS PARTY"  
"BOOMER the Bass Drum"  
"SING A SILLY SONG"



The World's Foremost Amusement Weekly

## 10%-ERS AIRSHOW INFLUENCE

### American Legion Convention No Help To New York B. O.

NEW YORK, Aug. 30.—The American Legion whooped it up in town this week, but by last night it began to be painfully evident to showbiz ops that little of the \$10,000,000 the convening Legionnaires were supposed to spend in this town would find its way into their tills. Tavern and liquor store sales were up, tho not as much as expected, and hotels and restaurants did business, but legit, theaters and many niteries were hit hard.

Showmen generally put their finger on the age of the Legionnaires as the reason for the disappointing business. There were comparatively few vets of World War II around, and, as one op put it, the boys of World War I had been buying canes and spending their dough in clubs and shows for years before this shindig. Other ops pointed to the fact that an extraordinarily large number of vets were accompanied by their families which would be expected to put a damper on wild celebrating indoors.

Most of the activity was on the

### Bleak Outlook For '47-48 Stem Musical Shows

NEW YORK, Aug. 30.—In spite of the fact that three of the most successful shows on the Stem now are *Annie, Get Your Gun; Finian's Rainbow* and *Brigadoon*, fewer musicals are expected to be produced this season than for many years, with only eight or nine new shows expected to materialize.

The main reason seems to be that raising the dough for the song-and-dancers is becoming one of the toughest jobs in the biz. Investors seem loath to throw their dollar bills into a project that needs to be a sock success to make money, and then on top of that wait from six months onward for their investment to be paid off.

It took a year for *Annie* to be paid back playing to absolute capacity every week. *Finian's Rainbow* is only now, after seven and a half months of 42G a week at the b.-o., paying its angels in full. *Brigadoon* seems (See BLEAK OUTLOOK on page 42)

### Box Seat Free

DETROIT, Aug. 30.—When Johnny Long returned here yesterday (29) for an engagement at the Eastwood Gardens, he was advised that sideman Herbie Anderson would have to occupy a special box between sets. Seems there's a law that persons under 21 aren't allowed in the spot because of liquor regulations. In the case of musicians who are under the age limit, the law allows the tootler to work, but he must occupy the penalty box—sans refreshments—when the band leaves the stand.

streets from Times Square to 51st Street, especially around the Astor and Taft hotels, with the vets jamming Broadway at night and indulging in almost round-the-clock horse-play. As one Legionnaire put it, "The convention itself stinks. It's the fun we have outside that counts." Fireworks, ludicrous costumes, the fantastic 40-and-8 vehicles and all the familiar shenanigans, including tossing water-filled bags out of hotel windows, confetti on passers-by and "daubing" people with dry paint brushes, drew crowds of people to the Times Square area during the day and jammed Broadway and Seventh Avenue at night, but did little for show business. In fact, many a Broadway theater and restaurant op and retailer complained that the mobs were keeping customers out of his place.

Remembering the 1937 convention, New Yorkers stayed home this week and if they did have to come to the entertainment area made fast work of it and beat it home. The Legionnaires made it tough for women to pass thru the bright lights district by squirting water on their legs and scaring the wits out of them with noisemakers, electric canes and what not. Hawkers of water pistols were the only pitchmen doing good business. At first, the convening vets stuck to water, then they switched to ink or pungent perfume for their flit guns, and finally they simply connected hoses to their hotel bathroom taps and aimed them out the window, spraying anybody and everybody, including the cops, in the street.

As far as the Stem cafes and vaude- (See Legion Spree on page 4)

### Epstein Rejoins Jolson as Manager

NEW YORK, Aug. 30.—Louis Epstein, who has been on Columbia pic's exec staff as talent scout, left the company this week to become Al Jolson's personal manager again. Epstein was Jolson's manager previous to going with Columbia.

## Stand-By Checks to Local 802 Stopped by Stem Houses As T-H Act Takes Effect

### Out-of-Town Situations Wait for AFM Locals To Act

NEW YORK, Aug. 30.—All the Stem vaude-fleshers took a tuck in their budgets this week when they stopped sending in their stand-by checks to Local 802, of the American Federation of Musicians (AFM), as a result of the Taft-Hartley law which went into effect August 22.

Prior to this move theater ops met with top AFM'ers to discuss possible action, but no decision was taken tho AFM indicated an official ruling might be handed down. When the

## MCA-WM Half Mil \$ Weekly Combined Billings Past Season Indicate "Power"

### Up or Down for '47-'48, Talent Handlers Must Have a Voice

NEW YORK, Aug. 30.—Radio operations of leading talent agencies are being carefully watched by network and ad agency facets of the broadcasting business. Reasons for this are various, but perhaps the chief one is the fact that radio's No. 1 pre-occupation at the moment is programming—and it is in programming that the influence of the talent merchants promises to become of ever-widening importance.

While estimates of this influence (due to the show's major agencies control, or in which they have a strong voice) based on the upcoming season's fare are not available at this date for obvious reasons, a look at

last season's billings by Music Corporation of America (MCA) and the William Morris Agency (WM), the two largest agencies, gives a solid idea of how widespread such influence is likely to be.

### Half-Million a Week

The chart on page 6 estimates that last season the combined MCA-WM radio billings totalled more than \$500,000 weekly in package and other sales, the latter including guest shots, writers, musical directors, etc. This figure is for major network shows only. All-inclusive billings would be somewhat higher if talent on local stations, sustaining programs, etc., were reckoned. This fact is pointed up by the second accompanying chart, showing William Morris bookings for a typical radio week. While major net shows are repeated here, number of sustaining sales and local shows may also be determined.

Inasmuch as MCA and WM package so many of the top programs and handle so many top radio names, writers, etc., and inasmuch as they are thru business necessity forced to take active interest in maintaining the value of their properties, it follows that the effect of the talent merchants on radio's programming is considerable.

### Not All Webs and Ad Men

Realization of this situation has come upon many radio execs slowly—for it has virtually been traditional (See 10%-Ers Airshow on page 6)

## "Carnival King," Film on Sedlmayr, In Topeka Review

TOPEKA, Kan., Aug. 30.—*King of the Carnival*, the technicolor featurette filmed by Warner Bros. on the Topeka Fairgrounds last year, will have its world premiere showing at the Jayhawk Theater here September 4 at a special midnight performance.

The two-reeler, which tells the story of the Royal American Shows (See Film on Sedlmayr on page 68)

### But Natch!

MASSILLON, O., Aug. 30.—George (Red) Bird, who gained renown as director of the Massillon Tiger Swing Band at Washington High School here, is rehearsing his year-old Musical Majorettes for the Cleveland Browns football season. The rehearsals are being held at the Massillon State Mental Hospital, whose superintendent figured the all-girl aggregation might provide some musical therapy for the patients.

### Raleigh Cigs Mull Plans To Launch Negro Disk Jockey

HOLLYWOOD, Aug. 30.—Raleigh cigarettes, thru Russell M. Seeds Agency, last week mulled plans to launch the first West Coast Negro disk jockey stanza as a supplementary air package in this territory. Agency submitted detailed plans to bankroller calling for a five-a-week stanza over Pasadena indie KXLA, emceed by nitery headliner Joey Adams. Adams would also handle a special Saturday night half-hour stanza.

Introduction of Negro platter spinners has been under discussion for some time by various agencies, but to date, Raleigh is only bankroller to have indicated definite interest. Agency expects a quick decision from ciggie maker.

date at which the law became operative arrived, theater execs took decisions into their own hands and decided to forget the usual weekly checks.

But if Broadway theater men took the initiative, out-of-town ops still didn't know where they stood. Attorneys advised them that the provisions of the Taft-Hartley law as relating to paying for non-performance were clear and unmistakable. But (See Stand-By Checks on page 40)

# Legion Spree No Help to B. O.

## Former G.I.'s Just Raise Much Ruckus

### Theaters, Niteries Hard Hit

(Continued from page 3)

pic houses were concerned, judging from Thursday and Friday biz, the convention might as well have been held in Timbuctoo. A couple of niteries said the conventioners helped some but the majority said they were more trouble than they were worth. The Latin Quarter, with a Broadway location, said the Legionnaires gave their second show a shot in the arm. Leon and Eddie's also said it benefited, but the rest were glum. The boys were more interested in helling on the street than in a club, altho occasionally a bunch pounced on a 52d Street spot with the electric canes.

As the ops got wise, they insisted that the canes be checked. If the Legionnaires refused, there was little the cafe men could do about it. The cops were under orders to lay off and the vets knew it.

The nitery ops who weren't doing so well with the Legion boys were particularly burnt up at the request to send shows over to Madison Square Garden tonight. Practically all of them refused, saying that, first, the Legion doesn't need a benefit, and, second, if the Legionnaires want to see a show, let them come to the clubs and spend to see it.

### Theaters Hard Hit

The theaters were hit equally hard. Not only did the Legionnaires stay out but they jammed sidewalks in front of the box offices so that patrons found it tough getting thru.

Legit agencies took it on the chin

## In This Issue

American Folk Tunes	108
Broadway Showlog	42
Burlesque	41
Carnival	60-79
Circus	52-55
Classified Ads	83-88
Club Activities	66-67
Coin Machines	95-148
Continuing Program Studies	10-11
Fairs and Expositions	46-51
Fair Lists	51
Final Curtain, Births, Marriages	44
General Outdoor	45
Honor Roll of Hits	20
Legitimate	42-43
Letter List	89-90
Magic	41
Merchandise	83-91
Music	14-35
Music as Written	35
Music Machines	106-113
Music Popularity Charts	20-31
Night Clubs	37-40
Night Clubs-Cocktail	36
Parks and Pools	56-57
Pipes for Pitchmen	91
Radio	5-13
Repertoire	82
Reviews: Legit	43
Night Club	38
Records	28
Television	13
Vaudeville	39
Rinks and Skaters	58-59
Roadshow Films	82
Routes: Carnival	76
Circus	76
Legitimate	43
Miscellaneous	76
Salesboards	92-93
Sponsored Events	78
Television	12-13
Vaudeville	37-40
Vending Machines	97-105

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## July Tax Take

WASHINGTON, Aug. 30. — U. S. Internal Revenue Bureau today announced the following tax collections for July, 1947:

Phonograph records, \$587,966.62, a decrease of \$26,380.89 from July, 1946.

Musical instruments, \$795,250.05, increase of \$303,036.13 over July, 1946.

Radio sets, phonographs, components, etc., \$6,450,451.19, increase of \$3,650,699.66.

Coin-operated devices, \$7,885,297.21, decrease of \$299,654.38.

Admissions to theaters, concerts, cabarets, etc., \$40,233,348.04, decrease of \$14,694.64.

Club dues and initiation fees, \$2,345,052.03, increase of \$428,406.79 over \$1,916,645.24 in July, 1946.

Liquor, \$169,600,219.90, decrease of \$69,281,364.06.

Tobacco, \$110,936,653.30, increase of \$14,672,882.94.

about 15 per cent, with such chain ticket brokers as Leblang's and McBride's reporting that all the convention contributed was an occasional straggler. When Legionnaires purchased ducats, the brokers said, they asked for the cheap seats. The sock musicals, *Brigadoon*, *Finian's Rainbow* and *Annie, Get Your Gun*, continued to play to capacity, but the other shows, aside from *Harvey*, instead of building as they go into the fall season, took it on the chin the last week. *Call Me Mister*, the hit revue built around the idea of a G.I. returning to civilian life, didn't benefit at all from the influx of conventioners.

The usual out-of-town and in-town legit trade stayed home this week, evidenced by the fact that few seats have been sold after 5 p.m. Normally, plenty of trade comes in after this hour.

The Legionnaires were offered half-price tickets to *A Young Man's Fancy* and *The Voice of the Turtle*, but according to ticket agency reports, *Oklahoma* is the only show for which the vet demand was evident.

Biz in Coney Island arcades was way under expectations early in the week. Last night was Legionnaire night at the Island and a fair crowd of vets showed up but they spent their dough largely on drinks and hot dogs. Times Square arcade men reported that business was good for those with poker tables and above a normal week but under expectations for those without. Juke box play in most districts thruout the city reportedly gained and the same is true for roll-down machines in taverns.

Marshall Vogt, in charge of concessions for the Legion, had 295 pitchmen working, but indications are that many of the Legionnaires and on-lookers were not in a cane or button-buying mood. The Broadway pitchmen of Legion miscellany got gloomier as the days advanced and hoped that today's parade would bring the spurt that put dough in their pockets.

## R. W. Hubbell KXOK Adviser in Tele Step

NEW YORK, Aug. 30.—First step in the entry of KXOK, St. Louis, into the video field is the engaging of the firm of Richard W. Hubbell & Associates as consultants. Station already is active in facsimile and FM.

KXOK, basic affiliate of the American Broadcasting Company, started its FM operation in March.

## AGMA Inking Of Opera Pacts Assures Season

### Budgets Up All Around

NEW YORK, Aug. 30.—With the signing last week of contracts between the American Guild of Musical Artists (AGMA) and various opera producers and associations the threat to next season's presentations was ended. AGMA inked agreements with all opera impresarios who are members of the newly formed League of Grand Opera Producers and with other organizations, including the Metropolitan Opera Association, City Center Opera and the San Francisco Opera.

According to Hyman Faine, exec secretary of AGMA, the new one-year pacts call for a 15 per cent pay increase for single performance and 7½ per cent boost for weekly performances. The producers are given a greater number of choristers from which they can select their casts and sustenance pay on the road is boosted from \$4 to \$5 a day, and on layoffs from \$5 to \$7.

The Met contract, which will up the association's salary costs \$30,000-\$40,000 over last year, calls for an increase in the minimum pay of choristers in New York from \$82 to \$85, (See AGMA Opera Pacts on page 34)

## Benny Out, Kaye in, In Dispute Over Vets' Foundation

CHICAGO, Aug. 30.—Amid reports that he was dissatisfied with the way in which the Hospitalized Veterans' Foundation was becoming strictly a promotion and not the kind of organization he had in mind when founding it, Jack Benny last week resigned as president of the foundation. Sammy Kaye was named to succeed him.

The foundation, which was launched by Benny and another group of showbiz names to raise money to buy radio sets for hospitalized vets and eventually to put on hospital shows, was supposed to have had its kickoff in Waukegan, Ill., tomorrow with a Jack Benny Day. With the withdrawal of the comedian, however, his hometown called off the celebration and now the foundation is up in the air.

Benny's gripe, disputed by HVF spokesmen here, was that the group was becoming merely a bandwagon for publicity seekers and politicians.

## Detroit Treasurers Elect

DETROIT, Aug. 30.—Arthur Warbus, of Olympia Stadium, was elected president for 1947-1948 by Treasurers and Ticket Sellers' Local No. 757 of the International Alliance of Theatrical Stage Employees. The other newly elected officers are: Business agent, Lewis M. Cromwell, Detroit Lions; vice-president, Herb G. Rindskoff, Briggs Stadium; corresponding secretary, Paul J. Oesterle, Cass Theater; financial secretary, William G. Fead, Music Hall; treasurer, Thomas McGraw, Briggs Stadium; sergeant at arms, Frank Metzger, Olympia; seventh member of the executive board, George C. Mathews, Briggs Stadium.

## Wrong Number

NEW YORK, Aug. 30. — Charlie Rapp, mountain and club booker, had a committee call on him for a show asking specifically for Peter Higgins. Rapp made a deal, then told his secretary to get Higgins on the phone. Half-hour later, when the secretary said she hadn't been able to reach Higgins, Rapp told her he didn't want excuses. "When I want somebody—get him."

An hour later the girl told him she had Higgins on the phone.

"Hello, Pete," said Rapp. "I gotta job for you Saturday. It's not much dough, but I have another date lined up for you on the same night, so you'll come out okay."

There was a pause, then Rapp said, "Ya can't take it! Wadda ya mean, ya can't take it? . . . Hugh? What? You're in Hollywood? Hey, are you calling me or am I calling you? I'm calling you! . . . G'bye."

## AFM Has Chi Legit on Edge

CHICAGO, Aug. 30.—Failure of American Federation of Musicians Local 10 to open up negotiations for new contracts at legit houses here has execs of these houses on edge waiting for a blow to fall, it became known this week. Contract for the legit theaters and the Civic Opera House expire Monday (1) and so far the union has made no approach, nor indicated in any way what its demands would be.

A check of managers of the legit theaters showed most were worried (See AFM Stirs Chi on page 34)

## The Billboard

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# COMICS' FALL FACE-LIFTING

## Norman Corwin in World Broadcast On UN Assembly

NEW YORK, Aug. 30.—*The Time Is Now*, produced, written and directed by Norman Corwin, will be broadcast from Hollywood over the Columbia Broadcasting System September 16, 10-10:30 p.m. Program will depict failures and successes at the recent United Nations General Assembly and will forecast what may be expected at assembly's next sitting.

Arrangements for world-wide broadcast are being made. Canadian Broadcasting Corporation will carry it live in Canada. In addition, Corwin will make transcription for airing over the British Broadcasting Corporation and in other countries.

## FM Association Quizzing Field On AM-FM Issue

WASHINGTON, Aug. 30.—FM Association (FMA) is sounding out sentiment of the FM broadcast industry on the AM-FM music duplication issue. J. N. (Billy) Bailey, executive director of FMA, announced yesterday that he has sent questionnaires to 1,000 FM broadcasters, permit holders and applicants, asking their opinion on whether simultaneous broadcasting is deemed vital to the FM industry. Bailey said the findings will be used "in an overall study an analysis of the FM-AM music situation."

Everett J. Dillard, vice-president (See FM Assn. Quizzing on page 9)

## Turnabout by Petrillo on FM Is Hoped

### Look to Government Probe

WASHINGTON, Aug. 30.—With the Justice Department's study of James C. Petrillo's AM-FM stand-by edict being pressed, industry bigwigs here are voicing the hope that the threatened probe may produce a turnabout in Petrillo's attitude when the American Federation of Musicians (AFM) president sits down to confer with network officials September 9.

Justice Department Criminal Division officials, who conferred lengthily here Thursday (28) with seven high network executives, indicated they are continuing to study "every possible angle" of Petrillo's latest edict on simultaneous AM-FM music for possible violations of the Lea-Vandenberg Act or Taft-Hartley Act.

The Justice Department's exploratory work on Petrillo is being directed by Peter C. Brown and Hugh Fisher, special assistants to T. Vincent Quinn, who is an assistant attorney general in charge of the criminal division.

### Officials at Confab

Networks officials who conferred here with Brown and Fisher were Frank E. Mullen, executive vice-president of National Broadcasting Company (NBC); Henry Ladner, general counsel of NBC; Robert P. Swezey, vice-president and general manager, Mutual Broadcasting System; Herbert E. Kintner, executive vice-president of American Broadcasting Company (ABC); Joseph A. McDon-

(See Petrillo Turnabout on page 9)

## Jingles To Be Used In Wooing Voters

NEW YORK, Aug. 30.—League of Women Voters this week signed Lanny and Ginger Grey to cut a series of singing jingles which will be used thruout the State the week of October 6 to get the voters out to register. While political parties have used a spot campaign in the past, this is the first time the League, which is not concerned with party affiliations but rather with drawing out all qualified voters, has turned to the singing jingle.

Reason advanced by a League official for selecting the singing jingle was that most of the women involved in picking promotional aids had been impressed by the air jingles selling regular commercial products, and had urged their use in the coming registration.

## Many Vets Sign for Electronics Courses

NEW YORK, Aug. 30.—Veterans in large numbers have registered for fall and winter courses at the Radio-Electronics School of New York. School, geared to handle about 1,200 students in courses on radio fundamentals, control room and transmitter operations, video, FM and facsimile, is headed by R. L. Duncan. William B. Campbell is exec vice-president.

Sponsors of the school are a number of leading figures in radio, including Lewis Allen Weiss, chairman of the board of the Mutual Broadcasting System; Sidney M. Kaye, president of Broadcast Music, Inc.; Herbert L. Pettey, executive director of WHN, New York, and Louis G. Cowan, program producer.

## Top Gagsters All Out for New Formats

### Cantor, Bergen, Hope, Et Al.

NEW YORK, Aug. 30.—Tho it's generally acknowledged that networks and agencies have come up with very little new talent or programming during the past year, evidence is that many web shows will inaugurate changes in format this fall. The feeling that a touch of some fresh quality is needed is in the noggins not only of the stars but also of the sponsors, with the result that some of the latter have given their performers carte blanche to whip up new ideas.

Among those set for changes—either radical or slight—are Chase & Sanborn's Edgar Bergen-Charlie McCarthy program, Sealtest's Jack Carson's show, Pabst's Eddie Cantor opus, Standard Brands' Fred Allen show, the RCA Victor show, *Gildersleeve*, Raleigh's Red Skelton seg, Pepsodent's Bob Hope program and the Jimmy Durante show.

Many others are mulling changes too, but the above top shows constitute a significant listing.

Chief change in the Bergen program will be the use of a definite story line each week, beginning with the opening program September 7. This will constitute the first radical change in Bergen's formula since he went on the air. Heretofore the format has been made up of various spots, one with Charlie McCarthy, another with Mortimer Snerd, none of which was interrelated.

Red Skelton is adding characters to his Junior skits and is likely to expand them so that they constitute a major part of the program. He'll (See Gagsters All Out on page 9)

# Promotion Winners Due Soon

## Judges Pick Toppers This Week in N. Y.

### Record Entry Total

NEW YORK, Aug. 30.—Winners in *The Billboard's* 10th annual radio promotion competition, the yearly classic which selects outstanding promotion-merchandising-exploitation in all fields of radio, will be selected Wednesday (3) by the 25 judges representing top advertisers and agencies in broadcasting. But while the winners will be known to the judges and this publication's editorial staffers, their identities will be kept secret until September 15. On that day, they'll be announced at the National Association of Broadcasters' convention (NAB) in Atlantic City.

This year's competition has been conducted on an unprecedented scale, not only because of the number of entries received, and because new categories opened included television,

## GE Set To Resume With CBS "House"

NEW YORK, Aug. 30.—General Electric's appliance and merchandise department will resume sponsorship of *House Party*, with Art Linkletter, Monday thru Friday, 3:30-55 p.m., starting December 1. Party is now airing in the 5-5:30 p.m. slot. Contracts to set the John Gudel package are being prepared currently.

*House Party* used to be sponsored by GE but was dropped January 10 of this year. CBS then picked up the audience participation show as a co-op.

Net billings accruing to CBS from the *House Party* contract will total one and one quarter million.

Show will originate in Hollywood most of the time. Young & Rubicam, the agency on the account, expects to line up a number of key cities for a tour.

FM and new (after January 1, 1947) stations, but also because the competition will produce lasting value. This will derive from a special *Billboard* booklet, containing a report on (See Promotion Winners on page 9)

## FM Conclave Focusing Ire On Petrillo

### FM Edict Under Attack

WASHINGTON, Aug. 30.—Unless Prexy James C. Petrillo, of American Federation of Musicians (AFM), suddenly reverses his policy against simultaneous AM-FM music, FM Association's annual convention in New York, September 12-13, is expected to weigh a series of resolutions ranging everywhere from demands for a governmental crackdown on Petrillo to appeals to networks to proceed with simultaneous music despite Petrillo.

Resolutions committee at the convention, however, is seen likely to hold in check the resolutions affecting webs, particularly if a new development is seen possible at convention time as a result of latest steps to

(See FM Focuses on page 9)

## New Fadiman Seg Is False Report

NEW YORK, Aug. 30.—Reports that Clifton Fadiman had been set to emcee a new Columbia (CBS) program, *This Is Show Business*, were denied this week by Edwin Fadiman, brother and manager of C. Fadiman. Report was published generally in the trade, including *The Billboard*.

According to Fadiman manager, Fadiman genius has had slews of offers for shows this coming season, but has contracted for none. Any spot assumed by C. Fadiman would be in addition to his *Information Please* major domo's spot, with the show soon to begin again on Mutual as a co-op.

It happens at the Waldorf...

(See page 12)

# 10%-ERS AIRSHOW INFLUENCE

## MCA-WM Half Mil \$ Weekly Combined Billings Past Season Indicate "Power"

### Up or Down for '47-'48, Talent Handlers Fust Have a Voice

(Continued from page 3)

to regard webs and advertising agencies as responsible for the relatively strong or weak position of radio programming.

Lately it's been the fashion to regard radio programming as old hat, weak in public service, lacking in new talent. It's been the fashion to lay the blame at either the ad agencies who control the moneybags, or the webs, who are interested in building shows and attracting to their air time the best programs in order to maintain listener superiority. The hope of future programming has been placed with the same sources, with the critics seeing the perfect programming of the future as a combination of the elements of new talent, new program ideas and a keener appreciation of public service of the type outlined by Federal Communications Commission's Blue Book, the report of the Freedom of the Press Commission, etc.

But what has apparently escaped the ken of the critics—and to a large extent radio itself—is the fact that talent agencies are likely to play an important role in future development of popular programming. Arguments given to support this belief are numerous, for the talent offices are not only collectors of commissions. Inasmuch as their life and death depends upon the salability of their wares, they must, ipso facto, develop new talent and thru strategic booking and handling must gradually promote such talent until it can command an audience and a price. What's more, it's pointed out, the talent agency rather than the networks or ad agencies, are best-equipped to do this. They can and do, for instance, develop talent in one entertainment medium, and, when the time is ripe, sell that talent into another.

In order to maintain prices they are giving increasingly more thought to new program ideas. It's known,

for instance, that peddling a band purely as a piece of radio talent is a very tough proposition; but clothe it with a program idea and it is more easily salable at a higher figure.

In late years MCA and WM branched out so widely in radio that the significance of the development was not quite grasped by many radio execs. Their influence in programming now, however, is a fait accompli. What's in store during the new season is uncertain, but here are the possibilities: (1) In view of the fact that some network names of last season are still going begging, can the agencies again hit the astonishing figure of a total of \$500,000 weekly in radio billings and thereby hold their dominant position? (2) Will the relation of talent agencies to the problems of radio programming continue to be one of the undiscovered or glossed-over facets of programming, or will everybody—including radio critics, networks, ad agencies and FCC—put on a new pair of eye-glasses and actually determine who's who in the programming picture?

Regarding chances of talent agen-

cies hitting comparable billing during the new season, experts answer affirmatively. Their argument is that even tho so many standard names have gone by the board and even tho sponsors are keeping tighter control of the bankroll, an approximate figure will be reached. Altho cost of over-all packages will be cheaper, they believe that more will be sold. It's believed too, that new advertisers and those who have been out awhile owing to shortages and production problems, will pick up the cheaper packages to make up the aggregate total.

As for the relationship of talent agencies to programming—the importance of that relationship is apparent from a gander at the billings chart. It's believed, however, that radio generally will come to a greater awareness of this relationship—particularly inasmuch as programming is likely to remain the No. 1 headache of the industry for some time. This awareness, it's believed, will mean a truer realization of the fact that much of the future of popular programming (See 10%-ers Influence on page 9)

## WMA-MCA Major Show Line-Up for 1946-'47 Season

This line-up takes only major shows into consideration. (For type of talent in all classifications not included here, but sold by the major agencies regularly thru the season, see accompanying chart showing a typical William Morris Agency week during the season.) While talent cost figures in all cases are estimates, they represent the actual figure or a close enough approximation of the actual figure to be used in arriving at totals which are conservative estimates of the total billings of these two major talent agencies.

William Morris Agency		Music Corporation of America			
Day	Show	Estimated Talent Cost	Estimated Talent Cost		
Sunday	Drew Pearson.....	\$ 4,250	Bandwagon.....	\$12,500	
	Jimmie Fidler.....	2,000	Edgar Bergen.....	25,000	
	Ozzie & Harriet.....	11,000	Sammy Kaye.....	5,000	
	Kate Smith Sings.....	15,000	Carmen Cavallaro.....	4,500	
	Blondie.....	11,000	Hour of Charm.....	6,500	
	Take It or				
	Leave It.....	7,500	Jack Benny.....	25,000	
	Those Websters.....	3,000	Prudential Hour.....	8,000	
	Double or Nothing... ..	2,750			
	Bob Burns.....	10,000			
	Fred Allen.....	20,000			
	Meet Me at Parky's..	7,000			
	Monday	Sherlock Holmes....	\$ 5,000	Guy Lombardo.....	\$ 5,000
Joan Davis.....		17,500	Borge-Goodman.....	13,500	
			Screen Actors Guild.....	14,000	
			Carnation Hour.....	8,000	
Tuesday	Milton Berle.....	\$11,000	Amos & Andy.....	\$16,500	
	Red Skelton.....	12,000			
Wednesday	Ellery Queen.....	\$ 5,000	Jack Carson.....	\$ 8,500	
	Dinah Shore.....	14,500	Frank Sinatra.....	13,500	
	Duffy's Tavern.....	12,500	Kay Kyser.....	12,500	
	Mr. D. A.....	7,500	Henry Morgan.....	8,500	
			Gildersleeve.....	13,000	
Thursday	Dick Haymes.....	\$10,000	Kraft Music Hall.....	\$ 9,000	
	That's Finnegan.....	5,000	Abbott & Costello.....	17,500	
	Aldrich Family.....	12,500			
	Burns & Allen.....	15,000			
	Eddie Cantor.....	20,000			
Friday	Fannie Brice.....	\$15,000	Ginny Simms.....	\$11,000	
	Meredith Willson....	10,000			
Saturday	Life of Riley.....	\$ 9,000	Jean Sablon.....	\$ 4,500	
			Truth or Consequences.....	10,000	
			Hit Parade.....	14,000	
Total for week.....		\$275,000	Total for week.....		\$273,000

## A Typical Wm. Morris Week

Following chart represents a sample week's radio billings of the William Morris Agency last season. It is presented to give an indication of the talent the agency places not only on top web commercial programs, but also on sustaining and local shows, on a day-to-day basis. Talent includes actors, writers, announcers and musicians.

Radio Schedule for April 29-May 4

William Morris Agency

### MONDAY

Jinx Falkenburg-Tex McCrary

Lillian Schoen  
Maggie McNellis  
Loumel Morgan Trio  
Joan Davis, Bob O'Brien  
Sherlock Holmes  
Harry Kronman  
Albert Miller  
Joe Mooney Quartet  
Larry Marvin

WNBC, Literary Guild, Bond Clothes, Trans World Airline  
WCBS, Continental Baking  
WNBC, sustaining  
WOR, sustaining  
WCBS, Lever Bros.  
WJZ, Kreml  
WCBS, Lady Esther  
WNBC, Carnation  
WJZ, sustaining  
WHN, sustaining

### TUESDAY

Carlton Young  
Milton Berle, Jack Gifford, Aaron Rubin-Arnold Stang  
Amos 'n' Andy, John Medbury-Bob Ross-Bob Fisher  
Vic Damone  
Red Skelton, Edna Skelton-Ben Freedman

MBS, Pacific Coast Count of Monte Cristo  
WNBC, Philip Morris  
WNBC, Lever Bros.  
WOR, sustaining  
WNBC, Raleigh

### WEDNESDAY

Robert Q. Lewis  
Peter Donald  
Sam Moore (Great Gildersleeve)  
Duffy's Tavern, Sid Dorfman-Larry Gelbart  
Jay Jostyn  
Dinah Shore, Larry Marks  
Larry Marvin  
Norman Barash

WCBS, sustaining  
WOR, Can You Top This?  
WNBC, Kraft  
WNBC, Bristol Myers  
WNBC, Vitalis  
WCBS, Ford  
WHN, sustaining  
WJZ, Eversharp

### THURSDAY

Aldrich Family, Ezra Stone, Pat and Del Dinsdale, Norman Tokar  
Burns and Allen, Meredith Willson, Paul Henning-Kieth Fowler  
Tallulah Bankhead  
Dick Haymes - Helen Forrest, Harry Kronman  
Bob Schiller-Larry Neill (Abbott and Costello)  
Ashmead Scott (That's Finnigan)  
Eddie Cantor-Margaret Whiting, Cookie Fairchild

WNBC, General Foods  
WNBC, General Foods  
WNBC, Kraft  
WCBS, Autolite  
WNBC, R. J. Reynolds  
WCBS, Household Finance  
WNBC, Fabst

### FRIDAY

Meredith Willson  
Fannie Brice-Hanley Stafford, Carmen Dragon  
Bert Parks  
Karson & White  
Larry Marvin  
The Esquires

WCBS, Canada Dry  
WCBS, General Foods  
WJZ, Bristol Myers  
WCBS, United Rexall  
WHN, sustaining  
WCBS, Philip Morris

### SATURDAY

Ghittlson Trio  
Toots Camarata  
Robert Q. Lewis  
The Stroud Twins  
Life of Riley, Don Bernard, Irving Brecker  
Andy Russell  
Peter Donald

WJZ, sustaining  
WCBS, Hudnut  
WCBS, sustaining  
WCBS, Camels  
WNBC, P. & G.  
WNBC, Lucky Strike  
WNBC, Can You Top This?

### SUNDAY

Ken Niles  
Drew Pearson  
Kate Smith  
Bob Burns  
Blondie, Arthur Lake, Don Bernard, Johnny Greene, Billy Arts  
Fred Allen, Peter Donald, Harry Bailey, George Jessel  
Double or Nothing  
Jimmy Fidler  
Evelyn Knight, Al Jolson  
Frances Langford-Danny Thomas, Phil Rapp-Jerry Seelen, Carmen Dragon  
Phil Baker

WJZ, Dr. Pepper Bot.  
WJZ, Lee Hats  
WCBS, General Foods  
WNBC, Kolynos  
WCBS, Supersuds  
WNBC, Standard Brands  
WOR, Pharmco  
WJZ, Arrid  
WCBS, Texaco  
WCBS, Eversharp  
WNBC, Drene

# N. Y. Stations Scramble for 6:30 Tuners

## Map Fall Campaign

NEW YORK, Aug. 30.—A scramble for New York listeners in the pivotal 6:30 p.m. spot with WNEW holding the key cards and the network outlets here trying to better their hands looms this fall. With Martin Block (WNEW) especially strong in the 6:30-7 p.m. period, a time when the networks are all angling to catch their nighttime audiences, larger stations with net affiliations are making their plans for a fall campaign.

WJZ's plans now call for the cancellation of the Joe Hasel 6:30-6:45 p.m. sports show as well as the following quarter-hour period featuring Ed and Pegeen Fitzgerald. In their place the outlet is setting up a half-hour platter show with Allen Prescott emceeing. With the Paul White-man disk session sold out, and sponsors on the waiting list outlet figures the Prescott show will also sell. Hasel retains his 11:15-11:30 p.m. network sports show, and later may be pushed back into the 6:05-6:15 p.m. spot, but at the present time Walter Kieran has that spot for his news show, which is being returned to the air as a result of heavy mail received when he was cancelled out recently. The *Ethel and Albert* sessions from 6:15-6:30 p.m. will be retained.

WCBS, with Red Barber pencilled in at 6:30-6:45 p.m., figures to retain Barber's sports period, especially as there is a special guest star fee attached. With the extra dough to play with, Barber has been able to garner a healthy Hooper in the 6:30 slot despite the competition. WCBS, effective September 29, drops Richard Hottellet and adds Lowell Thomas (who goes network under Procter & Gamble sponsorship) when the commentator moves over from the National Broadcasting Company (NBC).

WNBC already has started its program shifts, shutting Bill Stern from a 6:30 spot back to 6:15 for a five-minute sports round-up, followed up with a 25-minute period, *Serenade to America*, which has been heard both over WNBC and network. Show is frequently canceled out of WNBC to make way for special events (this week the Legion convention sewed up the period). The station is now mulling over the cancellation of *Serenade* and the addition of a 10-minute and a quarter-hour show to follow Stern. The nature of the fillers has not been set. Replacing Lowell Thomas in the 6:45-7 p.m. slot on NBC will be three commentators. Ray Henle, Ned Brooks and Felix Morley, who will be heard under Sun Oil sponsorship.

WOR, according to present plans, will probably retain Fred Vandevanter at 6:30-6:45 p.m., and the Stan Lomax sports session for the following quarter hour.

WHN, with Ted Husong's disk jockey show from 5 to 6:30 p.m., is also strengthening its 6:30-7 p.m. period. Bob Houston, singer, takes over the first quarter-hour Monday (1) and will be followed by Ruth Etting in the 6:45-7 p.m. spot. Both periods are live musical shows. Station also has set Mary Jane Walsh for a twice-a-week 9 p.m. spot.

NEW YORK, Aug. 30.—Paul Glynn, who recently resigned from the sales promotion department of the Columbia Broadcasting System, has been named advertising and promotion manager of *Science Illustrated*.

# BMB Rejects Hooper Bid To Handle 1949 Study; Hoop Raps Criticism of His Technique

NEW YORK, Aug. 30.—New station coverage measurement system announced recently by C. E. Hooper will still be offered to networks and stations, despite the rejection this week by Broadcast Measurement Bureau (BMB) of Hooper's bid to handle BMB's 1949 study. When the new Hooper method was announced a week or so ago, the research exec stated that, pending BMB's reply, he was offering his coverage service to individual broadcasters. Yesterday he declared studies already have been ordered in several areas.

BMB's rejection stated its board research committee felt Hooper's method "did not provide figures as valid as BMB study No. 1 (1946)." A letter to Hooper from Hugh Feltis, BMB president, also said: "... the committee finds that the economies claimed for the proposed measurement are not substantiated by the cost figures. . . ." Feltis's letter also referred to "confused thinking," "misrepresentation of BMB measurement," "disregard of statistical integrity," and other alleged weaknesses in the memorandum Hooper submitted to BMB describing his coverage procedure. Feltis concluded by noting that BMB regretted making its reply public, but felt impelled to do so since Hooper had made his memorandum public before discussing it with BMB.

## Claims Better Result

Hooper's statement apropos of the BMB rejection noted, among other points, that the results of the coverage studies already ordered would provide the stations involved with "results . . . on a sample exceeding that used in the 1946 BMB study. . . ." and "... comparable county vs. county, city vs. city, day vs. night and in all three particulars, station vs. station. . . . No time buyer who really knows radio will have any difficulty recognizing the reality and significance of the reported differences." Hooper also stated the price quoted in his memorandum was for individual studies, not a nationwide or wholesale study.

# Unsuitable Segs Force Elgin To Nix '47 Net Shows

CHICAGO, Aug. 30.—Because they could find no satisfactory program, execs of the Elgin American Division of the Illinois Watch Case Company, which makes cigarette cases and compacts, this week decided to drop their option for the 9:30 to 10 p.m. Thursday slot which they took with ABC a few weeks ago. Company has been looking for a net show for months and has tried to get Al Jolson, Phil Baker and even looked at *Leave It to the Girls*, but according to Martin Zitz, Elgin-American's advertising manager, shows they wanted could not be had and those available were not satisfactory.

As a result, Elgin-American will use spot radio. Marvin Mann, radio director for Weiss & Geller, Inc., company's agency, is now in the process of lining up stations in about 30 to 40 of the nation's top markets. No budget for the spots has been set.

According to Zitz, Elgin-American will still look for net shows on other networks, but it appears company will not get into network programing this year. Next year, it is now likely, will see purchase of a network program.

NEW YORK, Aug. 30.—Criticisms made of his coverage technique by researchers and reported in *The Billboard* of last week are wrong, C. E. Hooper declared in a letter to this paper this week. Full text of his communication follows:

"The subject of 'listener coverage' is highly technical and complex. This fact, together with the emotions which had been aroused by the high cost and limited utility of the 1946 BMB report, places an unusual responsibility on the trade press to exercise more than normal care in handling reports of developments. Radio is a far-flung industry. A misapprehension once planted is difficult to disclose.

"All by way of introducing my observation that *The Billboard* exercised less than normal care in handling our August 27 release.

"In my letter to Hugh Feltis . . . I said we would produce the nationwide report 'at approximately half the most recently proposed cost of BMB's next industry-wide study.' I did not add 'only the bare-bone statistics with publication and distribution left to BMB thus increasing final costs.'

"The 'spokesman' was wrong!

"The BMB 15-point plan provides that an attempt be made to secure \$1,000,000 from stations (\$500,000 per year for two years) plus revenues from 'agents and advertisers' (which I estimated to be 10 per cent) plus revenues from networks (which I estimated to be another 10 per cent). This estimated \$1,200,000 is what I had in mind when I described our 'about half' offer as approximating \$650,000. And I meant \$650,000, not \$1,000,000 for the nationwide study, using the last 1946 BMB survey and format (except for method) as the specifications for the next.

"You mention 4,000 as the number of locales to be reported on. My figure of 3,200 was given me by BMB at the technical committee meeting on May 29. But if you want to find out the locales we offer to report on, thumb every page of the 1946 BMB report. You see, the specifications for a nationwide coverage study are BMB's. I am merely trying to introduce *Improvement in Method and Reduction in Cost*.

"As to the \$250 per unit item. If you will re-read pages 17 and 18 of our memorandum, you will find the \$250 to apply, not to a wholesale nationwide study to be done by us in 1949 for BMB but to retail studies. The subject is introduced with no ambiguity whatsoever in the following sentences:

"While awaiting industry action by BMB, and in the interest of achieving a maximum of practical experience with the new technique before another nationwide coverage study is made, C. E. Hooper, Inc., proposes to accept commissions to conduct 'coverage' studies for stations and network, etc."

"So please check us on our facts before publishing observations of others."

# Moppet Talent Show To Replace "Ellery"

NEW YORK, Aug. 30.—Newest of the talent search programs will be *Hollywood Star Preview*, sponsored by Whitehall Pharmacal Company 6:30-7 p.m. over the National Broadcasting Company starting September 28. This is the time now filled by *Ellery Queen*.

Program format will have film stars introduce talented youngsters who will then take over the mike.

DOES YOUR VOICE COMMAND ATTENTION?



Nothing to Plug In . . . Nothing to Connect . . . Just Pick up the Mike and Talk . . . . .

## AMAZING! PORTABLE P. A. SYSTEM

Perfect for carnivals, pitch men and shows. Lots of sock! Meets practically every P. A. system requirement. Excellent amplification. Beautifully styled—sturdily constructed—battery operated. Fully portable. Unit weighs 12 lbs. complete with batteries—operates instantly, anywhere—indoors or outdoors.

The Siltronic Company, Point Bldg., Pgh., Pa.



\$75.10 complete with batteries (Slightly higher west of Rockies)

The Siltronic Co.  
Point Building, Pgh., Pa., Dept. B  
I'm interested in the Siltronic Portable, Battery operated Public Address System.

Send me . . . . . PA-4's at \$75.10 ea. \$76.10 ea. west of Rockies (complete with batteries).

Cash  Check  C. O. D.

Send me descriptive literature.

Name . . . . .

Address . . . . .

City . . . . . State . . . . .

It happens at the Waldorf . . .

(See page 12)

# ANOTHER FCC-NAB FLARE-UP

## Old Quarrel May Crop Up At Convention

### Tact May Avert Clash

WASHINGTON, Aug. 30.—President Justin Miller, of the National Association of Broadcasters (NAB), and Chairman Charles Denny, of the Federal Communications Commission (FCC), are planning to strike a new but cautious note of harmony between government and industry in their major NAB convention speeches at Atlantic City, it was learned this week.

In both NAB and FCC circles, tactful efforts are being made to prevent a recurrence of the old-time flare-ups, and co-operation will be stressed by the top spokesmen for the two groups. Nevertheless, the possibility of an outbreak of the old quarrel on the convention floor is recognized, especially since Miller is expected to appeal for federal legislative changes to give the radio industry "greater freedom." Denny is expected to rap over-commercialism. Miller, it was learned, also will renew his plea for freedom of radio to editorialize, and will renew criticism on the FCC's historic Mayflower decision.

### Code To Get Attention

Certain to highlight the convention floor discussion, however, will be the proposed new NAB Standards of Practices, copies of which will be distributed to delegates when they

### USE THESE INEXPENSIVE

## PERSONALIZED POSTAL CARDS

### FOR YOUR FAN MAIL

You get true photographic reproductions in our black-and-white "Gloss-Tone" Postal Cards quoted below. Delivery from 4 to 6 weeks. All we need is your photo.

	NEW	REPRINT
1,000	\$10.50 per M	\$7.50 per M
2,000	8.25 per M	6.25 per M
3,000	7.50 per M	5.85 per M
4,000	7.15 per M	5.65 per M
5,000	6.90 per M	5.50 per M
10,000	6.45 per M	5.25 per M

A flat charge of \$2.50 will be added to the total cost of order if paragraph is desired for the address side of card, not to exceed fifty words.

F. O. B. Fort Wayne, Ind.

Write for Free Samples—No Obligation

**Fort Wayne Printing Co.**

FORT WAYNE 2, INDIANA

**It happens  
at the  
Waldorf . . .**

! (See  
page 12)

## "Conn. Yankee" Tees Off Ford

NEW YORK, Aug. 30.—ter, which has lined up a schedule of plays extending thru December over the National Broadcasting Company (NBC), debuts Sunday, October 5, with *A Connecticut Yankee* instead of *The Great McGinty* as previously announced. Permanent emcee will be Howard Lindsay, legit producer. Switch to *Yankee* was made on the ground that an opener such as *McGinty* was not in keeping with the general tenor of the program.

Schedule, following the debut, is as follows: *The Great McGinty*, October 12; *On Borrowed Time*, October 19; *Coffin for Dimitros*, October 26; *Ah, Wilderness*, November 2; an original, not yet selected, November 9; *Carmen Jones*, November 16; *George Washington Slept Here*, November 23; *Dangerous Corner*, November 30; *We Hold These Truths*, December 7; *Cimarron*, December 14; *Miracle on 34th Street*, December 21, and an original, December 28.

register. The NAB board, which already has received copies of the proposed new code, will formally discuss the document at a Sunday (14) meeting, but will reserve final recommendations inasmuch as a general floor discussion of the code has been reserved for the morning of September 18. The proposed code is expected to undergo numerous changes once it is back in the laps of the board, and a final re-draft is not likely to ensue for some weeks after the convention.

The decision to pass out the code copies to delegates prior to the opening morning session establishes a precedent for the NAB and is in keeping with the strategy previously agreed upon to let the NAB members themselves determine just what sort of code they want fashioned rather than impose a set of rules acceptable to the code committee and NAB board, but opposed by a big segment of rank-and-filers. Proposals to tone down commercials and impose highly detailed standards for children's programs and mystery shows will be subjected to heavy attack.

### Lea To Address Luncheon

The general luncheon after the first morning's session will be featured by an address by Representative Clarence F. Lea, author of the Lea-Vandenberg anti-Petrillo Act and ranking minority member of the House Interstate and Foreign Commerce Committee. Lea will focus new attention on provision of the Lea-Vandenberg Act, which might have some bearing on the latest activities of James C. Petrillo, president of the American Federation of Musicians (A.F.M.). Lea, who headed the House Interstate and Foreign Commerce Committee when the act was passed and who is planning to retire from Congress, is expected to blast Petrillo's latest tactics for stand-bys for AM-FM music duplication.

Registration is continuing to take place at a heavy rate, with a 2,000-mark in sight one week in advance of the first formal registration day, September 15, in Atlantic City.

PHILADELPHIA, Aug. 30.—WFIL-TV, already testing its pattern and readying regular programming next month, has concluded a newsreel deal. Local tele station will exchange television film newsreels with W6XAO, Don Lee tele station in Los Angeles.

## WBBM's Seg Sets Off Juve Uplift Groups

### Chi Orgs To Combat Evils

CHICAGO, Aug. 30. — Concrete proof that radio stations can exercise a profound sociological effect upon their communities and campaigns which lead to correction of social ills became apparent here this week when it became known that WBBM's *Report Uncensored* series on juvenile delinquency has inspired the formation of organizations planning definite action to try to improve conditions.

Ben Park, writer-producer of the series, who has been riding herd on the show since its start July 7, told *The Billboard* of plans for organization of two major groups which are actually going to take action to remove the evils documented by the series.

### Two Lines of Action

Two lines of action will be those started by a group of church and society leaders, spearheaded by Father Joseph Moore, Evanston minister, and Russell Ballard, present director of the Hull House and former director of the St. Charles, Ill., Home for Boys; and another to be backed by the Chicago Bar Association. Each of these groups will have organizational meetings within the next few weeks and later, it is planned, will have their activities correlated and will work in close co-operation.

Groups formed by Father Moore and Ballard will have their organizational meeting early in the third week of September. To this meeting at the Hull House will be invited a group of 100 representing the Federated Council of Churches, the B'nai B'rith, Rotary clubs, Elks, Lions, and Negro groups. Altho plans are still nebulous, Ballard told *The Billboard* that its keynote would be action and that it undoubtedly would send delegations to Springfield, the State capital, to demand corrective action from the governor, his welfare agencies and others.

At the beginning this group will be concerned primarily with taking action to correct the notorious evils of St. Charles, which WBBM exposed with wire recorded interviews with inmates on its August 4th show.

The Chicago Bar Association, which has co-operated with WBBM in the presentation of *Reports*, will organize a committee of prominent lawyers, judges and professional social agency experts. The bar association's feeling is that it has a responsibility for action to correct the evils outlined in the show since it co-operated in exposing these evils. At this meeting representatives from Moore and Ballard's group will be on hand to exchange views and get correlation work under way.

The bar association is planning specific action to remove causes of delinquency and also plans to set up a co-ordinating staff of paid experts to channel all activities against juvenile delinquency and act as watch dogs in the future to see that bad situations corrected do not again come into being.

While all this activity is going on, WBBM plans to sit in an advisory capacity and help co-ordinate activi-

## Soapies Drive Him To Destruction

CLINTON, Ia., Aug. 30.—Ezra E. Adams, of this city, let his feelings go a bit on soap opera programs, and besides the damage to his radio and trailer home he had to pay a \$10 fine.

Police Chief Herman Thomsen reported that Adams rammed his fist thru the family radio, took a hammer and really finished the job, then threw eggs at random around his one-room trailer.

Fined for disturbing the peace, Adams pleaded guilty and explained that he worked nights and tried to sleep in the daytime but the soap opera programs bothered him.

## Amer. Tob. Buys "Show of Year"

NEW YORK, Aug. 30.—American Cigar and Cigarette Company subsidiary of American Tobacco Company, has contracted to sponsor *Show of the Year* for 39 weeks over the National Broadcasting Company (NBC). Show will go into the Wednesday 10 p.m. slot now occupied by *Big Story*, and will buck Bing Crosby in the east on ABC. Sullivan, Stauffer, Colwell & Bayles is the agency.

Status of *Big Story* is uncertain. It was reported that time for lifting the option on *Story* has been extended for two more weeks. In the event *Story* is dropped, it will mean a considerable loss in ATC billings to Foote, Cone & Belding, inasmuch as SSC&B is handling the show.

## Schubert Waxes Kildare Platter

HOLLYWOOD, Aug. 30.—Program packager Bernie Schubert last week cut an experimental audition platter of *Dr. Kildare* air show, based on the motion pic series produced by Metro-Goldwyn-Mayer. Featured in air version will be screen-stage actor John Beal and film character actor Harry Davenport.

Series, in which there has been a considerable amount of agency interest, must be approved by MGM, since flickery retains rights to title. If show's format is okayed, stanza will be produced jointly by Schubert and the Orsatti Talent Agency.

## CBS Sets Joan Davis For 1st Co-Op Comedy

HOLLYWOOD, Aug. 30.—Deal between Columbia Broadcasting System (CBS) and William Morris was set late yesterday whereby CBS will buy Joan Davis for a coast-to-coast co-op package. Final details are expected to be thrashed out next week when papers will be signed.

If deal does go thru, move adds to the growing trend of co-op bank-rolling and will give CBS its first comedy show to be sold on that basis.

Deal had been on and off for some weeks until yesterday's pact was set.

ties, air shows about progress of the campaign and continue to arouse listeners to take action instead of merely sitting back, listening and then doing nothing.



## Gagsters All Out For New Formats

(Continued from page 5)  
add a mother and grandfather. Last year he had father and Junior. Several years ago, incidentally, a mother character (Harriet Hilliard) was used in the skits.

New format of the Bob Hope show is expected to be clarified in a few days. At this writing there's a possibility that Jerry Colonna will be dropped. Also, a new band, Les Brown, is set, and Hope as "streamlining" the writing staff. He calls the maneuvers a "search for new minds." Fred Allen and his top writer, Bob Weiskopf, who succeeded Nat Hiken, are planning a new character for Allen's Alley.

Jimmy Durante program is being changed, too. The seg that last year was Durante-Moore will have Peggy Lee and Arthur Treacher, plus a choral group. The Gildersteeve show, too, is considered likely to get an overhauling owing to the fact that a new staff of writers is set. Gildersteeve's former scribblers now have other commitments.

RCA Victor show, which has been tested by the Schwerin method, already has been revamped and for the last few weeks has used guests in addition to Robert Merrill.

Sealtest has given Jack Carson carte blanche to work out new format ideas. One policy the new Carson show will adhere to is a ban against the burlesquing of guest artists. Whoever guests on the show will perform in keeping with his or her talents. Carson will also omit the Village Store idea of last year, and will air occasional skits portraying members of American professions and grades in home settings.

Pabst's Eddie Cantor program will be changed somewhat with the addition of Arnold Stang, who will drop the Milton Berle and Henry Morgan shows.

Line-up of format changes lends weight to the theory that radio changes considerably — altho such changes are not necessarily radical ones. It's been pointed out that those comics, for instance, who have gone along for years are able to do so not because radio suffers from a talent dearth, but because the top comics have had savvy and ability to change their program formats and ideas to suit the times.

## FM FOCUSES IRE

(Continued from page 5)  
ward negotiations between networks and Petrillo.

Rank-and-filers in FMA are "up in arms" on the issue, it became apparent this week on basis of reports flowing into Washington, and the pressure for some sort of convention action on the issue is viewed as growing fast. Cooler heads in FMA are seeking to guard against any ill-advised action that might mar proceedings which could lead toward an understanding with AFM on the FM issue.

Pre-convention interest continues at a high peak, and FMA officials here anticipate jam-packed sessions. Heavy emphasis in pre-convention plans is being placed on demonstrations of new FM receivers and transmitter apparatus.

## FM ASSN. QUIZZING

(Continued from page 5)  
of FMA and head of Commercial Radio Equipment Company operator of FM stations WASH here, and KOZY in Kansas City, voiced belief that simultaneous broadcasting of web shows would increase FM listening habits, but in the long run FM "will largely be developed as a commercial service by FM networks and independent stations without AM network affiliation." Dillard is head of Continental Network, an FM web.

# AFRA Asked To Probe Loss Of Jobs Thru E.T.'s, Orks

NEW YORK, Aug. 30.—An inquiry into radio actor employment as affected by both transcriptions and the use of orchestras to replace singers has been ordered via resolutions passed at the recent convention of the American Federation of Radio Artists (AFRA).

Examination of the transcription problem was requested by delegates of AFRA's San Francisco local. Resolution asked the national board to appoint a committee to study the matter and report its findings to the 1948 convention. These findings, it was pointed out, would help in determining AFRA's position regarding open-end e.t.'s in 1948 negotiations. Frisco local indicated its belief that such transcriptions, produced in ever-increasing numbers, are a distinct threat to employment inasmuch as they can be peddled at prices considerably lower than those obtained for live shows.

### Other Resolutions

Another resolution asks the national board to determine how extensive is the use of musicians in jobs which properly fall within the jurisdiction of AFRA. Singers have

been replaced, it's claimed, by orchestras using musicians as choral voices.

A third resolution would provide increased revenues to the national and local boards. This would involve a revision of the dues structure. A reduction would be made in the differences between income brackets to lift the applicable dues rate. Resolution specifies that the revision be made effective not later than February, 1948.

Another resolution asks the locals to co-operate with the council of broadcast guilds and unions, which have proven helpful in co-ordinating and discussing information of benefit to labor. The national board also is asked to consider the formation of a council of broadcast unions and guilds on a national basis.

## Promotion Winners Selected This Week

(Continued from page 5)

every entry submitted—reports which will total a collection, analysis and "primer" of radio promotion. In addition, all entries will be on exhibit September 3 at the Waldorf-Astoria, New York, and winners will be shown at The Billboard's NAB booth in Atlantic City. Come one, come all.

### List of Judges

And here's a list of the advertiser-agency executives who are going to pick the tops in radio-television promotion:

Advertiser Panel: J. M. Allen, Bristol-Myers Co.; J. Ward Maurer, the Wildroot Co.; Albert S. Dempe-wolf, Celanese Corp. of America; Mrs. Ella B. Meyers, General Foods Corp.; Seymour Ellis, Philip Morris; George Potter, Prudential Insurance; Robert Healy, Colgate-Palmolive-Peet; John Hilman, Lever Bros.; W. M. Ramsey; Procter & Gamble; Harvey Manns, Sterling Drug, Inc., and Richard Rettig, Whitehall Pharmacal.

Agency Panel: Douglas Coulter, Foote, Cone & Belding; William B. Lewis, Kenyon & Eckhardt; Walter Craig, Benton & Bowles; Chester MacCracken, Doherty, Clifford & Shensfield; Wickliffe Crider, Batten, Barton, Durstine & Osborn; Linnea Nelson, J. Walter Thompson; Kendall Foster, William Esty; Stanley Pulver, Dancer - Fitzgerald - Sample; Carlos Franco, Young & Rubicam; Tom Revere, Donahue & Coe; John Hymes, Biow Co.; Ray Sullivan and Don Stauffer, of Sullivan, Stauffer, Colwell & Bayles, and Frank Kemp, Compton Advertising.

## Soap Opera on NBC Added to Toni Chain

NEW YORK, Aug. 30.—Toni Home Permanent Wave Company this week added a new link to its expanding chain of network programing signing with National Broadcasting Company (NBC) for a 15-minute daytime slot across the board starting in October.

Its new program will be a soap opera and will fill half of the 11-11:30 a.m. period formerly occupied by the Fred Waring show.

## 10%-ERS INFLUENCE

(Continued from page 6)

lies in the hands of the talent agency and top performers who help formulate ideas, formats, etc.

Networks, it's pointed out, can never get out of the program picture, for the nature of their licenses makes them accountable for public service programing and the policing of their air; ad agencies too, must continue a high interest in program formats and talent generally; but in the highly specialized field of popular talent development and control William Morris, MCA and sundry lesser 10 percenters—whose financial interest makes mandatory the promotion and guidance of every Joe on their books—will continue to make key contributions.

# N. Y. News Ending WNEW Tie With Own Stations Due in '48

NEW YORK, Aug. 30.—The Daily News, which expects to have its own FM and television stations on the air next year, is reported breaking its tie-up with WNEW at the expiration of the current contract in December. Under the agreement, The News has been providing around-the-clock five-minute news programs every hour on the half hour to WNEW, with special bulletins when necessary. The service has been underwritten by the newspaper at a reported cost of \$200,000 a year.

The paper, which set up a special broadcast desk when its initial arrangement was made with the station some years ago, has been considering the elimination of the service for

some time. With their own two stations soon becoming actualities, the men who have worked on the broadcast desk under the supervision of Carl Warren would be pressed into service in both stations. Many of them will form the nucleus of the news and special events departments of the two News outlets.

### New WNEW Tie-Ups

Meanwhile WNEW has effected tie-ups with two other New York dailies, PM and Journal-American, on programs other than news. The former is tied in with a Disk Jockey Derby promotion, while the latter ties in with a comic strip presentation. However, should the news coverage with The Daily News terminate, it is assumed that one of the two latter papers might step into the spot.

## Petrillo Turnabout On FM Hoped For

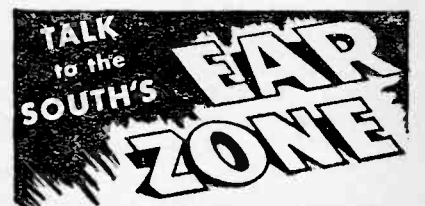
(Continued from page 5)

ald, vice-president and general counsel, ABC; Frank K. Hoyt, vice-president and treasurer, Columbia Broadcasting System (CBS), and Julius F. Brauner, general counsel, CBS.

The Justice Department is expected to withhold any findings until some time after the September 9 conference between web officials and Petrillo.

### NAB Absent

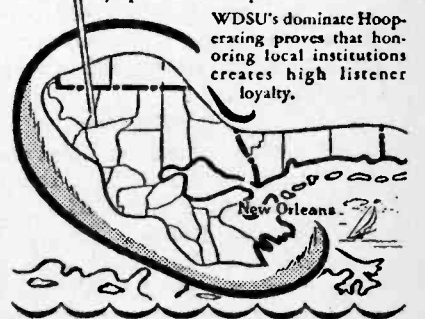
Noticeably absent from Thursday's conference were representatives of the National Association of Broadcasters (NAB) Executive FM Department. NAB is avowedly viewing the problem as one between the webs and Petrillo. At the same time NAB's Executive FM Department is pushing its policy of giving "all possible encouragement" to FM broadcasting. The FM committee commended for NAB convention consideration a series of suggestions to implement policy on FM programing and business aspects, including a study to devise a "simple economical method of measuring FM receiver ownership in a given area," a survey of current rate practices among FM stations, encouragement of "more extensive daily schedules than the minimum for FM stations now provided by FCC regulations," and equal information for FM station owners and AM broadcasters. The NAB FM group is under direction of Arthur C. Stringer.



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

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

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



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

## WHO'S THE HOT NUMBER?

That's what everybody wants to know when they see you in a stunning, glossy Moss photo reproduction! And so kind on your pocketbook, too!

8x10's, 5c ea.  
In 1000 Lots  
**POSTCARDS, 2c ea.**  
In 1000 Lots  
Mounted Blow-ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea.

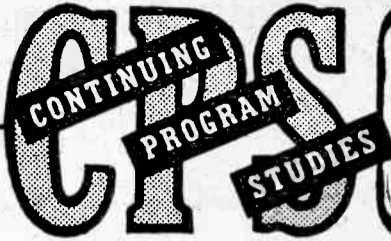
Write for FREE Samples and Price List B.



**MOSS PHOTO**  
155 W. 48th St.  
BR 9-8432-3498 N. Y. C. 10

Part I

The Billboard



DAYTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 daytime shows and first three Saturday afternoon shows in August 15 Hooper report.



'Ma Perkins' Is Best Buy In Soapies

Leads Field by Big Margin

NEW YORK, Aug. 30.—Best buy in the line-up of soap operas is Procter & Gamble's *Ma Perkins*, according to the Talent Cost Index based on the August 15 program Hooperatings report, a feature of the Continuing Program Studies prepared by *The Billboard* in co-operation with the C. E.

Hooper organization. *Perkins*, blessed with a low production cost, delivers at the rate of \$203.13 per point. Excellent showing of *Ma Perkins* is pointed up by comparing it with *Big Sister*, whose tab is picked up by the same bankroller. *Sister* ranks second in rating to *Perkins*, the respective scores being 5.3 and 6.4. But *Sister* delivers at the rate of \$471.70 per point—more than twice as expensive as the top-per.

No program approaches *Perkins* from the standpoint of low cost per point. A batch are in the \$300 to \$400 class, including Whitehall Pharmacal's *Helen Trent*. Latter scores as well as *Big Sister* rating-wise, but shows up much better when cost per point is estimated. The figure for the Whitehall opus is \$339.62, more than \$100 cheaper than *Sister*.

In \$300-\$400 Class

In the \$300 to \$400 per point class are *Young Widder Brown*, scoring 4.9 and costing an estimated \$326.53 per point; Kellogg Company's *Breakfast in Hollywood*, with a 4.5 Hooper and a cost of \$333.333; *Our Gal Sunday*, *Stella Dallas* and *Backstage Wife*, each with 5.0 and a per point rate of \$350.

Remaining shows on the chart bounce up to considerably higher costs. Procter & Gamble's *Pepper Young*, for example, is figured at a per point cost of \$588.89, and General Foods' *Portia Faces Life* at \$625.

Top three Saturday daytime programs are Pillsbury Flour's *Grand Central Station*, with a score of 5.6; Armstrong Cork's *Theater of Today*, rated at 5.0, and Sheaffer Pen's *Adventurers' Club*. *Grand Central Station* shapes up as easily the best buy, with a per point nut of \$392.86 as compared with \$500 for the Armstrong show and \$625 for Sheaffer Pen's baby.

Program Sponsor, Agency, Network and Stations	Hooperating	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
MA PERKINS Procter & Gamble Oxydol D-F-S CBS 75	6.4	NSP—ABC NSP—MBS NSP—NBC	\$1,300	\$ 203.13	*
BIG SISTER Procter & Gamble Ivory Soap Compton CBS 68	5.3	Baukhage Talking, LN, Co-Op—ABC Cedric Foster, LN, Co-Op—MBS NSP—NBC	\$2,500	\$ 471.70	*
HELEN TRENT Whitehall Pharmacal Heat Lintment, Kolynos, Bisodol D-F-S CBS 84	5.3	NSP—ABC NSP—MBS NSP—NBC	\$1,800	\$ 339.62	*
OUR GAL, SUNDAY Whitehall Pharmacal Anacin D-F-S CBS 84	5.0	NSP—ABC NSP—MBS NSP—NBC	\$1,750	\$ 350.00	*
YOUNG DR. MALONE Procter & Gamble Crisco—Compton Drift—D-F-S CBS 45	5.0	NSP—ABC NSP—MBS NSP—NBC	\$2,500	\$ 500.00	*
BACKSTAGE WIFE Sterling Drug Energine Cleaning Fluid Dr. Lyon's Tooth Powder D-F-S NBC 142	5.0	Paul Whiteman—ABC Hint Hunt—CBS NSP—MBS	\$1,750	\$ 350.00	\$.61
STELLA DALLAS Sterling Drug Various Products D-F-S NBC 142	5.0	Paul Whiteman—ABC Hint Hunt—CBS NSP—MBS	\$1,750	\$ 350.00	\$.63
RIGHT TO HAPPINESS Procter & Gamble Ivory Soap Compton NBC 142	5.0	Paul Whiteman—ABC NSP—CBS NSP—MBS	\$2,250	\$ 450.00	\$.87
LORENZO JONES Sterling Drug Various Products D-F-S NBC 142	4.9	Eddie Duchin—ABC NSP—CBS NSP—MBS	\$2,000	\$ 408.16	\$.75
YOUNG WIDDER BROWN Sterling Drug Haley's M-O Phillips' Toothpaste D-F-S NBC 142	4.9	Dick Tracy, LN, MA, Co-Op—ABC NSP—CBS NSP—MBS	\$1,600	\$ 326.53	\$.55
WHEN A GIRL MARRIES General Foods Sanka Coffee—Y&R Certe—B&B NBC 76	4.7	NSP—ABC NSP—CBS NSP—MBS	\$2,300	\$ 488.36	*
BREAKFAST IN HOLLYWOOD Kellogg Kellogg's All Bran K&E ABC 235	4.5	Arthur Godfrey—CBS NSP—MBS Fred Waring (TTF)—NBC	\$1,500	\$ 33.33	\$.02
PEPPER YOUNG'S FAMILY Procter & Gamble Camay Soap—P&R Tide—B&B NBC 130	4.5	Paul Whiteman—ABC NSP—CBS NSP—MBS	\$2,650	\$ 588.89	\$.99
PORTIA FACES LIFE General Foods Post Bran Flakes, Post Raisin Bran—B&B Instant Postum—FC&B NBC 87	4.4	NSP—ABC NSP—CBS NSP—MBS	\$2,750	\$ 625.00	*
MY TRUE STORY Libby, McNeill & Libby Various Products JWT ABC 198	4.3	NSP—CBS NSP—MBS Katie's Daughter—NBC	\$2,000	\$ 465.12	\$.91
AUNT JENNY Lover Bros. Soy, Lux Soap R&R CBS 61	4.3	Welcome Travelers—ABC Victor H. Lindlahr—MBS NSP—NBC	\$2,000	\$ 465.12	*
JUST PLAIN BILL Whitehall Pharmacal Anacin D-F-S NBC 57	4.3	NSP—ABC NSP—CBS NSP—MBS	\$2,000	\$ 465.12	*
LIGHT OF THE WORLD General Mills Cheerios D-F-S NBC 48	4.3	Bride and Groom—ABC Rose of My Dreams—CBS NSP—MBS	\$1,800	\$ 418.60	*
TOP THREE SATURDAY DAYTIME PROGRAMS					
GRAND CENTRAL STATION Pillsbury Products Various Products McC-E CBS 131	5.6	NSP—ABC NSP—MBS NSP—NBC	\$2,200	\$ 392.86	\$.52
THEATER OF TODAY Armstrong Cork Co. Armstrong Floor Coverings BBD&O CBS 154	5.0	NSP—ABC NSP—MBS NSP—NBC	\$2,500	\$ 500.00	\$.69
ADVENTURERS' CLUB Sheaffer Pen RMS CBS 157	4.6	NSP—ABC NSP—MBS NSP—NBC	\$3,000	\$ 625.00	*

Average audience rating is 3.5, as against 3.3 last report, 3.9 a year ago. Average daytime sets-in-use reported are 14.3, as against 14.4 last report, 14.3 a year ago. Average available homes is 89.3, as against 89.3 last report, 76.9 a year ago. Number of sponsored hours is 87 1/4 as against 86 1/2 last report, 83 1/4 a year ago.

\* Insufficient data.  
NSP—No Sponsored Programs.  
LN—Limited Network.  
MA—Moving Average.

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

Indiana Univ. Surveys Tastes Of Small Towns

CHICAGO, Aug. 30.—Results of a survey completed recently by the radio department at Indiana University (Bloomington, Ind., pop. 25,000) point up a number of significant factors concerning small-town radio. Preferences survey conducted by H. J. Skornia, radio director of the school, is significant in itself because it penetrates an area largely untouched by Hooper and other national surveys, and also because of the magnitude of the tests. More than 5,000 phone calls were made in Bloomington area by 60 students of the radio department. Questions were similar to those used by Hooper. Results of the survey, according to Skornia, indicated:

(1) The average listener doesn't know a great deal about radio and doesn't want to be informed or educated by it—he is not interested in the rest of the world.

(2) Serials are most important to shut-ins and those living in isolated locations. (3) Some listeners were worried about influence of crime drama on young people. (4) Townspeople and farmers like to be questioned as to their tastes (farmers were 100 per cent co-operative).

Questionees were divided into 25 occupational fields. Skornia lives in this area, comparatively untouched by radio research.

Jean Tennyson Show Is Yanked by WNYC

NEW YORK, Aug. 30.—*Jean Tennyson's Studio Party*, which premed a couple of weeks ago on WNYC, city-owned station, was yanked this week. Miss Tennyson withdrew the show after it had been pulled off the air for an overhauling.

At first, it was planned to bring the program back September 22, possibly as a recorded show, but subsequently Miss Tennyson decided to drop the idea, for the present, anyway. During the two weeks it was on, the program had its troubles, getting a pasting in the press.

Heard by most...

Preferred by most

**KWKH**  
SHREVEPORT  
50,000 WATTS  
Represented by The Branham Co.

REAL PROFESSIONAL  
8x10 PHOTOS  
\$2.95 FOR 25  
SEND NEGATIVE OR GLOSSY PRINT  
Negative Charge \$1.30 first order  
100 POST CARDS \$2.95  
50% CASH WITH ORDER BALANCE P.O.D.  
**GLOBE PHOTOS**  
P.O. BOX 1242 BALTIMORE 3, MD.

# Institutional Copy Replacing Coca-Cola Plugs

NEW YORK, Aug. 30.—Coca-Cola program featuring Percy Faith and Ginny Simms on Sundays, 6:30-7 p.m., over the Columbia Broadcasting System, will begin using strictly institutional commercials in four or five weeks. Spokesman at D'Arcy Agency, which handles the account, stated the new copy would be very brief, with no selling pitch whatsoever.

Coca-Cola commercials currently plug sales, altho the copy is considered in good taste as to brevity and content. Reason for the switch is believed to be in line with sponsor's wish to keep the program on as high a level as possible.

# Sylk Bros. Set TD ET's on Own WPEN For Own Drug Co.

PHILADELPHIA, Aug. 30.—Sun Ray Drug Company, giant drug chain spreading from here along the Eastern Seaboard, whose owners will be the new owners of the indie WPEN when the Federal Communications Commission okays the buy, returned to big-time radio sponsorship for the first time in many years with the purchase of the hour-long Tommy Dorsey disk jockey show. WPEN, which the Sylk brothers owning the drug chain expect to take over by the end of the year, is exclusive franchise holder for the Dorsey package.

Seg will be slotted weekdays at 2 p.m., starting September 8 with Dorsey skedded to make a personal appearance on his platter package September 10. Advance campaign also includes window displays in the 200 Sun Ray stores in the area, posters, billboards, subway-train and street car ads, and courtesy spots on the air.

Also of significant trade interest here is the fact that the Dorsey package was set thru the J. M. Horn Advertising Agency here. Phil Klein Agency has had the account to itself for many years and this is the first time that an outside agency has been able to bite into it. Klein agency head, was originally mentioned as part of the drug chain combine having part of the almost a million-dollar melon it took to buy the station and its FM adjunct from the *Bulletin* newspaper now operating the station. *Bulletin* also is waiting for FCC nod to take over WCAU, local CBS outlet which it bought earlier this year.

NEW YORK, Aug. 30.—Looks on *Trial*, which has been aired via recordings over WHN all summer, goes live again September 15. The show, formerly bankrolled by the Literary Guild of America, will continue as a sustainer.

**GLOSSY PHOTOS AT 5c EACH**

When you want quality and fast service, order from the Quality Photo Service.

500 8"X10" .....\$27.50  
1000 8"X10" ..... 50.00

Photo Post Cards in quantity at 2/4¢ each Negative charge of \$2.00 on first order.

Send Negative or Glossy Photo. Send 1/2 deposit with order; balance, plus postage, C. O. D.

**QUALITY PHOTO SERVICE**  
Perkins St. BRISTOL, CONN. Box 42

Part II

The Billboard



## NETWORK PROGRAM Reviews & Analyses

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



### The Pause That Refreshes on the Air

Reviewed August 17, 1947

**THE COCA-COLA COMPANY**  
Felix W. Coste, Dir. Advg.  
Thru D'Arcy Advg. Co., Inc.  
Archie Lee, Account Executive

Via CBS

Sundays, 6:30-7 p.m.

Estimated Talent Cost, \$14,400; producer-director, Paul Louis; writer, Edmond Anderson; announcer, Durward Kirby; conductor, Percy Faith. Host: Roger Pryor; star, Ginny Simms.

Current Hooperating of the program (started August 17).....None
Average Hooperating for shows of this type (Popular Music)..... 5.1
Current Hooperating of show preceding ("Silver Theater")..... 3.8
Current Hooperating of show following (Gene Autry)..... 4.2
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>
ABC: "Greatest Story Ever Told"..... 2.1
MBS: "Nick Carter"..... 4.6
NBC: "Ellery Queen"..... 3.6

#### ABOUT THE ADVERTISER

During the war period Coca-Cola's radio advertising budget was cut sharply, owing to the shortage of sugar. In 1945, for instance, the figure was in the neighborhood of \$2,775,000. In 1946 the radio budget dropped to slightly more than \$2,000,000. In both 1943 and 1944, the budget exceeded \$4,000,000. This year, however, Coca-Cola comes back sharply into the network radio picture. In addition to the Percy Faith program the sponsor will bankroll another show over CBS, scheduled to start in October. At this writing the exact programing set-up has not crystallized. In the years from 1943 to 1946, Coca-Cola spent annually in excess of \$1,000,000 for magazine advertising.

Percy Faith's Coca-Cola program over the Columbia Broadcasting System is certainly one of the most refreshing musical half hours on the air, and no pun is intended. Faith, the musical director who is also doing the Carnation program over the National Broadcasting Company, is gifted with brilliance and taste. His arrangements are superlative, and he is apparently able to inspire his musicians to deliver a plus value, something beyond what is expected of the routine studio orchestra.

The program includes Roger Pryor, who handles his assignment as host in good fashion, and warbler Ginny Simms, who can deliver a tune in an ingratiating manner. However, Faith's musicianship stands out above all. Miss Simms, incidentally, was most effective on this show in her interpretation of *Summertime*, one of three in a Gershwin medley. Her rendition of Hoagy Carmichael's *Stardust* was not nearly so impressive. Other musical fare on the program included the *Mexican Hat Dance*, Cole Porter's *Concentrate on You*, a new version of the old ballad, *Temptation*, and a tune from *Brigadoon*, *Almost Like Being in Love*. This line-up represents a very palatable listing of standards, and with the Percy Faith treatment they prove arresting.

Commercials on the program are

### The Ghost and the Bell

Reviewed August 25, 1947

Sustaining Via NBC

Monday, 10:30-11 p.m., August 25, 1947, only.

Estimated Talent Cost: \$3,500; director, Ed King; writer, B. Edgar Marvin; music, Morris Memorsky; cast: Arnold Moss, Donald Buka, Peter Cappel, Juano Hernandez, Edgar Baley, Alice Yourman, Gay Meredith, Joseph Boland.

Average Hooperating for shows of this type (Dramatic)..... 5.4
Current Hooperating of show preceding ("Contented Program")..... 4.4
Current Hooperating of show following.....Not Available

#### CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Montgomery vs. Williams"..... 7.5
CBS: "Bob Hawk Show"..... 5.2
MBS: Sustaining.....None

*The Ghost and the Bell*, a dramatization intended to focus attention on injustices in the public's attitude toward lepers or victims of Hanson's Disease, was a forceful and at times controversial document. This particular program, produced in co-operation with the American Legion Auxiliary, told the story of a veteran of World War II who acquired the disease in the Philippines. While the affliction in many cases can be rendered non-communicable, and even tho it is not the dread killer falsely described in so many writings, victims have been subjected to segregation and social stigma. The NBC drama pointed the way to an educational campaign.

The NBC drama also raised some controversial points—for it was apparent from the program's script that a large segment of the medical fraternity is either in favor of—or acquiesces to—the layman's phobia and insistence upon segregation.

#### Well Produced

Technically, *The Ghost and the Bell* was well produced. Director Ed King used a combination of narrative and drama to bring out the poignancy of the position in which victims of the disease find themselves. Education on such a subject is always timely—but it is somewhat more so currently due to the fact that a number of veterans of World War II contracted the disease in the Pacific Theater of Operations.

Not the least effective of the dramatic elements in the program was the musical background. Ditto for the symbolic treatment given the narrator. He represented a "ghost," or in other words the superstition held by the public. The bell in the title referred to the fact that in ancient days such a noisemaker was carried by victims to warn others of their approach.

The cast put a lot of moxie into their performance with Arnold Moss very good in the lead.

Paul Ackerman

in good taste, pitched on such angles as the fact that more and more factories and offices are installing Coca-Cola coolers. Altho the selling is by no means aggressive, within a fairly short time the D'Arcy Agency will switch to strictly institutional copy, even briefer than that now being used.

Paul Ackerman.

### Mr. Keen, Tracer of Lost Persons

Reviewed August 28, 1947

**WHITEHALL PHARMACAL COMPANY**

(Proprietary Drug Division)  
R. G. Rettig, Advg. Mgr.

Thru Dancer-Fitzgerald-Sample, Inc.  
F. K. Bern, Acct. Exec.

Via CBS

Thursday 8:30-8:55 p.m.

Estimated Talent Cost: \$3,000; production supervised by Frank and Anne Hummert; director, Richard Leonard; writer, Lawrence Klee; announcer, Larry Elliott; music, Al Rickey's orch.; cast: Bennett Kilpack (Mr. Keen), Jim Kelly (Clancey); (following are cast of first production, *The Case of the Man Who Traveled With Death*): John Lady, Vivian Smolen, Walter Greaza, William Zuckert, Florence Freeman, Joseph Curtin.

Current Hooperating for the program (Starts August 28).....None
Average Hooperating for shows of this type (Mystery Drama)..... 5.8
Current Hooperating for show preceding ("Suspense")..... 7.5
Current Hooperating for show following ("Johns-Manville" 8:55-9)..... 4.0
(Lawyer Tucker" 9-9:30)..... 5.0

#### CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "America's Town Meeting"..... 3.2
MBS: "Sustaining".....None
NBC: "Langford-Dragon"..... 5.3

#### ABOUT THE ADVERTISER

Whitehall Pharmal is a subsidiary of American Home Products Corporation which last year ranked fifth among radio advertisers, spending \$6,688,000 for air shows. The firm also invested \$1,895,000 for magazine advertising. Whitehall's share of these expenditures was \$5,998,000 for radio and \$1,600 for magazines. Other Whitehall network shows have included "Real Stories," "Story of Helen Trent," "Ellery Queen," "Just Plain Bill" and "Front Page Farrell."

Back from his hiatus, Mr. Keen has resumed his weekly tracing of lost persons for Whitehall Pharmal over CBS. The low-budget whodunit series, which consistently draws an attractive rating, marked its return with a pedestrian offering called *The Man Who Traveled With Death*.

The old perfect-crime chestnut was dragged out and warmed over, with the astute Mr. Keen taking 25 minutes to learn what most listeners must have grasped by the midway mark: That the victim was poisoned by licking the goo on an envelope. The trimmings on the show had all the earmarks of a noontime melodrama, what with the chief suspects being young lovers, and the girl's father pointing the accusing finger at the boy in the case. But Mr. Keen's powers of deduction saved the day, and even led to a reconciliation between the father and the boy friend.

Whitehall crammed in its usual generous number of commercials, starting with a cow-catcher for Bi-So-Dol and then plugging Anacin and Kolynos thru the show. The Anacin pitch made the standard comparison with a doctor's prescription, while Kolynos was said to have a mouth-wash effect built-in that sweetens the breath.

Mr. Keen could use a little more ingenuity built in to sweeten the show.

Sam Chase

EVER SINCE the FCC's color decision, television interests have begun more and more clearly to see the light and look hopefully to the future. With the increased production of post-war receivers, with the rapidly quickening rate of new station openings, our many years of striving to keep interest alive and maintain the glowing spark of public interest seems to be paying off. It brings with it the impulse to emit a tremendous sigh.

In the years of television already past, certainly film, studio and field programs all have contributed to over-all programming. But, as in the early days of radio, field programs seem to have been the most powerful in catching the public eye. Tho at first it was difficult to determine the proper proportions for these three different types of programs, film, field and studio now seem to have achieved their proper places in the over-all perspective of television. One thing is certain—unlike radio, television never will relegate field programs to a secondary position.

Burke Crotty, who enlisted in the army in June, 1943, and returned to NBC a year ago, has been with that network since 1930. Before joining the television department he was assistant photo editor and later photo editor of the press department.

Appointed special events producer in NBC television in 1939, he was responsible for the operation of the mobile unit trucks and supervised the production of many of NBC's televised baseball, hockey and basketball games, tennis, wrestling and boxing matches.

A native of New York, Crotty lives in Redding, Conn. He is married and has one daughter.

Each year since the birth of television at NBC there has been some development tending to enhance the position and stability of television in public acceptance. But while these developments have occurred in each

### Video Workmen—No. 11 in a Series

## Bigger Field Programs To Play Major Role in Video Progress, Declares Burke Crotty, of NBC

By Burke Crotty

Director of NBC Television Field Programs

of the three branches of television programming, it has been in field programs that the most surprising advances have occurred. Remarkable strides have been made since NBC's two huge original pick-up units rumbled into the 1939 World's Fair grounds and started us on our television career.

At that time we used the iconoscope camera. But NBC, quick to realize the shortcomings of this type of pick-up unit for outside work, developed the first orthicon camera over six years ago. Even then we were dissatisfied. RCA engineers continued their development work, and on October 25, 1945, the first image orthicon camera was demonstrated to the press at NBC's famous television Studio 3-H in the RCA Building. The image orthicon camera opened a good deal wider the door to perfection. But perfection is something we have not ceased striving for.

Perfection is, perhaps, an unattainable goal. But our research and development are going on. And we are ever getting closer. What we hope for is truly portable equipment—light, fast, flexible and easily set up. What we want is to be sure that we will never miss a pick-up because our set-up time is too short or our power supply unavailable or our equipment too cumbersome. Tho we certainly have not reached this goal, we just as certainly have come

a long way toward reaching it. Nowadays we come and go to an increasingly large assortment of events. We get there faster, we get there more unobtrusively. Our cumbersome lighting equipment of a few years ago has disappeared from the scene. Cables and floodlights no longer clutter up our working area. We are not yet truly mobile. But we are getting that way.

And just as we have made strides in the technical aspects of our remote pick-ups, we have progressed in our programming concepts. Our foremost object is to take the viewer out of his home—put him right at the scene of a joint session of Congress or a baseball game or a political convention. Our recent pick-up from a submerged submarine at the Brooklyn Navy Yard would have been impossible a few years ago. So would our two-way pick-ups from Washington.

A few years ago we could never even have considered a pick-up such as we had recently when we showed both the take-off from New York and the landing in Washington of an army pursuit plane.

We at NBC are justifiably proud of our long list of television "firsts." In looking back on our more than 1,000 remote pick-ups, there's no doubt that we have majored in sports. But, after all, that's what the public has wanted primarily. And we haven't done sports to the exclusion of all else. Parades, major political events,

holiday celebrations, human interest stories of many kinds—we have not forgotten these. They pass before our lenses in increasing numbers. And their number will increase as our mobility and our facilities for unscheduled coverage are improved.

### First Things First

Here at NBC we have followed a very definite policy of "first things first." We have not wanted to trip over ourselves in our haste to do more than we were able, and I don't think we have. We have given our audiences what we believed they have wanted to see during our comparatively limited time and with our comparatively limited equipment. It has been a "majority rules" programming policy. Tho we shall have to continue this policy for some time, we are by no means blind to its shortcomings, and soon, with broadened schedules and improved equipment, we will vastly increase the scope of our program. Already we have begun to build our own remote pick-up programs. We are no longer doing simply the obvious.

One of our most formidable obstacles of the past was the narrow geographic limits within which we could work. We used to be restricted to the New York area for our pick-ups. But this obstacle is rapidly falling away. Now we go regularly to Washington for important stories, and points in between are not beyond our reach. Boston and intermediate points soon will be sending us programs. The Midwest and even the West Coast no longer are nebulous objectives of the inaccessible future. As the network grows, they are definitely within sight.

With the expansion of the network, field programs take on increased importance. For television can "bring the world into your home." And it will be field television that will be most important in showing the people of the world what their world looks like.

# It happens at the Waldorf

If you're not on hand to see the complete exhibit of entries in The Billboard's 10th Annual Radio Promotion Competition at the Waldorf-Astoria on September 3 . . .

## You won't want to miss

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**The Billboard Booth, NAB Convention, Atlantic City, Sept. 15 thru 18**

# WESTERN UNION'S TV PLANS

## Program Calls For Microwave System Set-Up

### Pushes Toward Tele Relays

CHICAGO, Aug. 30.—General agreement that video networks are among the greatest needs of television stations now in operation, or planning to get into operation in the future, was reached by representatives of 13 newspapers which either are operating video licenses or have CP's at a meeting at the Palmer House here Thursday (18). Feeling was that without networks stations will not be able to program successfully and that cost of operations without nets would be prohibitive.

Those attending the meeting got good news regarding chances for the formation of a network from E. Z. Ziesel, Chicago division commercial manager of Western Union. Relaying information received this week from his New York office, Ziesel stated, "Western Union's present planning calls for microwave systems between New York and Chicago via Albany, Cleveland and Detroit; via Pittsburgh, Cleveland and Detroit, and via Pittsburgh, Cleveland and Detroit, and via Pittsburgh, Cincinnati and St. Louis."

"The Western Union is also moving, as rapidly as possible, to become a common carrier of television relay programs and expects to have radio equipment available (for transmission of programs) in about six months."

"When the towers and buildings are completed along the routes previously mentioned, the telegraph company hopes to be able to offer television relay service, either on a leased basis to individual broadcasters or to networks, or as a common carrier service to stations that desire it for short intervals."

"It is believed that Western Union can offer this service at attractive rates and that it will be able to furnish such service as soon as anyone starts planning to enter this field."

Ziesel explained to *The Billboard* that the FCC has already approved construction plans for the relay network, and that in a few weeks WU expects to present to the commission proposed rates and other necessary information so that it can go ahead with network transmission within six months. Plan is to relay programs in the 3,000 to 4,000 m.c. bands. Ziesel stated that all equipment was ordered and that delivery was assured. He did not know what rates would be.

Amazing thing about the WU network according to those at the meeting, is the plan to sell time for short intervals, to individual stations or to

## Review

### Frank Wood, Private Detective

Reviewed Wednesday (20), 7:30-8:05 p.m. Mystery drama presented, sustaining on WBKB, Chicago.

Here's a show that could be good enough for any bankroller right now. Presented by the Affiliation of Television Actors, a local stock company group whose members have had radio and stage acting experience, series features original mystery stories written by Marty Lundquist, and casts Gordon Urquhart as a private detective who gets himself involved in various adventures. Tonight's show, produced by Bruno Vesota and George Mitchell and directed by Lorraine Larson, concerned itself with foiling of a plot to kill a sea captain who returned from the Far East with a fortune in black pearls.

The captain, played by Mitchell, eventually got away with his life after being attacked in a hotel in which Wood was the house dick. Other roles included Rolf Forsberg as the hotel clerk, Mary Ann Russell as the gal "heavy," and Martin Johnson and Joe Bellucci as two possible villains on which suspicion fell.

One of the best things about this series, from the standpoint of potential sponsor, is that it is good video entertainment that could be purchased for a talent cost of only \$40. Sets, because they are designed to do an effective job at a low cost, would be cheap.

True, writing could be improved so that in the future action and plot would be more plausible, and acting could be polished, but program illustrated again that video productions need not be expensive to be interesting and entertaining.

Cy Wagner.

## Oldsmobile Buys U. of M. Games on TV

DETROIT, Aug. 30.—WWJ-TV has signed for televising all University of Michigan home football games at Ann Arbor, sponsored by Oldsmobile. This is Oldsmobile's first television venture. Film commercials will be used. Agency is D. P. Brother & Company.

Paul Williams will be sportscaster and Jim Eberle director.

any groups of stations. According to those at the meeting this would make it possible for an agency or a sponsor to sign up stations on this circuit to carry shows before established nets such as NBC and ABC got into the picture with regular net service and would make the competition for net affiliates even more keen and open up the possibility of new video networks.

Acme, INS, AP and UP also had reps on hand to explain their plans for transmission of news shows to video stations. UP's representative explained its new plan to present in co-operation with Acme five-minute news shows, four times a day. Starting September 7 in New York and Schenectady, N. Y., stations will be supplied with two five-minute straight news shows, one five-minute feature on women's news and one five-minute documentary show. Plan is to send both script and wire photo pictures which can be shown simultaneously with scripts.

## General Foods Dropping Tele Shows for Research Job

NEW YORK, Aug. 30.—General Foods (GF) Corporation announced today that it will drop some tele sponsorship commitments for the fourth quarter of 1947 and undertake instead what may be the most extensive research job yet done on video. Howard M. Chapin, head of the General Foods television committee said the 8:30-9 Thursday evening time on National Broadcasting Company (NBC) outlet WNBT

would be dropped after September 25. GF currently has *Author Meets the Critics* in that slot, following another GF tele show, *Leave It to the Girls*.

Chapin said the move did not portend a "changing interest in television," explaining that the total tele budget was fixed in amount, and production retrenchment is necessary to carry out the survey. GF will continue to bankroll *Leave It to the Girls*, weather signals on DuMont outlet WABD and also will maintain co-sponsorship with Ford of the remaining Brooklyn baseball games, over WCBS-TV.

The proposed GF research job will be handled by the two agencies which have supervised its tele show, Young & Rubicam (Y&R) and Benton & Bowles (B&B). The agencies' research staffs have been meeting jointly for the past two weeks and have drawn up joint plans for the campaign, which were submitted late this week to GF for approval.

Purpose of the survey, according to a GF spokesman, is to amplify the firm's knowledge gained from its experimental teleproductions by adding quantitative and qualitative data on trade and consumer attitudes toward shows and commercials. Three leading research methods probably will be utilized: diary checks, coincidental checks and personal interviews.

Besides putting tradesters and home viewers under the microscope, the GF survey also will attempt to get a clear picture of the effectiveness of video to viewers in bars and other public places. Interviews will be conducted right in the bistros showing television.

From the qualitative angle, the research will attempt to discover consumer and trade attitudes on various types of shows now available, their pro and con feeling toward specific shows, and what they feel should be on video that isn't. Same type of questioning will be used for commercials.

Quantitative questions will delve into the number and make-up of video audiences, their income brackets, frequency of viewing, use of home receivers when guests are present, etc. The investigation also will make a thoro census of receivers currently being used as well as the number to be produced, by manufacturer and location, and covering both home and public viewer models.

## Coast Philco Distrib Sets Huge Tele Hyp

### 26-Week Sked of 8 Shows

HOLLYWOOD, Aug. 30.—Philco's largest distributor, Gough Industries, reportedly will spend more than \$100,000 weekly on tele programs here for the next 26 weeks, kicking off with eight new shows on Paramount's KTLA. Program block will be launched Monday (1). Plum of producing these eight series goes to Larry Finley, of Finley Transcriptions.

Noteworthy among Gough's shows is a series (Monday, Wednesday, Friday, 7:00-7:30) featuring disk jockey Al Jarvis. For tele, platter-spinner Jarvis turns flicker flasher, using pic soundies instead of his usual wax wares. Three-minute reels feature personalities such as Rudy Vallee, Gertrude Niesen, etc. Jarvis also will use record names as gueststars. Since he is credited with being the nation's first disk jockey, Jarvis's step into tele may well be the start of a video trend. Seg remains unnamed. Gough will run a title contest, using Philco receivers as prizes.

Other series include *Star Views* (Hollywood chatter), featuring Lois Andrews. As she chats about screen personalities, their stills will be flashed on. Remaining shows are a home economics seg with Phyllis Frost: *Tele Beauty*, do's and don'ts on fem make-up; *Meet the Dons*, sports seg; *You'll Be Sorry*, audience participation show with prizes for studio and home lookers; *For Kids From Six to Sixty*, animated cartoons, and a film adventure serial.

### Remote Pickups

In addition to these eight, Philco-Gough will sponsor the remote pickups of the Dons, pro footballers.

Distrib's move into video banking is based upon the premise that its the type of entertainment tele offers that will sell sets. Idea of fostering tele programs to peddle receivers is similar to that followed by RCA Victor, which has been pouring heavy coin into tele, via distributors and dealers, to help stations foot the program bill.

Indicative of Coast tele's growth is KTLA's announcement that it is adding two members to its staff. Albert V. Cole, formerly with NBC's tele field division in New York, will handle Paramount's remotes and all the Philco shows. Fred E. Hamlin ex-Associated Press man, will take the post of station's news editor.

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CROSBY BROADCASTING CORPORATION

# DISK BIZ DOINGS POP AND BREW

## Selvin Goes To Columbia Under Sacks

### Higgins to Coast; Ayres Up

NEW YORK, Aug. 30.—Ben Selvin, former director of artists and repertoire for Majestic Records and prior to that recording director for Muzak, will join Columbia Recording Corporation (CRC) about the second week in September as manager of popular a. and r. duties under Manie Sacks, veepee and director of the entire pop a. and r. operation.

At the same time, Columbia announced that Mitchell Ayres would be moved up to become assistant to Sacks and the musical director-advisor for the popular department.

Joe Higgins, who occupied the post to be filled by Selvin, has been named to take over-all charge of the West Coast offices. Higgins arrives in Hollywood this week to start his new duties.

### E.T. Work Later?

According to Sacks, present duties of Selvin will be confined to a. and r. chores. But he admitted that for the future, should Columbia Broadcasting System (parent of CRC) go into (See *Selvin With Sacks* on page 33)

## Receivership Expected To Save Sav-Way

DETROIT, Aug. 30.—Receivership for Sav-Way Industries (parent of Vogue Records), which followed initial claims of half a dozen small creditors against the company, may be the breathing spell that will save the organization. As analyzed here, the company, altho it expanded at a fast rate, is still sound. Assets are reported at \$2,216,182 with total liabilities, including a mortgage on the plant tentatively set at about \$750,000. Ratio of 3 to 1 is considered favorable for future prospects.

Sav-Way, meanwhile, is going right ahead with production plans—an order for 25,000 units was booked into its affiliate kiddie-wagon department Tuesday (26). Thomas E. Safady, president, was to confer with Decca officials late this week to get the final okay on running off the first 100,000 12-inch kidisks for which Decca contracted from Vogue.

Sav-Way officials expressed a willingness to sell any of the assets separately, including three main departments, the record plant, wagon factory, and machine shop, which can be run virtually separate from one another. The record plant itself has a depreciated book value of \$580,325, equal to 75 per cent of the liabilities alone.

### Offers Received

Various firms have expressed interest in the plant, it is known, including discussion of outright purchase of the pressing plant. Several deals which were cooking a few weeks ago cooled off since the receivership was announced, but the view at the plant is that the company will be able to pull thru after a financial "breather."

## Decca Boosts British Imports; Building Classical Biz Volume

NEW YORK, Aug. 30.—Decca Records here has been quietly but firmly stepping up its imports of British disks (records, not masters) and is building up a classical business volume based on demand for Paraphone and FFRR (Full Frequency Range Recordings, a subsid of English Decca abroad) wax here which already has shown capacities of reaching over \$100,000 a month. Using the FFRR catalog the Decca interests here are promoting an ever-growing market for the tallow, which is recorded within the "new" 14,000-cycle frequency range. These high-cycle disks, which have created much interest among classical record buyers in this country, got off to a slow start last February when it was discovered that they were 1-16th inch smaller in diameter than standard-sized disks and were fouling up record changers. Since that time, however, corrections in size have been made in FFRR factories and new shipments have been landing here in more and more record shops.

### Potentials Still Limited

Potentials of the FFRR market are still limited since only the imported London gramophone machine can reproduce the full quality of records made at 14,000 cycles and bring out the superior fidelity and "highs" which the FFRR disks admittedly bear. But Decca's Bob Frazer, who is in charge of all of the foreign disk importation biz for the diskery here, claims his FFRR disks sound better than ordinary waxings even on a standard American machine, altho not up to the gramophone perfection. He believes for this reason that the classical market for FFRR will boom despite the small proportion of London gramophone sets (they list at about \$1,480) so far sold in this country.

FFRR disks are being retailed at \$2 per with the current catalog including album sets and single releases that run the gamut of classic masterpieces performed by British, Dutch, French and Italian artists and orchestras.

In the popular field, where formerly Decca used no FFRR imports—(See *DECCA BOOSTS* on page 33)

# Columbia Records Hikes Prices

## Rising Costs Force Boost On Platters

### 60-Cent Disks Now 75 Cents

NEW YORK, Aug. 30.—With production costs steadily rising, Columbia Recording Corporation (CRC) this week confirmed a price raise on Columbia records, effective Tuesday (2). Under the new scale, Columbia's 60-cent label goes to 75 cents, with CRC absorbing the tax, not only on the 60-cent disk but on all the firm's platters. New rates on other CRC recordings are as follows: 12-inch pops, \$1; 10-inch masterworks, \$1, and 12-inch masterworks, \$1.25. All prices include tax.

Album platters, under the new set-up actually will be reduced, as the

## Two Signature Labels Reduced

NEW YORK, Aug. 30.—Recognizing that "certain juke-box operators do not want to pay a dollar for 10-inch records," Bob Thiele, prexy of Signature Records, has announced a reduction in price of "28,000 series, black label" disks from \$1 to 75 cents.

Also in an endeavor to get more operator sales and stimulate purchase by jazz collectors, the "90,000 series, 12-inch black label" has been chopped from \$1.50 to \$1. Included in this series are Eddie Heywood, Coleman Hawkins and Barney Bigard platters.

## Armstrong Returns To Berg's Dec. 24

HOLLYWOOD, Aug. 30.—Due to inability of Bill Berg's to set back other bookings, Louis Armstrong won't be held over but will return to the spot December 24 for eight weeks.

The Satchmo combo, which stirred up plenty of commotion here following the preem a couple of weeks ago, will get \$3,500 guarantee plus percentage for the return date, which represents a \$500 boost in the guarantee.

## Majestic Disk Report 273G In the Red

### Baron Now A&R Chief

CHICAGO, Aug. 30.—In a report to its stockholders this week, Majestic Radio & Television Corporation disclosed that its record making and sales division closed the fiscal year, ending May 31, 1947, \$273,766 in the red. The corporation's consolidated loss for the year was only \$264,372, with profits of \$9,605 from radio manufacture and sales and \$18,015 from Chicago Majestic, its central distributing headquarters and an additional loss of \$18,226 because of elimination of inter-company profit accounting for the remainder of the consolidated report.

The report stated that "in the first quarter of last year we operated at a substantial loss due to excessive manufacturing costs and an inadequate volume of production." It was further revealed that September, 1946, marked the start of operation on a profit basis, which continued until April, 1947, when a two-month business recession hit. In addition, the report asserted, a large write-off had been made of inventories of finished platters, albums, stampers and labels to put the record division on as sound an operating basis for the next year as possible. Stockholders were told that Majestic "appears to have most of the unsatisfactory causes of the past year eliminated and operations are expected to be profitable."

### Baron A & R Chief

Parker H. Ericksen, v.-p. of the org., told *The Billboard* that Paul Baron has been definitely selected to assume control of the artists and repertoire division, with Ben Selvin set to leave. (See *Majestic In Red* on page 33)

## Paul Baron Nixes 2 Morgan Albums

NEW YORK, Aug. 30.—Deal for network star Henry Morgan to sign a Majestic contract for two albums has fallen thru, with Paul Baron, newly-named artist and repertoire topper at the diskery, kiboshing a deal that virtually had been consummated between his predecessors and Music Corporation of America (MCA).

MCA reportedly has taken a burn at the Baron nix on a Morgan pact and may even resort to legal action on the basis that oral agreement had been definitely reached with official reps for the diskery before Baron came on the scene.

tax again will be absorbed by CRC. Thus the 10-inch album disks, which formerly sold for 79 cents, drop to 75 cents, while the 12-inch platters drop from 90 to 85 cents. Including the tax as now paid by the consumer, increases actually are 12 cents on (See *Columbia Boosts* on page 33)

## Wallichs Says No Shake-Up At Capitol

### De Sylva, Mercer Exit Iffy

HOLLYWOOD, Aug. 30.—Hollywood's rumor mills were grinding away full blast this week "predicting" that all sorts of things will soon come off at Capitol. Some saw a major shake-up brewing, others shook their heads and said Capitol needs more money, but the one man whose hand charts the diskery's course, Capitol's executive vice-president and general manager, Glenn E. Wallichs, greeted the flurry of rumors with calm and denials.

In an exclusive interview with *The Billboard*, Wallichs freely discussed Cap's present and future, stating that (See *Wallichs Says No* on page 33)

# BRITISH MUSIC BIZ \$ WORRY

## PRS Reports 1946 Income At \$3,755,109

### Increase Shown for Year

LONDON, Aug. 30.—The 33d annual general report of the Performing Rights Society (PRS) which met here recently with Leslie Boosey presiding, revealed that the British Society had increased its gross income by 73,803 pounds (approximately \$297,426) during the year ended January 5, 1947. The total gross income for the year reached 931,789 pounds (approximately \$3,755,109.67 at the current rate of exchange).

Reporting that indications pointed to an even greater income during the current year and that the Society hoped to pass the 1,000,000 pound figure in 1947, Boosey revealed that administration expenses had risen sharply during the past year, with the result that post-war expenses actually increased in greater ratio than the profits, or from 7.43 per cent to 9.40 per cent of the total income.

The general fees section reported increased income of 52,000 pounds, or approximately \$109,560, with a total collection of 490,587 pounds (\$1,977,165.61). Of this amount 323,076 pounds (\$1,301,996.28) was collected in the British Isles.

Boosey advised the attendees that the PRS now held licensing arrangements with many government departments and quasi-government bodies, including the War Office, Admiralty, Air Ministry, Central Office of Information, Ministry of Agriculture, Ministry of Labor, Ministry of Fuel and Power, General Post Office, the British Council, the Arts Council, National Savings Committee, National Service Hostels Corporation, Army Kinema Corporation, RAF Cinema Corporation and the Royal Naval Film Corporation.

### New Agreements

The meeting was advised that new agreements with motion picture theaters and dance halls would substantially increase the income during the current year. A contract with the cinemas which had been in force since 1934 was replaced by one doubling the old fee retroactive to October 6, 1946. In the case of dance halls, the PRS, within the past few weeks, had been able to cancel the old contract, dating back to 1929, with a new one which called for a substantial hike in the fee. This contract also is retroactive to October 6, 1946.

Increased income from the Dominions and the colonies was also reported, and the arrangement with the American Society of Composers, Authors and Publishers (ASCAP) was explained.

Broadcasting fees for the past year from the British Broadcasting Corporation (BBC), Australia, New Zealand and Eire totaled 441,201 pounds (\$1,778,040), an increase of 21,740 pounds (\$87,612). The PRS has completed a new contract with the broadcasters, covering sound and television programs at the rate of one shilling per license. As the number of licenses at present exceeds 10,750,000, the amount receivable in the current year will be well over a half million pounds.

Reports from the Dominions and the colonies were heard, and the directors were re-elected for another year.

## Lou Levy Tells How British Can Perk Up Their Music Biz

NEW YORK, Aug. 30.—Sounding off about the English dollar crisis and the overseas music-trade clamor for more output of British-originated song hits, Lou Levy (Leeds and Peter Maurice pub chief) this week advanced his own brass-tacks notion of what's wrong with England's song system and what should be done to improve it. Levy, the probable equal of any American publisher in the field of importing English tunes for Yankee exploitation, still touts the ever-growing possibilities of song swaps with the British. But while he himself is a great exponent of English song caliber—he's combined

American lyricists with British melody writers; he just acquired a leading British hit, *Now Is the Hour*, for development here and is constantly hopping over to England to perk up his exchange biz with Campbell-Connelly—he claims that the English themselves have definite deficiencies in their music publishing and performance system that, once corrected, would go a long way to alleviate part of the dollar crisis.

First, says Levy, the financial possibilities of English song hits are too limited. A publisher abroad can safely invest no more than \$10,000 to \$15,000 in any given tune since the maximum sheet-sale potential stops at from 300,000 to 500,000 copies. In America the pub can hike his investment up to the \$30,000 mark in the hope that a 900,000 sheet-sale maximum may be reached. Lately the home quotient has lagged almost down to the British mark but past experience indicates that the normal American potential for a top-hit is close to a million copies.

What the British should do, says Levy, is to get eager about building up that limited sheet market. Never mind the fuss about more native hits, he asserts—what about a general attempt to enlarge the market? For a long time, he avers, he's tried to push the idea of having juke boxes imported into England. "Since the limited air time allowed by the government-owned British Broadcasting Corporation (BBC) is a stymie to music sales, why don't the English pubs go in for a needle network, one of the prime order-builders in America. I'd finance a lot of juke boxes myself and won't take a quarter out of the country so long as the government and publishers get behind the idea. The English have to build new artists and songs, true, but there's not enough pop music performance in any medium."

Citing another English failing, Levy

## You Can't Win!

NEW YORK, Aug. 30.—Over in England the dollar crisis has spurred a clamor for the promotion and development of more native-British song hits.

So Lou Levy, who besides running his Leeds Music operation here as the biggest champion of swap-tune deals with England (his Peter Maurice affiliate works reciprocally with Campbell-Connelly abroad), gets not one, but two letters from American songwriters demanding, "Why don't you give Yankee talent a break?"

says: "We have 20 hit tunes going at a time—they rarely get over with more than six at a time. They've got to hit the public with more pop stuff simultaneously."

Anent constructive suggestions for helping the dollar situation: "Why doesn't the BBC go commercial?" Levy asks. Let them open up more tasteful popular-music programs and sell air time. Many top American firms would rush in to write off tax money for overseas advertising. The English government would gain millions of Yankee bucks, and the whole morale of the country would pick up.

Levy concurred in the English argument that "they've got great writers over there" but capped off his analysis with the feeling that the problem wasn't creation, but rather the means of exploitation and performance. Despite its 50,000,000 population, England is far behind America even on a proportionate basis insofar as stimulating the sources of revenue for its music as well as imported American hits.

## U. S. Tunes Closely Followed by British Trade, Says Harry Davis

NEW YORK, Aug. 30.—Harry Davis, who fronts the Oscar Rabin ork in England, and who with Rabin is not only a partner in the ork but also in the leasing of 10 English dance halls and who is spending two weeks in New York visiting his daughter, Beryl Davis, RCA Victor star, has his own ideas about the influence of American tunes in the English market.

Davis says that most the younger element in England get their American music via the Armed Forces Network (AFN) airing from Munich, and, after listening to the U. S. ork on disks, want the English bands to play the same arrangements of the tunes. As a result, top English orks are forced to copy the U. S. ork arrangements for their own books.

As an example, the Rabin-Davis ork now has a best-seller Parlophone

disk. The A side is *Moonlight Serenade*, with the original Glen Miller arrangement which Miller presented to Davis before Miller was lost during the war, while flip features the Lionel Hampton *Boogie Woogie*. Davis stressed that the younger dancers and fans would not believe an American song was the same tune as presented by an English ork unless it had the same arrangement they originally heard on the AFN. The network, incidentally, is the most important influence on American dance band tastes in England today, with the government-owned British Broadcasting Corporation affording little time to U. S. platters.

Pointing out that American hits take from three to six months to reach popularity overseas, Davis reported that English musicians always (See U. S. Tunes on page 34)

## Money Crisis Seen Having Repercussion

### Reciprocity May Help

By Henry Guttman

LONDON, Aug. 30.—One of the most discussed showbiz situations here currently is how the dollar-crisis will affect London's Tin Pan Alley, with the consensus of opinion certain that there will be some serious repercussions, but varying as to the degree of the "adjustment" that will be necessary. Voices both in and out of Parliament have been raised recently claiming that this was the time for rigorously pruning the sale of American music in the Empire. Most of those proposing this radical move are motivated by a genuine desire to eliminate all dollar-draining activities however disagreeable they may be.

The Songwriters' Protective Association (SPA) again is asking that the British Broadcasting Corporation (BBC) and orks should include a minimum of 50 per cent of English songs in all programs. Pubbers are being pressured to substantially reduce promotion of U. S. sheet music, despite the fact that the arguments raised in this respect are in the main ill-informed and everyone connected with the music publishing biz here knows it.

### Figures Exaggerated

The actual amounts which lately have been transferred from London to the U. S. as royalties fall far short of the sums conjured up by critics. Treasury consent to such transactions during and since the war has never been granted readily, and lately new regulations have further tightened the situation. Unofficial estimates place the value of the dollar remittances to the U. S. since January 1, 1947, at approximately 100,000 pounds, or about \$403,000.

However, for a number of years American pubbers who maintain offices in England have been accumulating funds here, or have been banking frozen profits in England thru partner-firms. The general impression here is that more funds will be frozen and less will be allowed out of the country. Much as in the case of motion pictures, opinion is widespread in the Empire that Britain, being the best overseas market for U. S. sheet music, "they cannot afford to cut their losses here."

### Reciprocity Holds Hope

Meanwhile there is some glimmer of hope that by increasing the interest for English music in the U. S. it may be possible to narrow the gap in the frozen funds accumulated by American and English pubbers in London and the U. S., respectively. An example is the Peter Maurice-Leeds partnership. Bill Phillips is now working on two U. S. songs here, but has set six English songs with Leeds in New York.

Chappell's London branch, with its all-American output, probably won't be interfered with and will continue to operate as it now does. Francis Day & Hunter, who are under obligation to issue certain American catalogs and remit a proportion of their income to the U. S., also will continue to operate as is. Firms like Campbe (See British \$ Crisis on page 34)

# Archer-Deutsch's Coast Org

## Pacts Herman, Noro Morales; Valdes Is Set

### New Agency Eyes Radio

HOLLYWOOD, Aug. 30.—Swift and trade-startling moves here immediately preceded the birth of a new booking agency to be called Continental Artists (CA), consisting of Jack Archer, who resigned as William Morris Coast band booker, and Milt Deutsch, personal manager. First names to come under CA's wing are Woody Herman and Noro Morales with Miguelito Valdes to come in once his current pact with William Morris is settled. Deutsch was formerly personal manager for both Morales and Valdes.

Plans call for Jack Archer to act as CA's Coast head, with Deutsch to operate out of his New York office at 1650 Broadway. Deutsch leaves for Gotham within the next 10 days to get the CA ball rolling in the East. New bookery will also open an office in Chicago, but as yet no one has been selected to supervise the Midwestern link in the CA chain.

Herman's move to sign with the new agency came after he revealed he would not renew his expiring contract with General Artists' Corporation (GAC). The reshuffle that automatically moves Deutsch out as Herman's personal manager to make him his booker will bring up Abe Turchen from road manager to personal manager.

According to Deutsch, CA will bring more names into its stable, and will, as well, branch out into radio.

Word that Archer left William Morris to help form CA, left trade rubbing its eyes. This makes the second time in the past year that a major agency loses an important staffer to go out on his own in the booking biz. First was Mus-Art.

Herman, who took a furlough from the band biz, is currently reorganizing his band and will soon take to the road for ballroom, theater and hotel dates. Ralph Burns will return as Herman arranger.

## McNamara Heads ASCAP Publicity

NEW YORK, Aug. 30.—Dan McNamara has been named director of public relations for American Society of Composers, Authors and Publishers (ASCAP) in place of Dick Frohlich, who is tabbed for another executive post with the Society.

## TD Capitol-izes Christmas Day

NEW YORK, Aug. 30.—Tommy Dorsey's line-up of theater dates now includes the New York Capitol. Music Corporation of America (MCA) has booked T. D. into the Stem house on Christmas Day. Dorsey's theater list, in addition to the RKO, Minneapolis, and the Riverside, Milwaukee, includes the Palace, Akron, October 30-November 2; Palace, Youngstown, O., November 3; Circle, Indianapolis, November 6-12; Keith, Dayton, O., November 13-19, and Palace, Cleveland, November 27-December 3.

## That September Spurt Shows Up

NEW YORK, Aug. 30.—The expected music biz fall pick-up has begun to materialize. Among the publishers this week sheet music activity perked up, with several large pubs seeing the spurt in "stock orders" as a sure-fire symptom that the long-awaited improvement in the market was here. Explanations were of the usual new-season variety—vacations are over with, people are getting back to their pianos, schools are opening up standard biz and spurring stores to sink some capital investment in pop music, etc.

Disk biz, which has seen no such severe slump as witnessed by sheet peddlers, but which suffered its customary warm-weather droop, also heard better news from distributors and retailers. Nothing like the old days, say the waxers, but they're confident that with a return to the selling push-and-go the dollar volume will keep rising over the past week's starter. Independent record firms, worst hit by the June-July-August taper, shared with the majors in the "more orders coming in" consensus.

## Schooler Buys Into Coast Meadowbrook; Joe Zucca To Retire

HOLLYWOOD, Aug. 30.—Harry Schooler, ex-manager of Tommy Dorsey's Casino Gardens, last week bought a \$25,000 interest in Meadowbrook Ballroom, joining with Harold Lewin and Joe Zucca in the operation of local terpsery. Schooler takes over active interest in new venture immediately, while Zucca retires to an inactive partnership.

Schooler will handle all promotional activities for the Meadowbrook, kicking off with a series of gimmicks such as talent showcasing nights, free dishes, tune-o and similar stunts which proved successful at Casino Gardens. While spot is on a week-end basis at present, Schooler plans to increase operations shortly, going to a four-a-week basis and later a full-week operation. Duke Ellington crew has already been set for four week-ends beginning September 19, with plans to bring in other top attractions following the Duke's stand.

## Stravinsky Pens Popular Ballad; Leeds To Publish

NEW YORK, Aug. 30.—Probably marking one of the first times that a longhair "great" has stooped to the popular field, Igor Stravinsky has composed a popular ballad titled *Summer Moon*, which will be published here by Lou Levy's Leeds music.

Stravinsky was prevailed upon by Goldie Goldmark to take a theme from one of his symphonic pieces—*The Firebird Suite*—convert it to popular dimensions and have Al Klenner (one of the *Heartache* writers) furnish a set of lyrics. Goldmark is the guy who originally persuaded Stravinsky to compose his *Ebony Concerto*, the piece recorded by Woody Herman on Columbia.

## "Superman" Album Set

NEW YORK, Aug. 30.—Musette Publishing Company, which has the exclusive rights to the *Superman* disks, will distribute its *Superman* album thru Continental Music Company, a subsidiary of Conn Band Instruments. The *Superman* album consists of two disks, based on the radio series, plus a *Superman* story book, the entire package to sell for 75 cents. The album will be released next month.

## LONDON LINES

LONDON, Aug. 30.—Billy Munn's ork, now at the Ocean Hotel, Sandown, will break up when the date is concluded. Six of the sidemen have turned in their notice after more than three years with Munn. . . . When the Embassy nitery shuttered for several weeks, the Cyril Stapleton ork played six one-nighters in Northern England and did four BBC airers. . . . Abe Walters and his eight-piece samba ork now doubling as second band at both the Ciro and Embassy niteries. Walters, who uses the name Don Carlos, fronts the ork from his piano.

Ivy Benson and her girl ork handed over half of their weekly earnings to the families of the Whitehaven mine disaster victims. . . . After spending seven and one-half years as the resident ork at the Majestic Ballroom in Liverpool, Wilf Field and his ork shift to the Casino Roadhouse at Halkyn, Wales. . . . Tommy Sampson, now on one-nighters, will go into the Savoy Ballroom, Southsea, for a two-month stand. . . . Ambrose is in the hospital where he was operated on for appendicitis. . . . Frank Weir's ork, appearing at the Lansdowne Restaurant, appears at the jazz matinee three times in the next few weeks.

Jock Scott has returned as resident fronter at the Berkeley Hotel. He'll work with a relief ork while his own men vacation. . . . Tito Burns and His Sextet and Nat Gonella, with a 13-piece ork, are combining forces to take the stand at the Southsea Savoy Hotel week-ends. Joint appearances will run thru the late autumn.

## AFM Sets Scale For Audition Disks

NEW YORK, Aug. 30.—With two publishers already making use of Tune Disk—described in *The Billboard* many weeks ago as a transparent "demonstrator" vinylite platter superimposed on a lead sheet—the American Federation of Musicians (AFM) here has stepped in on the growing "audition disk" trend and set a scale for musicians employed to record same.

AFM has declared scale for what it calls "commercial transcriptions audition records" to be \$82.50 for the leader and \$41.25 for sidemen. These scales apply only to bulk pressings of "demonstrators" such as are being used by Capitol Music and Robbins music firms here as a new exploitation gimmick for the professional trade.

Robbins ran into AFM scale-setting when it cleared its Ray Dorey-Johnny Guarneri "audisk" of *Gotta Get a Girl* and *Encore Cheri*, which the pub is mailing to artists, disk jockeys, etc., in lieu of orthodox professional copies.

## NADJ Chapters Formed in N. Y. And Cleveland

CHICAGO, Aug. 30.—Two local chapters of the National Association of Disk Jockeys (NADJ) were organized this week, while another chapter was in the process of formation, according to Hugh Douglas, WCFL, Chicago, executive vice-chairman of the new org. Douglas said a Gotham chapter was formed, with Fred Robbins, WOV and WCBS, as chairman, and Eileen O'Connell, WHN, secretary. The Cleveland jocks met last week, with Brooke Taylor, WJW; Howie Lund, WJMO; Stan Gee, WGAR, and Kenny Sleds, WHK, the foursome who attended the formation meeting of the NADJ in Chicago recently, being set up as organizing committee for that area.

Taylor reports that the group's first venture will be a jazz concert to raise funds for local treasury. Effort will be first of a series of promotions by Cleveland's NADJ local to raise funds. With the exception of one station, the NADJ effort has been well received in Cleveland, Taylor added. First full meeting will be held September 4.

Douglas said that he has tentatively set September 11 as date of the first Chicago get-together. Local name jocks Eddie Hubbard, ABC Club, WIND; Ernie Simon, WJJD; Dave Garroway, WMAQ; Linn Burton, and Bill Evans, free-lance jocks, only one of whom attended the formation meeting, because of press of show commitments, said they plan to attend the meeting.

## Spanish Platter, S. A. Pubbery Are Set Up in Chicago

CHICAGO, Aug. 30.—A South American publishing firm and a Spanish record firm were organized here this week. Jose Manzanares, ex-rumba band fronter, together with Ray E. Wood and Modesto Rivera, set up *Melodies of the Americas*, an as yet unaffiliated firm, to promote authentic south-of-the-border ditties. Using Rivera's tunes as basis for their catalog, the new publishers intend to obtain other authentic songs from foreign writers in the Latin and South American area. They plan to keep ditties essentially the same as they were heard in their native countries, except that in some instances English lyrics will be worked out for the tunes.

Art Velen, distributor for several Spanish platter firms, set up his own label, *Aguila*, which will retail for 79 cents, which would make it the lowest priced Spanish platter in the field. Others go for a buck. First four sides are by Efrain Garcia's quintet, with vocals by Ricki and Nena Barbosa, song duo currently at the Glass Hat of the Congress Hotel. Velen has not yet worked out nationwide distribution.

## Billy Shaw Wins Top Golf Prize

NEW YORK, Aug. 30.—Agents and bookers literally went at it with clubs this week as the Artists Representatives' Association held its annual golf tournament at the Hampshire Country Club, Mamaroneck, N. Y.

Charlie Yates, Harry Kalcheim and Billy Shaw emerged as victors for low gross, low net and kicker's prize, respectively. Shaw got the top prize of the tournament, a set of matched clubs, and Yates won a leather bag.



## Mercury Buys Adams' Stock

CHICAGO, Aug. 30.—Berle Adams' stock in Mercury platters this week was absorbed into the Mercury firm when the ex-board member's shares were purchased by stockholders already within the organization.

While Irv Green, Mercury prexy, would not divulge size of cash outlay for the block of stock or who purchased the stock, he asserted that the plattery feels that the entire operation will be accelerated because of the close-knit ownership of existing shares. Adams' interest, it is known, had amounted to about 26 per cent of the total stock.

## Burton Preems Jockey Show At College Inn

CHICAGO, Aug. 30.—What is claimed to be the first disk jockey show to originate from a night club floor (not the bar) will be started by September 1 over the American Broadcast Company (ABC) station WENR, from the College Inn of the Sherman Hotel. The show, a participation sponsorship sep., to be conducted by Linn Burton, will be aired Monday thru Friday, 10:30-11 p.m.

Twist in the whole idea is that the audience at College Inn won't really get a disk show, since music will be aired from the studio and will not be heard at the nitery.

Behind this situation lies the old Petrillo bugaboo again, as well as ABC's desire to be economical. AFM angle is two-fold: (1) Since orchestra musicians at nitery have only a 20-minute break, they could not be kept off the stand for 30 minutes, length of the show, without contract revision. (2) The station was afraid that if it played disks at the College Inn it would be providing music for a nitery audience and the union would demand hiring of standbys at the station.

### Economy Angle

ABC's economy angle involved not seeing the worth of buying a new record player for about \$1,200 to install in the Sherman.

As it is the show will consist of interviews of celebrities and chatter by Burton at the Sherman and music for the radio audience from the studios.

New show makes Burton about the busiest jockey in town. He will have about 70 quarter-hour periods on WNR, WGN, WCFL, WIND and WAAF.

## Australia Amending Copyright Act To Prevent Deadlocks

SYDNEY, Aug. 30.—In order to prevent deadlocks such as the one now involving the Australian Performing Rights Association (APRA), the Commonwealth Government Cabinet has decided to prepare an amendment to the copyright act which would require arbitration when an agreement is not reached.

APRA insists that factories broadcasting music for workers must pay a special fee. In addition, the Australian Broadcasting Commission (ABC) and the Federation of Broadcasting Stations pay APRA a fee of one shilling per listener (determined by the number paying listener license fees) for the right to air copyrighted music. Since this is in excess of fees paid in other countries and all efforts to reach an agreement having failed, the negotiations are stalemated because the copyright act has no provision for arbitration.

## Rumba Orks' Inroads Worry AFM Members

NEW YORK, Aug. 30.—American Federation of Musicians (AFM) regular membership here and in Miami have noted with growing concern the increasing trend toward Latin-American orks, made up in many cases of incoming Cubans and Puerto Ricans, in summer locations in up-State New York and in the majority of the locations, swank and otherwise, in Miami. In the latter city, musicians who normally are set for the winter season come Labor Day report that most of the bookings this year have fallen to the rumba bands, while only a few of the larger locations have set two orks, one for straight dancing and the second for the rumba fans. As a result, resident orksters are breaking up into small combos and seeking cocktail lounge dates.

Resorts in up-State New York, enjoying their first complete post-war season with no restrictions on food-stuffs, etc., have gone heavy on the rumba crews. Julio Torres has orks working in several of the larger hotels, including the Young's Gap and the Flagler. The Laurels Country Club has Juanito Sanabria's ork, Norca and His Rumbas are featured at the Swan Lake Hotel, Cubanolos Rumbas at the Nemerson, Don Pablo at the Sha-Wan-Ga Lodge and Billy Schuback's rumba ork at the Luxor Manor.

### In Summer Spots

Locations like the Waldemere, Iamesha Lodge, Copa Country Club in Pinewood, Roseville Hotel and the Alamac, all enjoying an excellent season, have featured rumba orks thruout the summer and plan to keep them in until the season ends late in September.

Peak was reached when Noro Morales, after leaving the Glen Island Casino, moved up to the mountains at a reported \$2,000 a week fee.

Bookers for winter cruise boats report there is a growing demand for small rumba bands for the boats plying between the East Coast (Boston, New York, Norfolk and Florida) and Havana.

## Songwriter Sues Over 'Now and Then'

NEW YORK, Aug. 30.—Irene Manghir, a songwriter, filed suit last week in the U. S. District Court against Shapiro-Bernstein, Sid Silvers, Fred Finklehoffe and United Artists Corporation, charging that the music of an unpublished copyrighted song of hers had been lifted by Silvers and Finklehoffe for their tune, *Now and Then*.

Plaintiff claims she wrote a song titled *Gypsy Serenade* and that prior to 1940 she had requested Paris Razook to obtain a copyright, which was accomplished. On May 12, 1947, Razook assigned his rights in the still unpublished number back to the writer. The complaint further charges that subsequent to the copyright, Silvers and Finklehoffe allegedly violated her property rights by lifting the music and writing a song titled *Now and Then*, which was assigned to Shapiro-Bernstein, and which, she alleges, contained her music. The publisher and the writers, according to the complaint, then assigned the song to United Artists Corporation, who used it in a picture released as *Mr. Ace*.

The plaintiff asks for an injunction, and that the defendants pay damages sustained by her thru infringements. She further requests an accounting of the profits and asks the court to have the defendants deliver the song to be impounded during the action.

## Exec Dissension Forces Cats To Exit Vitacoustic Stable

CHICAGO, Aug. 30.—Jerry Murad's Harmonicats, one of the hottest current record names, this week ankled Vitacoustic platters to return to the Universal Recording Company fold, from where they were plucked four and a half months ago when the new label was formed in Chi. The Harmonicats exited from the Vita stable following long internal dissension between the various officers of the plattery.

Dissension came to light late in the

## WM Hosts Jockeys At Harry Cool's Martinique Opener

CHICAGO, Aug. 30.—Emphasis being placed on disk jockey promotion this week was illustrated here again, this time by a major booking office. Pat Lombard, band-booking chief of the local William Morris office, said that the agency will charter a bus and take about 20 of the city's jocks to witness Harry Cool's opening at the Martinique, far Southwest suburban bistro. Agency will finance all the eats and drinks, in addition to the round-trip ride.

Gimmick is unusual in that major band agencies have long been criticized for not putting out more actual dough for promotion of their own talent. Cool ork promotion marks first time locally, and perhaps nationally, that agency has laid out dough to hep jocks to its chattels.

## BAND BOOKINGS

NEW YORK, Aug. 30.—Charlie Barnet plays the Rendezvous Ballroom, Salt Lake City, September 10-13, and a Detroit ballroom October 15. . . . Carmen Cavallaro follows his Meadowbrook date with about two months at the Mark Hopkins Hotel, San Francisco, opening there October 14, then playing Ciro's, Hollywood, December 9-January 25. . . . Emil Coleman comes back to the Waldorf-Astoria's Wedgwood Room January 8.

Ted Fiorito, currently one-nighting around the West Coast, goes into Imig Manor, San Diego, November 7. . . . Jan Garber is set for the Edgewater Ballroom, San Francisco, September 10-30, then the Biltmore Hotel, Los Angeles, October 9-December 3. . . . Spike Jones plays the Curran Theater, San Francisco, week of September 5 and the Philharmonic Auditorium, Los Angeles, October 6-7.

Gene Krupa opens at the N. Y. Capitol September 18. . . . Buddy Moreno into either the Aragon or Trianon, Chicago, September 30. . . . Guy Lombardo plays the Totem Pole, Auburndale, Mass., September 11-13, then returns September 25-27, and settles down for his annual stay at the Roosevelt Hotel Grill October 9.

Art Mooney is set for the week of October 3 at the Adams Theater, Newark. . . . Ted Lewis, who plays the Bowery, Detroit, September 1-14, then goes to the Philly Latin Quarter, September 22-October 12; the Cairo Club, Washington, October 15-28; the Boston Latin Quarter November 2-15, and the Town Casino, Buffalo, November 17-30.

Lawrence Welk, who closes at the Aragon, Chicago, September 22, opens at Ocean Park Ballroom, Ocean Park, Calif., September 26, then returns to the Aragon November 1 for an indefinite stay, with a definite March 22 opening at the Roosevelt Hotel Grill, N. Y.

week, when Vita distributors received a letter from Milton T. (Bill) Putnam, vice-president in charge of production for Vita and prexy of Universal Recording Company, a separate Chi recording studio, stating that the Harmonicats were again his exclusive property.

### Well in Black

Lloyd Garrett, prexy of Vitacoustic, who together with his partner, Jack Buckley, originally bought into the disk set-up and formed Vita with Putnam, when contacted, said that he had one more two-sided platter left by the Harmonicats which would be released next week and that after that he would not have them in the Vita fold. Artists who are remaining with Vita include Henry Busse, Freddy Nagel, Earl (Fathah) Hines, Sid Fisher's New Yorkers, the Mel Brandt Trio and Leo Diamond. Garrett said that Vita today can show a financial statement well in the black and that he and Buckley would continue to spearhead the label.

Meanwhile, it is understood that on Wednesday this week a settlement agreement would be amicably reached between Putnam and Garrett. Also, this week Garrett signed movie-radio star Judy Canova to the Vita label for a series of folk recordings.

### No Vita Contract

The Harmonicats, who switched label allegiance by going with Putnam, were able to make the move under the licensing agreement under which they operated with Vitacoustic. Jack Russell, co-partner in Mutual Entertainment Agency, which handles the Harmonicats, early in April inked a pact with Putnam, who was then operating as prexy of Universal Recording Company, to handle the harmonica threesome as a platter property. Under the set-up which occurred when Vitacoustic was formed about six weeks after Russell turned the *Peg o' My Heart* trio over to Putnam, Vitacoustic obtained the services of the threesome thru a license, obtained from Putnam. No Vita contract was ever inked by the Harmonicats, so when Putnam left, he merely took his original property with him.

Putnam was rather vague about his projected new record firm, but said that he is meeting with intimates next week to work out a deal. Putnam intends to put out a first release on the Harmonicats as soon as possible. George Tasker, originally listed as v.-p. in charge of repertoire, handed in his resignation to Vitacoustic's execs Friday (29), it was learned. He could not be reached for comment, but it was reported that he was on his way to New York regarding several deals with other waxeries.

Meanwhile, Vita spokesmen declared that their *Peg* platter had climbed over the 1,400,000-disk mark.

## Another Ballroom Try for Baltimore

NEW YORK, Aug. 30.—A newcomer to the ballroom biz will try to crack open Baltimore, known in the trade as a tough dance town, with a new spot next month. The room, unnamed as yet, was built by Lou Schecter, said to be a local advertising man. It will hold 1,200-1,400 people and operate on a six-day basis.

General Artists Corporation has booked Johnny Bothwell to preem the room September 27. Schecter reportedly was sold on Bothwell when the band leader played in Baltimore recently.

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Como's Big Meadowbrook Draw Proves Attraction Is the Thing

By Joe Carlton

NEW YORK, Aug. 30.—"The attraction is everything," goes the old showbiz dogma, but there are those who will argue! Dissenters should have attended the Perry Como opener last Tuesday night (at Frank Dailey's Meadowbrook, Cedar Grove, N. J.) when the Como kid with Sam Donahue's band, solo singer Marion Hutton and two supporting acts put a fresh, uncompromising edge on the axiom. Como literally hauled in the customers with a cowcatcher—about 1,250 opening night, 1,175 on Wednesday, 1,300 Thursday and a week-end crowd expected to bring the week's count over 10,000—which shows to go you. Dailey admittedly has been in the doldrums. With various bands on a straight-ork policy, Meadowbrook biz hadn't been so good—the huge ballroom-restaurant was shuttered for an abnormal more-than-a-month period. But Perry was an old friend. Would he come to the Meadowbrook? He would, and at a ridiculous "accommodation" price. General Artists Corporation was anxious to help and supplied Marion Hutton and the Donahue ork, the latter at a flat \$2,500. So Dailey teed off his "new deal."

Opening night the joint was packed—and with many more than the regular trade attendees. The Hutton gal was in good form and stuck cleverly to material that didn't crowd voice limitations. The dancing Evans Family made a fine vaude showing as did the marionette-dangling Martin Brothers, but the tension was all for Como. Came his walk-on and, boomp, the applause meter shot up. The rich golden pipes of one of America's big three in crooners didn't let him down. There was some tendency to over-relax and a little weakness in song-selection at the finish, but at his worst Como would be great and he was much better than "worst."

The Donahue band, in for a fast week with the rest of the bill, did a thoro backing for the "star" and on its own demonstrated a fine, solid-beat crew that kept the dance sets humming and the terps happy.

The important and obvious biz conclusion to draw is that, when the name is big enough, the joint will make money. The real test for the Meadowbrook is yet to come. Como was an initial stimulant. Next week Mel Torme and Ray McKinley must try their own magnetism on the Jersey set. If this pair pulls strong enough, then Dailey and GAC have proved something. But Como has already taught one lesson—agencies can spur their lagging band biz with a dose of "big-name" acts. Sure, the price question will be a poser (Como was rendering a personal favor; from now on a stiff "name" fee would have to be paid), but when you can drag in over 10,000 drink-and-dine dancers in one week the problem should lend itself to some solution.

Incidentally, some hunk of box-office bulge should be credited to the double flacking job done by Milton Karle and Irv Cahn, drumbeating for the Meadowbrook, and Jim McCarthy, stumping for the Donahue band.

Melis To Form Ork For Sherman Bow

CHICAGO, Aug. 30.—With small bands with any kind of a record name hard to find, Ernest Byfield, prexy of the Sherman Hotel, worked out a deal last week with Jose Melis, currently in the hostelry's Panther Room as a single, to form an ork to open in the room September 19. Projected Melis crew will line up with three tenor saxes, two trumpets, drums and bass, plus the fronter's 88-ing. Chirp will be Shay Cogan, Gotham songstress.

General Artist Corporation, which books Melis, plans to take the band out on the road when it finishes at the Sherman.

Mich. Exhibs' ASCAP Protest

DETROIT, Aug. 30.—American Society of Composers, Authors and Publishers (ASCAP) is slated for a roasting here Tuesday (2) when a mass meeting of motion picture exhibitors thruout the State will be held at the Fox Theater Building.

Protest rally was called by Allied Theaters of Michigan shortly after ASCAP announced its new licensing formula (The Billboard, August 30) which in effect would raise music-use charges from 200 to 300 per cent for average exhibs.

Principal speaker at the meeting will be David Newman, theatrical attorney and counsel for Co-Operative Theaters of Michigan.

Ink Spots Beat Shipping Jam In Overseas Hop

NEW YORK, Aug. 30.—What started out as a leisurely trip across the Atlantic for the Ink Spots wound up with the group finally getting overseas with just a few hours to spare before they were skedded to open a six-week stand at the Casino Theater in London. Initially booked to sail August 20 on the S. S. America, the Spots were stymied by a shipping strike, with the sailing finally canceled three days later. Next they were set for the Queen Mary, but learned the ship would not arrive in time for them to open on schedule. A last-minute opening on the American Overseas Airlines finally took them off for their destination yesterday.

Group, which will draw a reported \$15,000 weekly during their stay in England, will return after completing the Casino booking. How they'll get that money out is still a mystery.

Apollo Re-Backing Murphy Sisters Disk

NEW YORK, Aug. 30.—Apollo diskery will remove the original backing from its No. 1 platter, Breaking in a New Heart, by the Murphy Sisters and replace it with the Murphy's version of Civilization. Reason for the switch is that the original disk had the fading Mahzel on the reverse.

With Breaking in a New Heart still climbing, diskery figured an upcoming flip would help keep the disk moving thru the fall.

Song Plugger Sues Over Song

NEW YORK, Aug. 30.—Joe Frassetto, a song plugger, has brought suit in New York Federal Court against Moe Jaffe, Henry Tobias and Larry Vincent for \$5,000 plus an accounting on the song If I Had My Life To Live Over. According to the complaint, Frassetto alleges he was offered a deal by the three defendants in September, 1942, to handle the tune for the Genoa Music Company and was to receive 1 cent a copy. Frassetto further alleges that over 500,000 copies were sold.

# Cugat's Standards To Fly Over Six Latin-American Countries

HOLLYWOOD, Aug. 30.—The Xavier Cugat musical standards will be flying over six Latin-American countries within six months, according to plans revealed by Cugie last week calling for introduction of Cugat orks in Brazil, Argentina, Venezuela, Cuba, Colombia and Mexico. Cugie will visit each of above countries to set up orks bearing his name, fronting bands for one-month stand, then moving on to next country. Bands will remain active, using local sidemen in each country, but billed as "the Cugat" ork. Latin-American bookings are currently being set up by Henry Cugat, Cugie's brother, with headquarters in Mexico City.

First such ork will be activated in December in time to open Mexico City's new lush Hotel Prado, a \$12,000,000 edifice to be operated by the government as a tourist lure. Cugat leaves for Mexico following his location date at Philly's Click. He will front the 20-man crew for the first month of its existence, marking first time Cugie has fronted a band in Mexico's capital city. (To carry thru in Mexico, Cugie received a special okay from the Mexican government, since south-of-the-border authorities have banned American musickers following unpleasantness connected with an American tour of a Mexican ork some months ago.)

Itinerary following Mexican location is still tentative, altho Brazil may be the second Cugat stopover. In each country orks will use stock Cugat arrangements. Plan will keep Cugie out of the country six months of the year, but will still enable him to carry thru commitments for two motion pic stints a year at Metro-Goldwyn-Mayer. While in Mexico, Cugie will wax a series of sides for Columbia Records, to be processed in Columbia's new plant which opens in Mexico City early in November.

## First Coast-to-Coast Tour for Jeffries

HOLLYWOOD, Aug. 30. — Herb Jeffries, Exclusive Records' top balladier, was signed last week for his first coast-to-coast tour, set up by Personal Manager Maurice Duke and booked by Agent Reg Marshall. Tour will start with a string of Coast one-nighters, with ork backing to be provided by Jack McVea's combo. Eastern dates will include possible hotel stands, vaude houses, plus additional one-nighters, on a guarantee-percentage basis.

Aside from occasional local dates and sporadic Coast vaude stints, Jeffries has been sticking close to Hollywood during his rise under the Exclusive banner.

## Karzas Sets Names For Trianon Cele

CHICAGO, Aug. 30.—William Karzas, Midwest ballroom chain op, is lining up the biggest week of one-nighters ever presented in one ballroom for the week of November 9 when the Trianon, his local South Side dancery, fetes its 25th anniversary. The only one band, Tex Beneke, has been booked for the week thus far, Karzas is plotting five other top names to fill out the week.

While no definite budget has been set, it's expected that the talent budget for the week will run from \$9,000 to \$12,000, depending upon the visiting orks.

## Banner Signs Jack Bruno

NEW YORK, Aug. 30.—Banner diskery has signed an exclusive contract with singer Jack Bruno, its first English-speaking artist. Firm previously concentrated on the Jewish and Italian field.

## Prescott Gets WJZ 6:30 Jockey Slot

NEW YORK, Aug. 30.—With Martin Block's WNEW disk show catching the majority of the listeners in the late afternoon thru 7:30 p.m., local network outlets now are jockeying their skeds to draw listeners to their outlet after 6:30 p.m. Latest move is the addition of a disk jockey session over WJZ, skedded to get under way October 10 with Allen Prescott, a radio vet who has done everything from broadcasting recipes to emceeing quiz programs, inked for the platter-spinner chore.

At present WNBC and WCBS still retain their news coverage during the 6:30-7 p.m. period. WJZ, which has had considerable success with its Paul Whiteman platter show in the afternoons (there is a waiting list of sponsors at this time), figures another disk session may woo some of Block's listeners and bring some added revenue.

## Riviera Band Biz Beckons Britons

LONDON, Aug. 30.—A trend of name orks moving from the London West End to the South of France has been noted here. Teeing off with Bill Duffy's rumba ork, which left Ciro's for a booking at the Palm Beach Casino in Cannes, the movement now seems to be growing as a result of the glad hand extended to Duffy in Cannes. The Negresco Hotel, Nice, is reported negotiating for Eric Winstone's ork, and the Ted Heath ork is going into the Prince Des Galles in Cannes for the winter.

Major hurdle in a full-scale movement of English bands to the Continent is the fact that fees are much lower on the Riviera, where the season has been below pre-war standards, than they are in London and Paris, and currency transfers are practically impossible. Orksters say the Riviera bookings are practically paid holidays.

## Eddie Janis Assumes Post For BMI on West Coast

NEW YORK, Aug. 30. — Eddie Janis, who recently was upped from West Coast professional manager of Broadcast Music, Inc. (BMI), to manager of the newly organized film synchronization department, returned West Tuesday (26) after conferring with Carl Haverlin, BMI president, on his new duties.

The new department also will serve the interests of many BMI affiliates who do not now have West Coast representation.

## Straeter Resumes Waxing

NEW YORK, Aug. 30.—Ted Straeter, after closing at the Capitol Wednesday (27), refused bookings for the next two weeks in order to resume his waxing sessions for Sonora. Ork, after playing a *Treasury Hour* broadcast and completing the waxing date, opens at the Statler, Washington, September 15, returning to New York early in November to the Waldorf.

*The Tune Was Made by the Way It Was Played*

★ AND ★

IT'S TAKING THE COUNTRY BY STORM!!

*The One and Only*

"NEAR YOU"

RECORDED BY

FRANCIS

CRAIG

*and his Orchestra*

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RECORD #1001

Don't Settle for a Substitute

GET THE ORIGINAL

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# BMI Pin Up SHEET

## Hit Tunes for September

On Records

### CASTANETS AND LACE (Republic)

Sammy Kaye—Vic. 20-2345 • Bob Houston—MGM\*

### COME TO THE MARDI GRAS (Peer)

Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288  
Victor Lombardo—Maj. 7243 • Fernando Alvarez—Sig. 15145  
Guy Lombardo—Dec. 24156 • Dinning Sisters—Cap.\*

### IT TAKES TIME (London)

Benny Goodman—Cap. 376 • Louis Armstrong—Vic. 20-22289  
Doris Day—Col. 37324 • Guy Lombardo—Dec. 23865

### I WONDER WHO'S KISSING HER NOW (Marks)

Perry Como—Vic. 20-2315 • Ted Weems—Perry Como—Dec. 25078  
Jean Sablon—Vic. 25-0101 • Danny Kaye—Dec. 24110  
Joe Howard—DeLuxe 1036 • Frank Froeba—Dec. 23602  
Dinning Sisters—Cap. 433 • Ray Noble—Col. 37544  
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082  
Bobby Doyle—Sig. 15057 • D'Artega—Sonora 2012  
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002  
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002  
Ben Yost Singers—Sonora 1084 • Wayne King—Vic.\*

### JUST AN OLD LOVE OF MINE (Campbell-Porgie)

Billy Eckstine—MGM 10043 • Dick Farney—Maj. 7248  
Tommy Dorsey—Vic. 20-2371 • Peggy Lee—Cap. 445  
Doris Day—Col. 37821

### LOLITA LOPEZ (Encore)

Freddy Martin—Vic. 20-2288 • Dinning Sisters—Cap. 438

### SMOKE! SMOKE! SMOKE! (That Cigarette)

Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370  
Lawrence Welk—Dec. 24113 • Deuce Spriggins—Coast 263  
Johnny Bond—Col. 37831

### TENNESSEE (Stevens)

Blue Barron—MGM 10058

### THE STORY OF SORRENTO (Pemora)

Buddy Clark—Xavier Cugat—Col. 37507  
Bobby Doyle—Sig. 15079

### THERE'S THAT LONELY FEELING AGAIN (Mellin)

Frankie Carle—Col. 37484 • Freddy Stewart—Cap. 426  
Connee Boswell—Apollo 1064 • Hal McIntyre—MGM 10032  
Louis Prima—Maj. 1145 • Charlie Spivak—Vic. 20-2287

### WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

Cinny Simms—Mercury 3014 • Jack McLean—Coast 8009  
Four Chicks & Chuck—MGM 10048 • Foy Willing—Maj. 6013  
Gordon Jenkins—Dec.\* • The Mel-Tones—B & W\*

\* Soon to be released.

### COMING UP

A GIRL THAT I REMEMBER (BMI)  
EV'RYBODY AND HIS BROTHER (BMI)  
FORGIVING YOU (Mellin)  
HILLS OF COLORADO (London)  
HONEYMOON (Marks)  
THIS IS THE INSIDE STORY (Stevens)  
YOU'RE THE PRETTIEST THING (Duchess)

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 scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Week Ending August 30



## HONOR ROLL OF HITS

The "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.

- TRADE SERVICE FEATURE
- Last Week
- 1. PEG O' MY HEART** 1  
By Alfred Bryan and Fred Fisher  
Published by Robbins (ASCAP)

Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nickselband Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052.

Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivaneck Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
  - 2. THAT'S MY DESIRE** 2  
By Carroll Loveday and Helmy Gresa  
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; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118.

Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard; Skinnay Ennis, Standard.
  - 3. I WONDER WHO'S KISSING HER NOW** 2  
By W. M. Hough, F. R. Adams and  
J. E. Howard  
Published by E. B. Marks (BMI)

From the 20th Century film "I Wonder Who's Kissing Her Now."

Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15, Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013.

Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozle Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor.
  - 4. SMOKE! SMOKE! SMOKE! (THAT CIGARETTE)** 3  
By Merle Travis and Tex  
Williams; published by  
American (BMI)

Records available: Johnny Bond, Columbia 37831; Phil Harris, Victor 20-2370; Deuce Spriggins, Coast 263; Lawrence Welk, Decca 24113; Tex Williams, Capitol Americana 40001.
  - 5. FEUDIN' AND FIGHTIN'** 6  
By Al Dubin and Burton Lane  
Published by Chappell (ASCAP)

Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443.
  - 6. HEAR YOU** 4  
By Kermit Goell and Francis Craig  
Published by Supreme (ASCAP)

Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171.

(No information on electrical transcription libraries available as The Billboard goes to press.)
  - 7. I WONDER, I WONDER, I WONDER** 4  
By Darryl Hutchins  
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; Glenn Davis, Skating Rhythms, SR-236.

Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.
  - 8. WHEN YOU WERE SWEET SIXTEEN** 5  
By James Thornton; published  
by Shapiro-Bernstein (ASCAP)

Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jurgens, Columbia 37803; Phil Reed, Dance-Tone 120.

Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor.
  - 9. TALLAHASSEE** 10  
By Frank Loesser  
Published by Famous (ASCAP)

From the Paramount film "Variety Girl."

Records available: Bing Crosby-Andrews Sisters, Decca 23885; Ray Dorey, Majestic 7239; Johnny Mercer-the Pled Pipers, Capitol 422; Vaughn Monroe, Victor 20-2294; Dinah Shore-Woody Herman, Columbia 37387; Kate Smith, MGM 10028.

Electrical transcription libraries: Art Mooney, Associated; Russ Morgan, World; Louise Carlyle, Music of Manhattan, NBC Thesaurus.
  - 10. I WISH I DIDN'T LOVE YOU SO** 10  
By Frank Loesser  
Published by Paramount (ASCAP)

From the Paramount film "Perils of Pauline."

Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120.

(No information on electrical transcription libraries available as The Billboard goes to press.)

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BROADCAST MUSIC, INC.  
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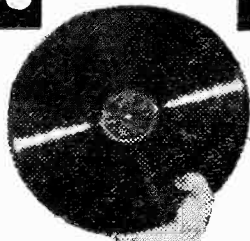


**RCA VICTOR'S  
PERRY COMO!**

with Russ Case and his Orchestra  
Two from the new musical "Allegro," by Hammerstein and Rodgers, who wrote Perry's first big hit: "If I Loved You." These are a cinch to top it! 'A' will catch on quick—'B' will ease in and be the real hit of the show.

**So Far**  
AND  
**A Fellow Needs a Girl**  
RCA Victor 20-2402

**RCA VICTOR'S  
PHIL HARRIS!**



**Fun and Fancy Free**  
(from Walt Disney's pic of the same name)  
There's lots of fun in this recording. Harris uses his good old Southern style complete with top kicks. Will catch a bale of laughin' money.

RCA Victor 20-2401 ("A" side)



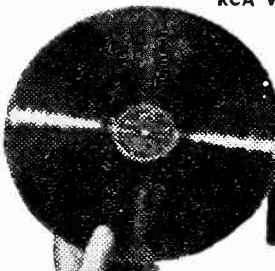
**RCA VICTOR'S  
LOUIS PRIMA!**

Here's Louis' first platter for RCA Victor—and it's going to be big!

**Civilization**  
(Bongo, Bongo, Bongo)  
A comedy set to African tempo. The orchestra joins Prima to make this hilarious styling the big novelty of the Fall season.

**Forsaking All Others**  
There's a taste of "That's My Desire" in this slow ballad. Cathy Allen, Louis, and chorus background add novelty flavor.  
RCA Victor 20-2400

**Say It With a Slap**  
(from Walt Disney's "Fun and Fancy Free")  
Prima puts in all the sound effects and comedy that are in the original film production. Group-singing chorus is a riot.  
RCA Victor 20-2401 ("B" side)



**RCA VICTOR'S  
SPADE COOLEY!**

and his Band  
**Red Hot Polka**  
Spade turns his Western swing on Continental polka rhythms, and the outcome is some wild and torrid fiddling . . . breezily vocalizing . . . and one whale of a number for the boxes!

**Who Dug This Hole I'm In**  
Swell strings and vocal by Spade  
RCA Victor 20-2384



**RCA VICTOR'S  
FREDDY MARTIN!**

**All My Love**  
New lyric on an old tune everybody knows . . . sure-fire formula! Vocal by Clyde Rogers and The Martin Men.

**When the White Roses Bloom in Red River Valley**  
Hillbilly treatment by Stuart Wade and The Martin Men . . . it won terrific response at the Coconut Grove.  
RCA Victor 20-2376

**RCA VICTOR'S  
CECIL CAMPBELL!**

and his Tennessee Ramblers  
Campbell, famous for his Hawaiian guitar, tells his hard-hearted gal friend what her fate will be someday. Flip is a tropical arrangement full of his expert South Sea Island strumming.

**It's Gonna Come Home to You**  
AND  
**Hawaiian Moon**  
RCA Victor 20-2404

★ RE-ISSUED BY REQUEST ★

**LARRY CLINTON** and his Orchestra with vocals by Bea Wain.  
**Deep Purple**  
AND  
**My Heart Belongs to Daddy**  
RCA Victor 20-2399

**ERSKINE HAWKINS** and his Orchestra with vocals by Laura Washington, Ace Harris and Chorus.

**Somebody Loves Me**  
AND  
**Well Natch!**  
RCA Victor 20-2383

**DUDLEY KING** and his Orchestra (RCA Victor Smart Set "Favorite Songs from Famous Musicals, Vol. 2," P-177) (Vocals by Frances Greer and Jimmy Carroll)

**Someone to Watch Over Me**  
AND  
**Make Believe**  
RCA Victor 20-2221

**I'll Follow My Secret Heart**  
AND  
**Zigeuner**  
RCA Victor 20-2222

**Yours is My Heart Alone**  
AND  
**Love's Rondelay**  
RCA Victor 20-2223

**A Kiss in the Dark**  
AND  
**I'm Falling in Love With Someone**  
RCA Victor 20-2224

**THE PINE RIDGE BOYS**  
(Marvin Taylor & Douglas Spivey)  
Singing with guitars

**You Are My Sunshine**  
AND  
**Old Shep**  
RCA Victor 20-2403

**JAZZ GILLUM** Blues singer  
**You Got to Run Me Down**  
AND  
**I'm Gonna Train My Baby**  
RCA Victor 20-2405

**MAURICE CHEVALIER**  
with Henri René and his Orchestra. (RCA Victor International Set "Maurice Chevalier Returns," S-51)

**Place Pigalle** (In English)  
AND  
**Weeping Willie** (In English) (Il pleurait Willie)  
RCA Victor 25-1088

**Quai de Bercy**—Pt. 1 (In English)  
AND  
**Quai de Bercy**—Concluded (In French)  
RCA Victor 25-1089

**Valentine**—Pt. 1 (In English)  
AND  
**Valentine**—Concluded (In French)  
RCA Victor 25-1090

**Vingt Ans**—Pt. 1 (In English)  
AND  
**Vingt Ans**—Concluded (In French) (At the Age of 20)  
RCA Victor 25-1091

THE STARS WHO MAKE THE HITS ARE ON  
**RCA VICTOR RECORDS**

**Modern RECORDS** KEYNOTES THE FALL SEASON

**HADDA BROOKS**  
"Queen of the Boogie"  
LATEST RELEASE  
**"Don't Take Your Love From Me"**  
and  
**"HUNGARIAN RHAPSODY NO. 2 IN BOOGIE"—#153**  
Now on personal appearance tour. Currently . . . Howard Theater, Washington, D. C.

**Johnny Moore's 3 BLAZERS**  
**"Make-Believe Land"**  
backed by  
**"NURSERY RHYME BOOGIE"—#152**  
Just concluded one of the greatest and most successful p.a. tours of all time.

**GENE PHILLIPS**  
and his  
**RHYTHM ACES**  
**"Just a Dream"**  
and **"BIG LEGS"—#20-527**  
Currently rocking Frontier Club, Santa Monica—and turntables all over the country.

WATCH these pages for an important announcement on MODERN RECORDS' new HILTBILLY SERIES!

**Modern RECORDS**  
686 NORTH ROBERTSON BOULEVARD  
*hollywood*

**The Billboard** MUSIC POPULARITY CHARTS  
**Sheet Music**  
PART II  
Week Ending August 30

**BEST-SELLING SHEET MUSIC**

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

Weeks to date	POSITION Last Week	POSITION This Week	SONG	Publisher
15	1	1	PEG O' MY HEART (R)	Robbins
7	2	2	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
17	3	3	THAT'S MY DESIRE (R)	Mill
9	6	4	ASK ANYONE WHO KNOWS (R)	Witmark
8	7	5	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
			"When You Were Sweet Sixteen," published by Shapiro-Bernstein, was omitted last week thru a typographical error. It should have been in seventh place. The Billboard regrets this error.	
4	8	6	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
5	—	7	TALLAHASSEE (F) (R)	Famous
4	10	8	FEUDIN' AND FIGHTIN' (R)	Chappell
16	5	9	I WONDER, I WONDER, I WONDER (R)	Robbins
14	11	10	CHI-BABA, CHI-BABA (R)	Oxford
4	9	11	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
14	4	12	ACROSS THE ALLEY FROM THE ALAMO (R)	Capitol Songs
1	1	13	NEAR YOU (R)	Supreme
2	15	14	I HAVE BUT ONE HEART (R)	Barton
9	13	15	IVY (F) (R)	Burke-Van Heusen
2	14	15	THE WHIFFENPOOF SONG (R)	Miller

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION Last Week	POSITION This Week	SONG	English	American
13	1	1	COME BACK TO SORRENTO	Ricordi	Public Domain
5	3	2	NOW IS THE HOUR	Keith Prowse	*
15	2	3	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
3	7	4	I BELIEVE	Edwin H. Morris	Sinatra Songs
18	4	5	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
8	6	6	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
10	5	7	I GOT THE SUN IN THE MORNING	Chappell	Berlin
17	9	8	A GAL IN CALICO	Feldman	Remick
4	14	9	LITTLE DUTCH MILL	Irwin Dash	Shapiro-Bernstein
2	16	10	GUILTY	Francis Day	Feist
11	11	11	HEARTACHES	Campbell-Connelly	Leeds
7	8	12	MAM'SELLE	Francis Day	Feist
9	10	13	THEY SAY IT'S WONDERFUL	Chappell	Berlin
12	13	14	OH, WHAT A BEAUTIFUL MORNING	Chappell	Williamson
20	12	15	TELL ME, MARIANNE	Southern	Southern
11	17	16	DEAR OLD DONEGAL	Leeds	Leeds
33	18	17	ANNIVERSARY SONG	Campbell-Connelly	Mood
1	—	18	CHI-BABA, CHI-BABA	Sun	Oxford
18	15	19	TRY A LITTLE TENDERNESS	Campbell-Connelly	Robbins
12	19	20	TIME AFTER TIME	Edwin H. Morris	Sinatra Songs

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

**CANADA'S TOP TUNES**

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

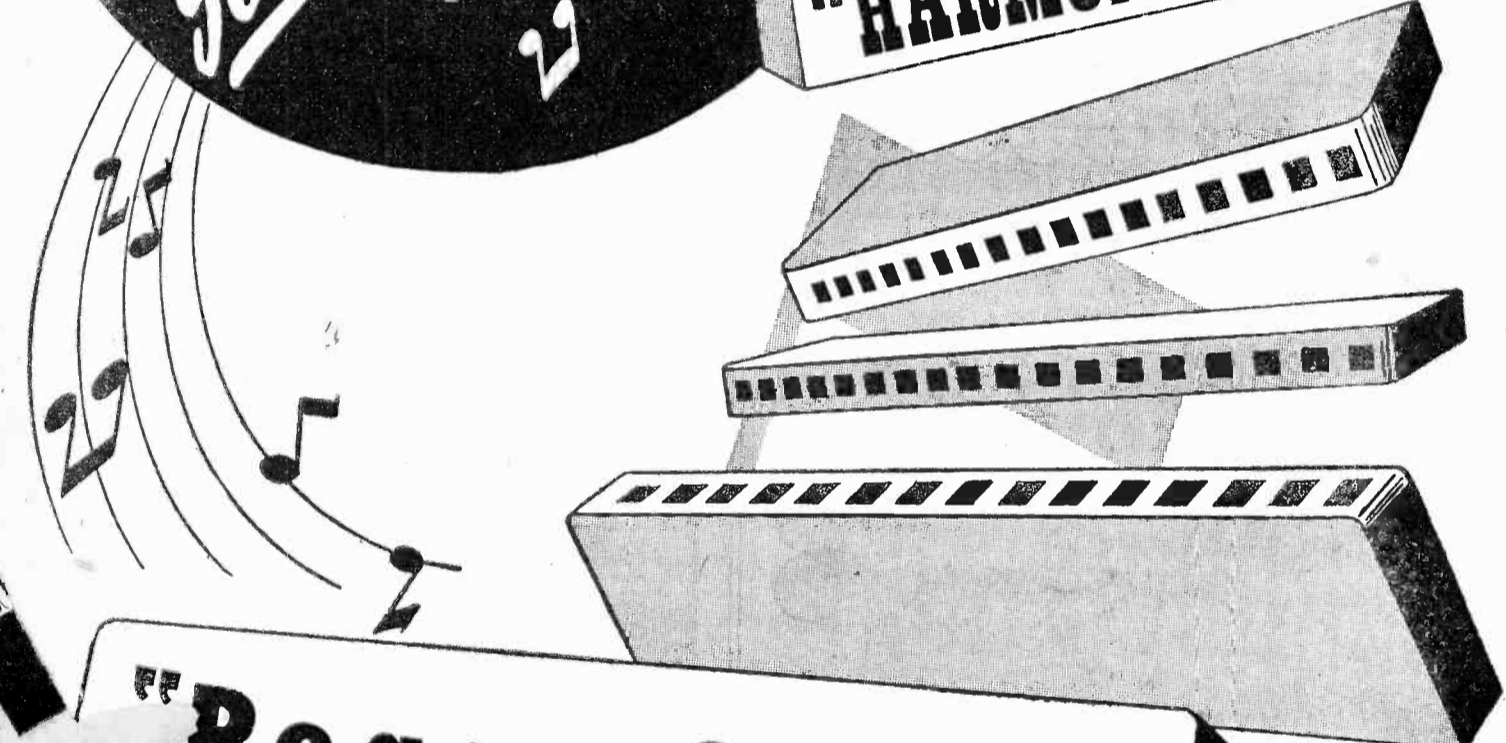
SONG	Rank Order According to CMS	Order GVT	SONG	Rank Order According to CMS	Order GVT
WHEN YOU WERE SWEET SIXTEEN	1	5	AS LONG AS I'M DREAMING	18	—
THAT'S MY DESIRE	2	8	FEUDIN' AND FIGHTIN'	19	—
HEARTACHES	3	—	I WONDER, I WONDER	20	4
LINDA	4	17	I WONDER WHO'S KISSING HER NOW	—	3
I BELIEVE	5	—	CHI-BABA, CHI-BABA	—	6
IVY	6	—	MAM'SELLE	—	7
MY ADOBE HACIENDA	7	—	MIDNIGHT MASQUERADE	—	10
SWEET MARIE	8	—	ALMOST LIKE BEING IN LOVE	—	11
TIME AFTER TIME	9	—	HEATHER ON THE HILL	—	12
RED SILK STOCKINGS AND GREEN PERFUME	10	—	CECILIA	—	13
PASSING BY	11	—	TALLAHASSEE	—	14
JE VOUSE AIME	12	—	COME TO THE MARDI GRAS	—	15
ACROSS THE ALLEY FROM THE ALAMO	13	2	BRIGADOON	—	16
AN APPLE BLOSSOM WEDDING	14	16	ASK ANYONE WHO KNOWS	—	19
PEG O' MY HEART	15	1	THE ECHO SAID "NO"	—	20
APRIL SHOWERS	16	—			
ANNIVERSARY SONG	17	9			

**VITA** *coustic*  
TONE CONTROLLED

"LIVING SOUND"  
Records

*Soaring to New Heights* **ON ANOTHER "PEG"**

JERRY MURAD'S  
**"HARMONICATS"**



**"Peggy O'Neil"**  
7B *"September Song"*  
(by popular demand)

**VITA** *coustic*  
TONE CONTROLLED

**Records**

"LIVING SOUND"

CHICAGO  
NEW YORK  
HOLLYWOOD

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

**SIGNATURE'S SPINNER CHAMP**

**JERRY MARSHALL**

Popular Jerry runs the Music Hall 2-4 pm during the week over New York's WNEW. As a master of ceremonies, Jerry is in demand for personal appearances as well as over the air.



**BY THE GAL  
WHO  
INTRODUCED IT!**

**MONICA  
LEWIS**  
*sings*

**I HAVE BUT ONE HEART  
and  
THE WHIFFENPOOF SONG**

*on Sig 15130*



**Signature  
records**

**GENERAL ELECTRIC  
SUPPLY CORPORATION**

See your GESCO distributor or write direct to  
Signature Records, 601 W. 26th St., New York 1, N. Y.

**Billboard** MUSIC POPULARITY CHARTS

PART  
III

**Radio Popularity**

Week Ending  
August 30

**SONGS WITH GREATEST RADIO AUDIENCES**

beginning Friday, August 22, 8 a.m., and ending Friday, August 29, 8 a.m.)

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

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

Title	Publishers	Lic. By
Across the Alley From the Alamo (R)	Capitol Songs	ASCAP
Ain'tcha Ever Comin' Back? (R)	Sinatra Songs	ASCAP
All of Me (R)	Bourne	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
As Long As I'm Dreaming (F) (R)	Burke-Van Heusen	ASCAP
Ask Anyone Who Knows (R)	Witmark	ASCAP
Cecilia (R)	ABC	ASCAP
Chi-Baba, Chi-Baba (R)	Oxford	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Deep Valley (R)	Remick	ASCAP
Don't Tell Me (R)	Robbins	ASCAP
Every So Often (R)	Harry Warren	ASCAP
Feudin' and Fightin' (R) (M)	Chappell	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder, I Wonder, I Wonder (R)	Robbins	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Je Vous Aime (R)	Crawford	ASCAP
My Heart Is a Hobo (F) (R)	Burke-Van Heusen	ASCAP
On the Avenue (R)	Leeds	ASCAP
On the Old Spanish Trail (R)	Peter Maurice	ASCAP
Passing By (R)	Chappell	ASCAP
Peg o' My Heart (R)	Robbins	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
That's My Desire (R)	Mills	ASCAP
The Echo Said "No" (R)	Lombardo	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Story of Sorrento (R)	Pemora	BMI
The Turntable Song (R)	Miller	ASCAP
There's That Lonely Feeling Again (R)	Melin	BMI

**The Remaining 20 Songs of the Week**

All My Love (R)	Harms, Inc.	ASCAP
As Years Go By (R)	Miller	ASCAP
Can You Look Me in the Eyes (R)	United	ASCAP
For Once in Your Life (R)	Dreyer	ASCAP
I Do, Do, Do Like You (R)	Harms, Inc.	ASCAP
If My Heart Had a Window (R)	Mutual	ASCAP
Ivy (F) (R)	Burke-Van Heusen	ASCAP
Just an Old Love of Mine (R)	Campbell-Porgie	ASCAP
Just Plain Love (R)	E. H. Morris	ASCAP
Kokomo, Indiana (F) (R)	Bregman-Vocco-Conn	ASCAP
Lazy Countryside (F) (R)	Santly-Joy	ASCAP
Love and the Weather (R)	Berlin	ASCAP
Naughty Angelina (R)	George Simon	ASCAP
Oh, My Achin' Heart (R)	Mood	ASCAP
Old Devil Moon (M) (R)	Crawford	ASCAP
Red Silk Stockings and Green Perfume (R)	E. H. Morris	ASCAP
Tomorrow (R)	E. H. Morris	ASCAP
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP
You're Not So Easy to Forget (R)	Feist	ASCAP

**RECORDS MOST-PLAYED ON THE AIR**

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys thruout 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 2. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

**Going Strong**

Weeks to date	Last 1 Week	This Week	Title	Artist	Lic. By
5	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
11	3	2	PEG O' MY HEART	Buddy Clark	Columbia 37392—ASCAP
10	6	3	SMOKE, SMOKE, SMOKE (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001—BMI
4	2	4	I WONDER WHO'S KISSING HER NOW	Perry Como-Ted Weems	Decca 25078—BMI
8	—	5	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251—ASCAP
2	8	6	FEUDIN' AND FIGHTIN' (M)	Jo Stafford (The Starlighters-Paul Weston)	Capitol B 443—ASCAP
15	5	7	PEG O' MY HEART	The Harmonicats	Vitacoustic 1—ASCAP
12	9	7	PEG O' MY HEART	Three Suns	Victor 20-2272—ASCAP
6	—	8	FEUDIN' AND FIGHTIN' (M)	Dorothy Shay (Mischa Russell Ork)	Columbia 37189—ASCAP
19	10	9	THAT'S MY DESIRE	Frankie Laine	Mercury 5007—ASCAP
6	—	10	THAT'S MY DESIRE	Martha Tilton (Dean Elliott Ork)	Capitol 395—ASCAP
14	14	11	I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124—ASCAP
10	—	12	PEG O' MY HEART	Art Lund (Johnny Thompson Ork)	MGM 10037—ASCAP
18	4	13	I NEVER KNEW	Sam Donahue (Bill Lockwood)	Capitol 405—ASCAP
3	12	14	THE LADY FROM 29 PALMS	Tony Pastor (Tony Pastor)	Columbia 37562—ASCAP
13	11	15	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)	Capitol 412—ASCAP

(Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales Ork, Majestic 1130)





**Click**  
**BAND OF THE YEAR**

**Click**  
 MARKET STREET AT SIXTEENTH . . . . . PHILADELPHIA 2  
 August 21, 1947  
 • RI 6 - 2782 •

Mr. Art Heems,  
 General Artists Corporation,  
 1270 Sixth Avenue,  
 New York City.

Dear Art,  
 Ray Anthony and his Orchestra finished a one-week engagement at the CLICK yesterday, and I'm writing to tell you we have decided that his is the **CLICK BAND OF THE YEAR** — the most promising new band to play here in our first year of business.

A wonderful showman and musician himself, Ray really had to be seen and heard to be appreciated. We were very much pleased with this fellow's music, and his drawing power increased every day.

Thanks for bringing him to our attention, Art. He is really the most promising new band of this year for us, and truly deserving of our title — **CLICK BAND OF THE YEAR!**

Sincerely,  
*Frank Palumbo*  
 Frank Palumbo

FRANK PALUMBO PICK'S RAY ANTHONY AS THE MOST PROMISING NEW BAND TO PLAY THE **Click** THIS YEAR

**Ray Anthony**  
 HIS TRUMPET  
 AND HIS ORCHESTRA



Bookings  
**GENERAL ARTISTS CORPORATION**  
 THOMAS G. ROCKWELL, President  
 NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON  
 Personal Management: FRED BENSON

# More power to you— COIN MACHINE OPERATORS

COIN MACHINE INDUSTRIES, INC. and the operators throughout the nation are to be commended for the initiative and energy they are demonstrating on behalf of the Damon Runyon Memorial Fund for Cancer Research.



August 22, 1947

HERE'S WHAT IS BEING DONE

Mr. Carl Haverlin, President  
BROADCAST MUSIC, INC.  
580 Fifth Avenue  
New York, 19, N.Y.

Dear Mr. Haverlin:

We're more than happy to inform you that two BMI-licensed songs, as recorded by the Esquire Trio on UNITED ARTIST RECORDS, have been officially selected by Coin Machine Industries, Inc. in connection with the industry-wide campaign for the Damon Runyon Memorial Fund for Cancer Research.

The songs are "ELLA", published by Harwall Music, and "YOU'RE THE SUNSHINE OF MY HEART", published by Maurice Wells. Both are BMI-affiliate publishers.

James T. Mangan, director of the CMI Public Relations Bureau, advises me that the entire coin machine industry, which has already made enormous contributions to the Cancer Fund, has designated this United Artist record as its official selection, and that part of the net proceeds from this record will be turned over to the Fund by the operators.

In addition, UNITED ARTIST RECORDS is happy to share in this cause by donating all of its proceeds from the sale of this record. Our plants have turned out 400,000 records for distribution to coin machine operators throughout the country. The authors of the song, the recording artists, and all UNITED ARTIST RECORD distributors are also donating their net proceeds to the cancer fund.

Our distributors from coast to coast are prepared to make immediate delivery of this record to all operators.

On behalf of UNITED ARTIST RECORDS, I consider it a genuine pleasure to be sharing in this important humanitarian effort.

Very sincerely yours  
UNITED ARTIST RECORDS

*John Clein*  
John Clein  
President

JC:F

FACTORY: 1202 EAST HILL STREET • LONG BEACH 4, CALIF.

BMI raises a sincere salute to all who are sharing in this great cause. To the coin machine industry, to the Harwall Music Publishers, to Maurice O. Wells, to the writers of ELLA and YOU'RE THE SUNSHINE OF MY HEART, to the record distributors — to all who are participating in this worthy effort —  
**MORE POWER TO YOU!**

**BROADCAST MUSIC INC.**

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

## The Billboard MUSIC POPULARITY CHARTS

PART IV

### Retail Record Sales

Week Ending August 30



#### 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	Last Week	This Week	POSITION	Record	Artist	Label
7	1	1	1.	SMOKE, SMOKE, SMOKE (That Cigarette) <i>Round-Up Polka</i>	Tex Williams (Tex Williams-Trio)	Capitol Americana 40001
9	2	2	2.	TIMTAYSHUN (I Love You) <i>Mental Reasons</i>	Red Ingle and the Natural Seven-Jo	Stafford-Cinderella G. Stump...Capitol 412
16	6	3	3.	PEG O' MY HEART <i>Fantasy Impromptu</i>	The Harmonicats-Sid Fisher	Vitacoustic 1
1	—	4	4.	NEAR YOU <i>Red Rose</i>	Francis Craig Ork	Bullet 1001
6	—	5	5.	WHEN YOU WERE SWEET <i>Chi-Baba, Chi-Baba</i>	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259
12	5	6	6.	THAT'S MY DESIRE <i>The Red Silk Stockings and Kaydets</i>	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251
2	7	7	7.	I WONDER WHO'S KISSIN HER NOW <i>That Old Gang of Mine</i>	Ted Weems-Perry Como	Decca 25078
11	3	8	8.	PEG O' MY HEART <i>Across the Alley From the Alamo</i>	Three Suns	Victor 20-2272
1	—	9	9.	FEUDIN' AND FIGHTIN' <i>Say That We're Sweethearts</i>	Dorothy Shay (Mischa Russell Ork)	Columbia 37189
13	—	10	10.	I WONDER, I WONDER, I WONDER <i>Ask Anyone Who Knows</i>	Eddy Howard	Majestic 1124

#### 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	Last Week	This Week	POSITION	Album	Label
4	1	1	1.	Al Jolson Album	Decca A-575
20	2	2	2.	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Columbia C-119
11	4	3	3.	Carle Comes Calling	Columbia C-129
33	3	4	4.	Al Jolson Album	Decca 469
3	—	5	5.	Sentimental Journey Album	Columbia C-131

#### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record	Label
100	1	1	1.	Clair de Lune	Victor 11-8851
115	2	2	2.	Chopin's Polonaise	Victor 11-8848
73	3	3	3.	Jalousie	Victor 12160
89	5	4	4.	Warsaw Concerto	Victor 11-8863
16	4	5	5.	The Whiffenpoof Song	Victor 10-1313

#### 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	Last Week	This Week	POSITION	Album	Label
7	2	1	1.	The Student Prince	Victor P-180
106	1	2	2.	Rhapsody in Blue	Columbia X-251
51	4	3	3.	Rachmaninoff Concerto No. 2, in C Minor	Victor 1075
19	3	4	4.	Rhapsody in Blue	Signature GP-1
7	—	5	5.	Khactaturian; Gayne-Ballet Suite	Columbia MM-664

The Billboard  
MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending August 30

PART V



MOST-PLAYED JUKE BOX RECORDS

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

POSITION			Going Strong	
Weeks to date	Last Week	This Week		
11	2	1	1. PEG O' MY HEART	Three Suns ..... Victor 20-2272
8	1	2	2. SMOKE, SMOKE, SMOKE (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001
15	5	3	3. THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets) ..... Victor 20-2251
19	3	4	4. PEG O' MY HEART	The Harmonicats-Sid Fisher..... Vitacoustic 1
4	4	5	5. I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como ..... Decca 25078
15	6	6	6. I WONDER, I WONDER, I WONDER	Guy Lombardo ..... Decca 23865
9	8	7	7. WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork) ..... Victor 20-2259
15	7	8	8. I WONDER, I WONDER, I WONDER	Eddy Howard ..... Majestic 1124
10	9	9	9. TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ..... Capitol 412
1	—	10	10. NEAR YOU	(Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales Ork, Majestic 1130)
18	10	11	11. THAT'S MY DESIRE	Francis Craig ..... Bullet 1001
1	—	12	12. THE LADY FROM 29 PALMS	Frankie Laine ..... Mercury 5007 Freddy Martin (The Martin Men) ..... Victor 20-2347
3	15	13	13. FEUDIN' AND FIGHTIN' (M)	(Andrews Sisters-Vic Schoen Ork, Decca 23976; Victor Lombardo Ork, Majestic 7250; Freddy Martin (The Martin Men), Victor 20-2347; Curt Massey (Henry Russell Ork), Coast 8011)
5	—	14	14. PEG O' MY HEART	Dorothy Shay (Mischa Russell Ork) ..... Columbia 37189
10	11	15	15. PEG O' MY HEART	Ted Weems (Bob Edwards) ..... Mercury 5052 Art Lund (Johnny Thompson) ..... MGM 10037

Coming Up

FEUDIN' AND FIGHTIN' (M)	Jo Stafford (The Starlighters-Paul Weston Ork) ..... Capitol B 443
--------------------------	--

MOST-PLAYED JUKE BOX HILLBILLY RECORDS

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

POSITION				
Weeks to date	Last Week	This Week		
11	1	1	1. SMOKE, SMOKE, SMOKE (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001
12	2	2	2. TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ..... Capitol 412
3	4	3	3. I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)	Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2332
15	3	4	4. IT'S A SIN	Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2241
4	5	5	5. FEUDIN' AND FIGHTIN' (M)	Dorothy Shay (Mischa Russell Ork) ..... Columbia 37189

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION				
Weeks to date	Last Week	This Week		
2	1	1	1. BOOGIE WOOGIE BLUE PLATE	Louis Jordan ..... Decca 24104
10	3	2	2. NEW ORLEANS BLUES	Johnny Moore's Three Blazers (Charles Brown) ..... Exclusive 240
23	2	3	3. I WANT TO BE LOVED (But Only by You)	Savannah Churchill ..... Manor 1046
13	2	3	3. JACK, YOU'RE DEAD	Louis Jordan ..... Decca 23901
11	—	4	4. ACROSS THE ALLEY FROM THE ALAMO	Mills Bros. ..... Decca 23863
2	—	5	5. HURRY ON DOWN	Nellie Fletcher and Her Rhythm ..... Capitol Americana 40002
9	—	5	5. THAT'S MY DESIRE	Frankie Laine ..... Mercury 5007

# DINA SHORE

PUTS THE DIAMOND SPARKLE ON FOUR NEW HITS



"IT TAKES A LONG, LONG TRAIN WITH A RED CABOOSE" (To Carry My Blues Away)

"DO A LITTLE BUSINESS ON THE SIDE" Columbia 37840

"KOKOMO, INDIANA"

"YOU DO"

(Both from "Mother Wore Tights")

Columbia 37587

HEAR THE GREAT ARTISTS AT THEIR BEST ON

# Columbia Records

Trade marks "Columbia" and "CBS" Reg. U. S. Pat. Off.



# ERVIN DRAKE

AND

# JIMMY SHIRL

WRITERS OF

'SONATA,' 'TICO TICO,' 'MABEL! MABEL!'  
'THE RICKETY RICKSHAW MAN,' 'DELILAH,' ETC.

PRESENT

FIVE NEW #1 SONGS

## COME TO THE MARDI GRAS

PEER INTERNATIONAL

YOU'RE BREAKING IN  
A NEW HEART

(WHILE YOU'RE BREAKING MINE)

EDWIN H. MORRIS

## MADE FOR EACH OTHER

SOUTHERN MUSIC

## PLAY THE PLAYERA

EDW. B. MARKS

TO MAKE A MISTAKE  
IS HUMAN

RECORD SONGS, INC.

ERVIN DRAKE AND JIMMY SHIRL . . . SUITE 716  
1619 BROADWAY, N.Y.C.

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
VI

## Record Reviews and Possibilities

Week Ending  
August 30

TRADE  
SERVICE  
FEATURE

### RECORD POSSIBILITIES

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

**CIVILIZATION** . . . . . Louis Prima and Ork. . . . . Victor 20-2400  
"Bongo, Bongo, Bongo, I Don't Want To Leave the Congo," sings Louis Prima with the chorus, and the nickels will start rolling in faster than ever. It's another Prima special, one of those cuties he's been knocking out with increasing regularity, with Louis carrying the load with the clever lyrics, and the chorus coming in for the assists. Flip is "Porsaking All Others," an average tune, with Prima, the chorus and Cathy Allen on the lyrics. A very fine first on the Victor label for dot Looie boy!

**FREEDOM TRAIN** . . . . . Buddy Clark with the Modernaires . . . . . Columbia 37889  
Last week it looked as tho no rendition could equal the Crosby-Andrews platter of this "un. But Buddy boy hadn't been heard from! A guy whose career forges steadily upward and whose voice seemingly gets better and better, Clark sings the "Train" song with lung and heart and just about ties the Bingle. Buyers can pick their own favorite, but we repeat they'd better buy one. "Train" is a jingle rhythm tune designed to help the campaign to sell Americans on America's heritage—such a wholesome idea makes the ditty a "must" perforce. Flipover on Clark's version is "Sincerely Yours," in which he embellishes the tune first done on Capitol by Freddie Stewart, with some spoken a la Ink Spots endearments tossed in the second chorus\*break.

**AND MIMI** . . . . . Dick Haymes with Gordon Jenkins's Orchestra . . . . . Decca 24172  
The song's the thing! You'll be hearing it on a batch of platters from all labels, but for now Dick Haymes's version stacks up as hot stuff. This tuneful French melody sticks in the mind, forces spontaneous whistling-along and may well prove to be another "Mam'selle." One thing about Decca platters, the lyrics are always heard clear and meaningful. With so many diskeries lousing up the words, the Decca contribution to fine enunciation makes the listener doubly grateful.

**JUST AROUND THE CORNER** . . . . . Pied Pipers with Paul Weston's Ork . . . . . Capitol 456  
The Dell Trio . . . . . Columbia 37591  
Written for the past generation by Dolph Singer and Harry Von Tilzer, and kept alive by Ted Lewis down thru the years, this oldie appears headed for a major revival with Capitol and Columbia starting the ball rolling. The Pied Pipers sing it sweet throat, with only a musical bridge between choruses to back up the vocals. Flip is "I Wanna Be a Friend of Yours," a cute number but below the performance of the "Corner" side. The Dell Trio handles the oldie in fox trot rhythm, playing it straight all the way in a manner that will please the oldsters and youngsters alike. Reverse is another revival, "The One I Love." Give a nod, there should be plenty of activity "Just Around the Corner" from here on out.

### 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.

**JOHNNY LONG (Signature 15157)**

*Paradise*—FT; VC.  
*It's Like a Trip To Tipperary*—FT; VC.

The Johnny Long pattern of streamlining a familiar song lyric with his band boys singing it in unison as a swing choir lends itself well for the wordage of "Paradise." Taking the romantic waltz at a breezy bounce tempo, Francey Lane pipes the lyric as the songwriters intended it to be sung with the band boys on the responses with their own rhythmic pattering. Contrasting, maestro Long brings in Matt Relly for the slow and smooth Erin ballad, "Trip to Tipperary," singing it sweetly and tenderly in true Irish tenor style.

They'll step up to the machines for "Paradise" were the Johnny Long creations have already caught on, while the mated Iris' ballad is worth a try at the taps and taverns.

**LUIS RUSSELL (Apollo 1071)**

*I've Been a Fool Again*—FT; VC.  
*Gloomy Sunday*—FT; VC.

The Luis Russell band merely provides a plattering and harmonic musical background on the strength of Lee Richardson's pash piping. A bronze balladeer of major import, Richardson rings the bell with his torch chanting for the slow spinning "Fool Again" ballad, for which the Russell band sustains a fuller and more rhythmic bank. Is also in good voice and with full dramatic force in singing the slow and draggy "Gloomy Sunday."

"I've Been a Fool Again" will click with the Harlem chicks.

**LIL GREEN (Victor 20-2417)**

*Take Me Back to Little Rock*—FT; VC.  
*You've Been a Good Ole Wagon*—FT; VC.

With her own small band to cut a rhythm figured pattern in the background, the lusty blues singing of Lil Green suffers only because of the song material. But while "Little Rock" fashions more as an Arkansas hillbilly ditty, la belle Green whips out the wordage with a real rhythmic frenzy. Settles down to a more mellow mood for the mated spin in the slow race blues saga of the "Ole Wagon" that broke down. And she sings this one, too, with full rhythmic feel, but without the

innuendoes implied in the song story.

Race spots may evidence some coin interest on the strength of big-voiced Lil Green.

**WILL BRADLEY (Signature 15134)**

*Lonely Moments*—FT.  
*Bop 'n Boogie*—FT.

The emphasis is on Mike Orlent's instrumental scoring rather than Bradley's trombone virtuosity. But with a wealth of fresh rhythmic ideas in the arrangements and a tightly-knit ensemble to interpret them at a solid pace, it makes for plenty of musical substance for both of these instrumentals. The Bradley trombone, ever rich in tone and feeling, kicks off Mary Lou Williams' "Lonely Moments" mood blues with the band elaborating on the figured design. And for the flip, it's a refined re-bop riff fashioned for the ensemble in an eight-beat pattern that comes out as "Bop 'n Boogie."

Re-bop fans may show some interest in "Bop 'n Boogie," particularly with the title attracting.

**THE GLENWOOD QUARTET**

(Lark LR-1001)

*Just a Closer Walk With Thee*—FT; V.  
*Ezekiel Saw the Wheel*—FT; V.

It's the singing of the Negro spirituals in the manner they should be sung in this harmony blend of the Dixie Humming Birds. With a rich tenor voice to carry the lead, sharing with the deep and bell-toned voice of the bass, boys sustain a rich rhythmic and spiritual flow as they sing unaccompanied for "Just a Closer Walk With Thee" in a slow tempo and for "Ezekiel" at a more moderate pace.

For home use.

**INK SPOTS (Decca 24111)**

*Do You Feel That Way, Too?*—FT; V.  
*Information Please*—FT; V.

It's the familiar Ink Spots pattern for these sides with Bill Kenny carrying it entirely for the slow "Feel That Way" ballad and a welcome contrast in giving a bit of harmony treatment as they sing the familiar "Information Please" at a brighter tempo.

Only for the Ink Spots fans, who will side with Bill Kenny's solo singing.

(Continued on opposite page)

(Continued from opposite page)

**JEAN SABLON** (Victor 25-0101)

*I Wonder Who's Kissing Her Now*—W; V.  
*Inseparable*—FT; V.

Almost like whispering in your ear—that's how intimate Jean Sablon gets in his singing—the French romanticist gives a suave yet tender interpretation for both of these ballads. The soft strings of Toots Camarata's music down a velvety carpet, and Sablon singing at a slow and entirely leisurely pace, he caresses the wordage in a waltz tempo for the familiar "Kissing Her Now." It's even more beguiling as he gives out in French for the sentimental "Inseparable" ("Orchids for Madame").

For the intimacy of the home player.

**BILLIE HOLLIDAY** (Columbia 37586)

*Long Gone Blues*—FT; V.  
*Am I Blue?*—FT; V.

Dating back a half dozen years and more, these sides are being issued for the first time by the label. And with the warm blues styling of Billie Holiday given to full emotional sway, spinning adds up to real lyrical excitement made all the more attractive by the jazz purists playing in the small band backgrounds. Singing it low-down and sultry for "Long Gone Blues," taking a moderate tempo as she tells about her love being all wrong, the soprano sax of Tab Smith and the growl trumpeting of Hot Lips Page is something to occupy the attention. Takes it at a slow tempo for seductive "Am I Blue" singing for which Roy Eldridge's trumpet adds scorch to her singing.

A rare addition to the hot jazz collections with race spots and campus haunts sure to pay off long for "Long Gone Blues."

**SAUL MEISELS** (Victor 25-3074)

*We Go to the Land and Who Will Build?*—FT; V.  
*Shepherd Song*—FT; V.

A tender, Saul Meisels' tenor piping brings us the modern Hebrew melodies of Palestine in excellent fashion. With strings and woodwinds providing mental support, sings with fine spirit a medley of two gay and tuneful folk songs. In "We Go to the Land" and "Who Will Build?" And is as much at home with the slow lullaby as he sings it sweetly and with feeling for the melancholy "Shepherd Song."

For the nationality buyers.

**THE THREE SUNS** (Victor 20-2393)

*On the Avenue*—FT.  
*Sentimental Souvenir*—FT.

Is lush with melodic richness as the violin, organ and guitar blend for these two tuneful melodies. And the dance beat is just as pronounced. Three Suns take it an contagious bounce tempo for the catchy "Avenue" song, slowing down for a beautiful and buoyant "Sentimental Souvenir" serenade.

Phono fans favoring the Three Suns, as who doesn't, will favor both sides.

**ERSKINE BUTTERFIELD** (Musicraft 501)

*Cecilia*—FT; VC.  
*S'posin*—FT; VC.

The rhythmic phrasing of Erskine Butterfield, both in handling the wordage and in knuckling the keyboard, brings a personality equation to the platter that makes for enthusiasm. With a fine measure of intimacy in his song styling, and the hot horns in the small band sharing the instrumental frame and sustaining a rhythmic flow for his song, Butterfield makes a marked impression a lively whirling for "Cecilia." And at a moderate bounce beat, sells it in personality piping and playing style for "S'posin'." It's commercial all the way.

Where "Cecilia" is coming to life again, Butterfield's entry gives it a nice lift.

**JOSH WHITE** (Apollo 157)

*Apples, Peaches and Cherries*—FT; V.  
*The Man Who Couldn't Walk Around*—FT; V.

Without peer when it comes to piping the folk ballads, and projecting the lyrics with a sense of sincerity and simplicity that fairly makes for spellbound spinning, Josh White offers a must-have mating in making his disk debut for this waxery. Singing to his own guitar strums, White paints a beautiful lyrical picture for "Apples, Peaches and Cherries," madrigal mu-

sic of the street peddler who wooed and won the fair maiden. And for the flip, pays beautiful tribute—and in fitting manner—to the late FDR and while there's no names mentioned, there's no mistaking the personality in "The Man Who Couldn't Walk Around."

Record fans will grab this up for the intimacy of their parlor phonos at home.

**HALL SISTERS** (Victor 20-2386)

*You Never Can Tell the Depth of the Well*—FT; V.  
*Trouble Is a Man*—FT; V.

The trio harmonies of the Hall Sisters, their voices shrill and without body in their blend, brings no provocation to their initial plattering. Nor does the music making of Jesse Stone's band add any more rhythmic flavor or color to their chanting. Their sepiu qualities pronounced in their singing and in the band's playing, gals fare better when piping to the bounce beats for an innocuous "You Never Can Tell" than when singing it slow and close for the "Trouble" blues dirge.

Nothing to command coin attention to this needling.

**RUSS PINTO-NANCY LEE**

(Tune Disk 103)  
*It's Just a Matter of Time*—FT; V.  
*When Summer Comes*—FT; V.

For an indie waxerie, here is platter production that stacks up with the leading labels. Moreover, it's excellent song material in ballad material introduced with the "Summer Comes" song of musical show quality. Pressed on vinylite, with Leo Lefleur conducting a full ensemble rich in fiddle and woodwind color for Herman Steins' colorful arrangements, the spinning is something to occupy the attention. Even the voices are good, but unfortunately, the vocal interpretations run far beyond commercial lines. Russ Pinto, singing "Matter of Time," displays a tutored set of tenor pipes; and Nancy Lee for the "Summer Comes" lullaby is of the fine fine vocal timbre. However, the voices lack the warmth and expression to bring out the commercial qualities of the songs along popular lines.

Phono play will depend largely on the popularity attained by the tunes.

**THE GLENWOOD QUARTET**

(Lark LR-1001)  
*The Candy Man*—FT; V.  
*Moses*—FT; V.

A Negro spiritual fourtet with a good top tenor lead and a filling bass voice to tie up the neatly knit blend, the Glenwood Quartet impresses favorably in their singing of the "Moses" spiritual. Boys sing without any instrumental accompaniment and the absence of a sustained rhythmic flow is pronounced in their harmonies for "The Candy Man," a rhythm ditty hardly suited to their singing style.

No coin appeal in this cutting.

**LEE WILEY** (Majestic 7258)

*Woman Alone With the Blues*—FT; V.  
*Sugar*—FT; V.

The jazz overtones in her lyric projection most pronounced and singing with a rhythmic feel that makes vocal quality almost superfluous, Lee Wiley's blues chanteusing is a real object lesson in song expression. And with hubby Jack Stacey at the piano pacing the small combo cutting thru with a subdued but sustaining rhythm background, la belle Lee livens the lyrics for both Willard Robinson's slow blues mood, "Woman Alone With the Blues" and the slow and sultry spinning "Sugar" of yesteryear's vintage.

Hot jazz fans will favor these.

**DENNIS DAY** (Victor 20-2360)

*Love and the Weather*—FT; V.  
*Naughty Angeline*—FT; V.

The smooth and leisurely tenor piping of Dennis Day, with Charles Dant providing a soft and sustained musical background, makes for a pleasant singing interlude for both of these ballads. Takes both at a slow tempo, with plenty of buoyancy in the flow of both tuneful melodies.

For the folks at home favoring the air singer.

(Continued on page 120)

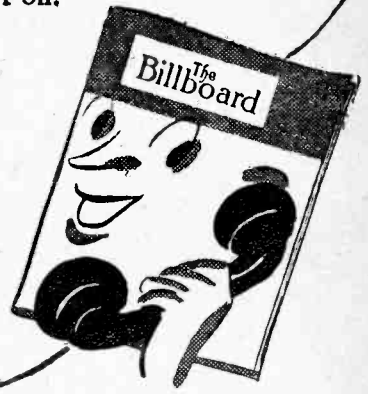


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The **Billboard** MUSIC POPULARITY CHARTS  
**Advance Information** PART VII

Week Ending August 30



**ADVANCE RECORD RELEASES**

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

**POPULAR**

- A MERRY CHRISTMAS ALBUM**.....Signature S-7
- Jingle Bells.....Johnny Long (Ensemble).....Signature 15150
- Let It Snow! Let It Snow! Let It Snow!.....Ray Bloch Ork (The Eldorado Five).....Signature 15152
- Santa Claus Is Coming To Town.....Ray Bloch Ork (The Eldorado Five).....Signature 15152
- The Christmas Song.....Monica Lewis (Ray Bloch Ork).....Signature 15151
- White Christmas.....Monica Lewis (Ray Bloch Ork).....Signature 15151
- Winter Wonderland.....Johnny Long (Francy Lane-Ensemble).....Signature 15150
- A STRANGER IN TOWN**.....Phil Reed (THERE MUST).....Dance-Tone 126
- ... AND MIMI.....Dick Haymes-Gordon Jenkins Ork (WHEN I'M).....Decca 24172
- ... AND MIMI.....Mel Torme (BOULEVARD OF).....Musicraft 15114
- ANOTHER NIGHT LIKE THIS**.....Phil Reed (THE WHISTLER'S).....Dance-Tone 125
- \*AVE MARIA**.....Ray Bloch Ork (Harrison Knox-Choir) (THE BELLS).....Signature 15118
- BACK IN YOUR OWN BACKYARD**.....Freddie Stewart-Dreamlady (I'LL BE).....Capitol B459
- BEST LOVED CHRISTMAS MUSIC ALBUM**.....Ray Bloch Choir & Ork.....Signature S-3
- Adeste Fidells.....Signature 15082
- Cantique De Noel.....Signature 15082
- Deck the Hall; Away in a Manger; Hark! The Herald Angels Sing.....Signature 15081
- Here We Come A'Caroling; The First Noel; God Rest Ye Merry Gentlemen.....Signature 15080
- Joy to the World; Good King Wenceslas; Angels We Have Heard on High.....Signature 15080
- Silent Night.....Bobby Doyle.....Signature 15081
- BETWEEN AMERICANS ALBUM (4-10")**.....Kate Smith (Jack Miller Ork).....MGM 7A
- BLESS THIS HOUSE**.....Kate Smith (Jack Miller Ork) (GOD BLESS).....MGM 30025
- BOULEVARD OF MEMORIES**.....Billy Eckstine (Hugo Winterhalter Ork) (THE WILDEST).....MGM 10069
- BODY AND SOUL**.....Tex Beneke-Miller Ork (STORMY WEATHER).....Victor 20-2374
- BOULEVARD OF MEMORIES**.....Mel Torme (Walter Gross Sextet) (AND MIMI).....Musicraft 15114
- BRAHMS WALTZ IN A FLAT**.....The Polka Dots (PEGGY O'NEILL).....Musicraft 507
- CAN'T HELP LOVIN' THAT MAN**.....Patti Page (Eddie Getz Ork) (I'VE GOT).....Mercury 5063
- CECILIA**.....Phil Reed (SIPPING CIDER).....Dance-Tone 123
- COME BACK TO SORRENTO**.....Vic Damone (Camarata Ork) (FOR ONCE).....Mercury 5065
- DAISY**.....The Polka Dots (WONDERFUL ONE).....Musicraft 508
- DAWN**.....Phil Reed (GIRL OF).....Dance-Tone 127
- DON'T TELL ME**.....Johnny Di Cicco Quartet (Jeanne Rand) (DREAMIN').....Rego 1011
- DREAMIN'**.....Johnny Di Cicco Quartet (Morgan Miller) (DON'T TELL).....Rego 1011
- DRIFTING AND DREAMING ALBUM**.....Bing Crosby.....Decca A-578
- Drifting and Dreaming.....Les Paul Trio.....Decca 25185
- I'm Drifting Back to Dreamland.....Dick McIntire Harmony Hawaiians.....Decca 25188
- It's Been a Long, Long Time.....Les Paul Trio.....Decca 25185
- The Singing Sands of Alamosa.....Dick McIntire Harmony Hawaiians.....Decca 25188
- The Waltz You Saved For Me.....Paradise Island Trio.....Decca 25186
- When I Lost You.....Paradise Island Trio.....Decca 25187
- When You're a Long, Long Way From Home.....Paradise Island Trio.....Decca 25187
- Where the Blue of the Night Meets the Gold of the Day.....Paradise Island Trio.....Decca 25186
- EMPEROR WALTZ**.....Skitch Henderson Ork (THE STARS).....Capitol B455
- FOR ONCE IN YOUR LIFE**.....Vic Damone (Camarata Ork) (COME BACK).....Mercury 5065
- FUN AND FANCY FREE**.....Phil Brito (Ted Dale Ork) (HOW LUCKY).....Musicraft 15113
- GIRL OF MY DREAMS**.....Phil Reed (DAWN).....Dance-Tone 127
- GOD BLESS AMERICA**.....Kate Smith (Jack Miller Ork) (BLESS THIS).....MGM 30025
- GREEN EYES**.....Phil Reed (PERFIDIA).....Dance-Tone 128
- HILLS OF COLORADO**.....Robert Scott (Milton DeLugg Ork) (MY FUTURE).....Mercury 3069
- HOW LUCKY YOU ARE**.....Andrews Sisters (Vic Schoen Ork) (NEAR YOU).....Decca 24171
- HOW LUCKY YOU ARE**.....Phil Brito (Ted Dale Ork) (FUN AND).....Musicraft 15113
- I CAN'T GET UP THE NERVE TO KISS YOU**.....Phil Reed (I WON'T).....Dance-Tone 121
- I HAVE BUT ONE HEART**.....The Pied Pipers (The Ernie Filice Quintet) (THE LADY).....Capitol B-460
- I WANNA BE A FRIEND OF YOURS**.....The Pied Pipers (Paul Weston Ork) (JUST AROUND).....Capitol B456
- I WISH I DIDN'T LOVE YOU SO**.....Phil Reed (WHEN YOU).....Dance-Tone 120
- I WON'T BE HOME ANY MORE WHEN YOU CALL**.....Phil Reed (I CAN'T).....Dance-Tone 121
- ISLE OF CAPRI**.....Johnny Di Cicco Quartet (THE BACHELOR).....Rego 1012
- I'VE GOT SOME FORGETTING TO DO**.....Patti Page (Eddie Getz Ork) (CAN'T HELP).....Mercury 5063
- JUST AROUND THE CORNER**.....The Pied Pipers (Paul Weston Ork) (I WANNA).....Capitol B456
- JUST FOR ME**.....Ink Spots (JUST PLAIN).....Decca 24173
- JUST PLAIN LOVE**.....Ink Spots (JUST FOR).....Decca 24173
- KOKOMO, INDIANA**.....Four Chicks and Chuck (Bobby Haggart Ork) (THE TURNTABLE).....MGM 10070
- LAZY COUNTRYSIDE**.....Joe Mooney Quartet (STARS IN).....Decca 24173
- LINGER AWHILE**.....Clark Dennis (Billy May Ork) (THE SHINY).....Capitol B458
- LULLABY FOR LATINIS**.....Wayne King.....Victor 28-0417
- MISSOURI WALTZ**.....Phil Reed (ONE KISS).....Dance-Tone 123

opposite page)

(Continued from opposite page)

LOMBARDOLAND ALBUM	Guy Lombardo	Decca A-570
At Dawning	Tony Craig	Decca 23998
Dancing in the Dark	Stuart Foster	Decca 23997
I'm Always Chasing Rainbows	Mert Curtis	Decca 23995
Make Believe	Mert Curtis	Decca 23995
Smoke Gets in Your Eyes	Tony Craig	Decca 23996
The Very Thought of You	Rose Marie Lombardo	Decca 23996
Time On My Hands (You In My Arms)	Skip Nelson	Decca 23997
When Day Is Done	Tony Craig	Decca 23998
MONA FROM ARIZONA	The Drugstore Cowboys (Johnny Clark) (NIGHTTIME IN)	Whimsy 822
MY FUTURE JUST PASSED	Robert Scott (Milton DeLugg Ork) (HILLS OF)	Mercury 3069
MY SILENT LOVE	Billy Butterfield Ork (Tommy Taylor) (PIC-A-NIC-IN')	Capitol B457
NEAR YOU	Andrews Sisters (Vic Schoen Ork) (HOW LUCKY)	Decca 24171
NIGHTTIME IN NEVADA	The Drugstore Cowboys (Johnny Clark) (MONA FROM)	Whimsy 822
ON WISCONSIN	Phil Reed (STEIN SONG)	Dance-Tone 129
ONE KISS	Phil Reed (MISSOURI WALTZ)	Dance-Tone 123
PEGGY O'NEILL	The Polka Dots (BRAHMS WALTZ)	Musicraft 507
PERFIDIA	Phil Reed (GREEN EYES)	Dance-Tone 128
PIC-A-NIC-IN' (In the Park)	Billy Butterfield Ork (Pat O'Connor-Tommy Taylor-Band) (MY SILENT)	Capitol B457
PIC-A-NIC-IN' (In the Park)	Ray Pearl Ork (Betty Chapel) (PLEASE DON'T)	Bullet 1008
PLEASE DON'T TELL	Ray Pearl Ork (Pat Herman) (PIC-A-NIC-IN')	Bullet 1008
SENT NIGHT	Bobby Doyle (Ray Bloch Ork) (WHITE CHRISTMAS)	Signature 15058
SIPPING CIDER BY THE ZUYDER ZEE	Phil Reed (CECILIA)	Dance-Tone 122
STARS IN MY EYES	Joe Mooney Quartet (LAZY COUNTRY-SIDE)	Decca 24174
STEIN SONG (University of Maine)	Phil Reed (ON WISCONSIN)	Dance-Tone 129
FORMY WEATHER	Tex Beneke-Miller Ork (BODY AND)	Victor 20-2374
SWEET AND LOVELY	George Paxton Ork (YALE BLUES)	Musicraft 15115
BACHELOR AND THE BY-SOXER	Johnny D. Cicco Quartet (Jeanne Rand) (ISLE OF)	Rego 1012
*T. BELLS OF ST. MARY'S	Ray Bloch Ork (Choir) (AVE MARIA)	Signature 15118
THE LADY FROM 29 PALMS	The Pied Pipers (The Ernie Filice Quintet) (I HAVE)	Capitol B460
THE LOVELINESS OF YOU	Johnny Clark (Carl Fischer Trio) (YULE-TIDE)	Whimsy 821
THE MAN WITHOUT A COUNTRY ALBUM	Bing Crosby (Frank Lovejoy-Victor Young, Dir.)	Decca DAU-3
The Man Without a Country, Parts 1 and 4		Decca DAU 90013
The Man Without a Country, Parts 2 and 3		Decca DAU 90014
THE ONE I LOVE	Georgia Gibbs (Johnnie Guarnieri Quartet) (THE STANLEY)	Majestic 12012
THE SHINY ONE	Clark Dennis (Billy May Ork) (LINGER AWHILE)	Capitol B458
THE STANLEY STEAMER	Georgia Gibbs (Glenn Osser Ork) (THE ONE)	Majestic 12012
THE STANLEY STEAMER	Jo Stafford (Paul Weston Ork) (WHEN YOU'VE)	Capitol B454
THE STARS WILL REMEMBER	Skitch Henderson Ork (Glen Sterling) (EMPEROR WALTZ)	Capitol B455
THE THREE SUNS PRESENT ALBUM	The Three Suns	Victor P-185
Dardanelle		Victor 20-2357
Deep Purple		Victor 20-2357
Hindustan		Victor 20-2356
I'll Never Wish for More Than This		Victor 20-2358
Sunrise Serenade		Victor 20-2359
The Breeze and I		Victor 20-2359
Twilight Time		Victor 20-2356
When Day Is Done		Victor 20-2358
THE TURNTABLE SONG	Four Chicks and Chuck (Jack Miller Ork) (KOKOMO, INDIANA)	MGM 10070
THE WHISTLER'S MOTHER-IN-LAW	Phil Reed (ANOTHER NIGHT)	Dance-Tone 125
THE WILDEST GAL IN TOWN	Billy Eckstine (Hugo Winterhalter Ork) (BOULEVARD OF)	MGM 10069
THERE MUST BE A WAY	Phil Reed (A STRANGER)	Dance-Tone 126
THEY CAN'T CONVINCE ME	Betty Rhodes (Charles Dant Ork) (WHAT A)	Victor 20-2057
WHAT A FOOL I HAVE BEEN	Betty Rhodes (Charles Dant Ork) (THEY CAN'T)	Victor 20-2057
WHEN I'M NOT NEAR THE GIRL I LOVE	Dick Haymes-Gordon Jenkins Ork (AND MIMI)	Decca 24172
*WHEN THE ORGAN PLAYED AT TWILIGHT ALBUM	Jesse Crawford	Decca A-584
A Perfect Day		Decca 25197
Goin' Home (Antonin Dvorak)		Decca 25196
La Estrellita (My Little Star)		Decca 25197
Serenade (Franz Schubert)		Decca 25198
The Perfect Song		Decca 25195
Traumerel (Robert Schumann)		Decca 25198
When Day Is Done		Decca 25196
When the Organ Played at Twilight		Decca 25195
WHEN YOU WERE SWEET SIXTEEN	Phil Reed (I WISH)	Dance-Tone 120
WHEN YOU'VE GOT A MAN ON YOUR MIND	Jo Stafford (Paul Weston Ork) (THE STANLEY)	Capitol B454
WHITE CHRISTMAS	Bobby Doyle (Ray Bloch Ork) (SILENT NIGHT)	Signature 15058
WONDERFUL ONE	The Polka Dots (DAISY)	Musicraft 508
*Re-issue.		
<b>RACE</b>		
BIG FAT MAMA	Roy Milton (THRILL ME)	Specialty 518
GRASSHOPPERS IN MY PILLOW	Leadbelly (SWEET MARY)	Capitol Americana A40038
IF IT'S TRUE	Cootie Williams Ork (Billy Mathews) (OOH LA-LA)	Majestic 1165
JUST THINKIN'	Walter Brown (Jay McShann Quartet) (LOVIN' A)	Mercury 8054
LOVIN' A BEGGAR	Walter Brown (Jay McShann Quartet) (JUST THINKIN')	Mercury 8054
OCH LA-LA	Cootie Williams Ork (Bob Merrell) (IF IT'S)	Majestic 1165
REMAINING SOUVENIRS	Lee Richardson (WALKING SLOW)	Apollo 1079
ST. LOUIS BLUES	Albert Ammons Rhythm Kings (SHUFFLIN' THE)	Mercury 8053
SHUFFLIN' THE BOOGIE	Albert Ammons Rhythm Kings (ST. LOUIS)	Mercury 8053
SWEET MARY BLUES	Leadbelly (GRASSHOPPERS IN)	Capitol Americana A40038
THRILL ME	Roy Milton (BIG FAT)	Specialty 518
WALKING SLOW	Lee Richardson (REMAINING SOUVENIRS)	Apollo 1079

(Continued)

STANDARD RECORDS

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T-125 PUNCH AND JUDY—Polka  
DON'T DO IT, STELLA—Polka Espe Musette Orchestra

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NEW RELEASES

INTERNATIONAL NOVELTIES

T-128 DANUBE WAVES  
BLUE DANUBE Accordion Masters  
Dir. George Vitalis

Perhaps you have these two selections in stock by other orchestras and ensembles. However, listen to the "Accordion Masters" rendition and you'll be convinced that it is an excellent record.

T-130 OCTAVE POLKA  
ALANDS POLKA J. Yankevich Orchestra

We call this record the "Pittsburgh Special" but we believe that it is excellent for any part of the country.

POLISH

F-3027 EVERYBODY DO BARY  
TY MNIE JUZ NIE CHCESZ WIECEJ ZNAC Regina Kujawa with  
B. Witkowski Orch.

Another two Polish Selections by Regina Kujawa. Both selections are excellent but give special attention to the A side.

F-3029 W LEWO I PRAWA OBEREK  
A DZIKICH STRON—Polka Jozef Lararz Ork

The famous Polish orchestra of Joseph Lazarz "strikes again" with two typical Polish dances. Demonstrate this to your Polish trade and we are sure your orders will be tremendous.

MEXICAN

F-4026 PRIMAVERA—Cancion Ranchera  
SOY DE COAHUILA—Ranchera Guadalupe La Chinaca

Two real Mexican songs by the famous songstress of the Radio Station in Mexico City, Mexico. Very good record for territories with Mexican population.

ITALIAN

F-6032 TONY IN LOVE  
TARANTELLA BARESE Rocco De Russo  
Comic

By now everyone knows Rocco De Russo from his hit record F-6028. Here is a new release by the same artist which we believe will surpass the sales of F-6028.

GREEK

F-9038 DEMA APO TON THYO  
ANAPIROS MANGAS Petros Kyriakos  
(Recorded in Greece)

Petros Kyriakos is a famous Athenian comedian and is well known among the Greek-Americans from previous record hits. His new record is excellent. Play it for your Greek trade and you'll convince yourselves.

F-9039 AN BOROSES MIA STIGMI  
EZISA KONTA SOU Stella Greca  
(Recorded in Greece)

The famous songstress of the Radio Station in Athens, Greece. She interprets two Athenian song hits.

F-9040 THA S'ACAPO KIAN O KOSMOS HATHI  
PES MOU POS THA BORESO NA SE XEHASO M. Thomakos

M. Thomakos, who is an exclusive "Standard" Artist, with his golden voice magnificently expresses two beautiful Greek songs.

F-9041 PANORIA—Tsamico  
STON ADI THA KATEVO—Sirto George Xenopoulos

Two folk dances that your Greek trade will welcome.

SERBO-CROATION

F-12005 YA SAM MAHKO CURE FINA  
PASTIRCE MLADO I MILO Joseph Batistich

Mr. Batistich is very well known among the Yugo-Slavian colonies in this country. Both selections are folk songs and are excellent and appealing.

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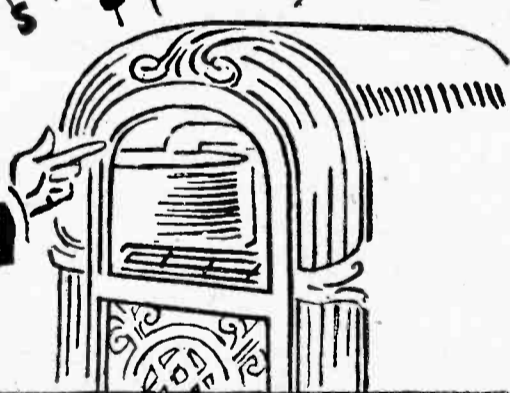
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## Cabarets in Ruined Germany Struggling To Regain Feet

BERLIN, Aug. 30.—The shows you see today in Berlin and other German cities cannot be compared in any way with the great bills presented here before Hitler's time. The leading Berlin vaude houses, the Wintergarten, Scala and Plaza, are no more; they were blasted in 1943 and 1944. Scala is a ruin, like the others, but one wing of the big house still exists and it houses a restaurant and small cabaret.

In 1945 there were no intact music halls or cabarets left in Berlin. Soon afterward new variety halls and cabarets were opened, most of them by people unknown to show business before the war. Devastated former restaurants, even barns in the suburbs, were put into shape for such enterprises. These spots charged enormous admission prices, booked all available talent, often paying surprisingly good prices for would-be artists, sold what remained of wine, cheap and bad beverage stocks and made money. But not for long. They disappeared after a few months.

It was then that the German artists' organization, Internationale Artisten Logen (IAL), which was dissolved by the Nazis in 1934, was revived. Carl Schwarz, of "Broken Mirror" fame, who was banned from the stage by the Nazis, was elected president of IAL. Albert Van de Velse, a British subject who in 1939 was detained by the Nazis but later was released and permitted to play all over Germany during the war, was named chairman and one of the deputies.

The new IAL faced a tough job trying to build up its organization again. Many of the prominent members of the old group, like Otto Allison, Adolf Wotpert and Nick Kaufmann, died before the IAL was revived. Most of the best acts were dissolved during the war and individuals were killed in the fighting or during air raids.

Difficult as it was, nevertheless, the IAL got going again. Its operation, of course, is complicated by the fact that Germany is partitioned into four zones. The IAL is represented in the four zones, but the head office is where it was in the old days, in Berlin.

In addition to IAL, a union of variety theater managers has been founded in Duesseldorf and a circus managers' union has established headquarters in Frankfurt. In Berlin, no managers' organization has been permitted until now.

Acts working in Germany today have a bad time of it because there is a shortage in everything. Equipment and costumes, which were lost, destroyed or stolen, are hard to replace; the regular markets have nothing, and black market prices are too high for many artists. Therefore, it is almost impossible to keep an act up to date.

Berlin has theaters in all zones. The Scala opened again in October, 1945, at the former Nollendorf Theater on Nollendorf Square, not far from the former Scala premises. It is now named New Scala and its managers are Hans Nerking, a former actor, and Wolfgang Wilk, for many years well known in Berlin as assistant manager of the Scala. The New Scala, with about 1,000 capacity, is a good deal smaller than the original. The stage also is smaller but well equipped with all modern lighting devices, scenery and stage settings.

Policy of the new house is a mixed program, the first half consisting of high-class variety acts, the best available stars and staged in American style. The second part is a top-notch American film. The most of the films shown are rather old—some were released in America 10 years ago. They are as

a novelty for Germans.

The New Scala also houses the Kabarett der Komiker (Cabaret of the Comedians), founded by Kurt Robitscheck 25 years ago. The former house of the Kabarett der Komiker was heavily damaged by an air raid in 1943. Willi Schaeffers, dean of the German cabaretists, was appointed manager of this cabaret in 1940, but now is engaged by the owners and managers of the New Scala only as artist. There is no trace left of the tradition of Robitscheck's Kabarett der Komiker, the quite good programs are offered in the small and low-ceilinged hall.

While the New Scala and some other smaller, less important variety halls, and cabarets in the vicinity of the Zoological Gardens are situated in the American and British sectors of Berlin, the biggest theater is to be found in the Russian sector. It is the Palast Variete, the past great playhouse of Max Reinhardt. Before Reinhardt had it, it was the home of the renowned Albert Schumann and more than 50 years ago of the famous circus, Renz.

This big house with a capacity of some 3,000 is only slightly damaged by bombs, has a big stage and is well equipped. Until the Russians took away her license recently, it was managed by Marion Spadoni, daughter of the world-famous Paul Spadoni who still runs his agency and is known as a shrewd talent finder. The house reportedly will play operettas.

Novelties and good strong acts, headliners and attractions are still rare in Berlin. Traveling is beset with severe food, housing and transportation problems. The zonal borders make traveling most difficult for artists, consequently many prefer to stay in Berlin or inside their own zone and play all possible halls. This means, of course, that the shows lack variety, which producers attempt to alleviate by strengthening their bills with ballets. The shows in Berlin are changed monthly.

Despite this lack of variety, business at the Scala and Palast has been good. The Palast and Wintergarten frequently have been hired for boxing or wrestling matches and for political meetings. The Wintergarten, once the most famous and leading variety theater of Germany and even of the Continent, has been rebuilt by its owners, the HAG (Hotel Company Ltd.), at a new site at the Hasenheide, in the southeastern section of Berlin in the American zone. Even the famous starved sky on the roof of the former Wintergarten was copied, a big stage and all modern equipment were installed and in November, 1946, the new Wintergarten opened, but as a movie house. The new director, a former cabaret agent, thought, it is said, the salaries good acts want and are paid were exorbitant, so he preferred to play American and German films.

### ASCAP Was Never Like This: Redmond

NEW YORK, Aug. 30. — John (Gaucho Serenade, etc.) Redmond landed a job this week that's almost better than an ASCAP rating boost.

The lucky songwriter was picked to co-judge the Atlantic City bathing beauty contest along with Neville Miller (former prexy of National Association of Broadcasters), industrialist Arnold DuPont, illustrator John Whitcomb and Hollywood designer Vyvyan Donner. Redmond doesn't know why they picked him—"unless it was because of the talent angle"—but pant, pant!



# Decca Boosts British Imports

(Continued from page 14)

tions, the company has received shipments of Ambrose, Anne Shelton, Quintet Hot Club of France and other platters that are being peddled here at 75 cents per.

One wrinkle in the importation program, it has been learned, may lead to Decca's bringing in some Beryl Davis disks. The pop chirp and RCA Victor star, still has a contract for some sides with English Decca which would give Decca here availability to any of these cuttings whenever they are made.

In line with its expanded classical biz Decca here has opened up its Parlophone disk line (previously only masters were brought in but now the records proper are imported) and is ready to thump out with 25 complete album sets of operas and other classical selections—*Turandot Opera* (EIAR Orchestra), *Samson and Delilah* (E. Stignani), *Lucia de Lammermoor* (EIAR Orchestra), etc.

Scouring of the European catalogs by Decca here and importation of the disks in growing numbers is being watched closely by RCA Victor and Columbia Records, both of whom obviously would not be anxious to see Decca cut too deep into their classical business. Decca, however, reports it is going full speed ahead on both Parlophone and FFRR bulk imports and market development here. A spokesman, moreover, denied rumors that English Decca abroad was perturbed at the increased play given Parlophone by American Decca. Parlophone is one of three adjuncts of Electrical Musical Industries (EMI) in Britain with whom English Decca is chief rival.

FFRR disks in the competitive picture are known to be giving RCA Victor here some cause for concern. Latter company reportedly has been experimenting with fuller cycle disks as well as a machine to reproduce them—a new model was introduced at the Berkshire festival this year—with a protective eye to the future believed to motivate the research.

Meanwhile the possibility always exists that Decca's importation of disks, classical as well as popular, may stand the company in extra good stead should a Petrillo "ban" on recording develop in January. Not only does the American Federation of Musicians hold no sway over British product, but the imported pressings require no payment of royalties to the AFM's welfare fund.

# Columbia Boosts Price on Platters

(Continued from page 14)

the 60-cent label and a 20-cent hike on the \$1 platter.

The CRC price reflects an economic change that has been taking place in the industry for some time, as labor and material prices continue on the upgrade. James W. Murray, veepee in charge of the record division of RCA, reported that Victor had been studying the price situation, but he did not deny or confirm the early possibilities of a price hike. The firm, however, has been faced with the same rising production and labor costs as the rest of the industry and it is not inconceivable that Victor will follow CRC's lead in the near future.

MGM revealed that it definitely will retain its 60-cent label, which now comprises the greatest portion of the firm's output.

Decca already has a 75-cent label, but has been merchandising disks covering a series of price levels starting at 50 cents and rising to \$2.

The CRC price hike is expected to show up in the checks to music publishers, as the 75-cent price calls for a 2-cent-per-disk fee instead of the 1 1/4-cent fee paid on 60-cent disks.

# Wallichs Says No Shake-Up at Cap

(Continued from page 14)

Capitol definitely is not negotiating a loan and branded as fantastic talk that a shake-up is in the offing. It was pointed out that the diskery is rounding out a highly successful summer and finds itself financially stronger than ever before.

Up to Mercer, De Sylva

Rumors that Johnny Mercer, Cap prexy, and Buddy De Sylva, chairman of the board, will resign were treated lightly by Wallichs. There is no more reason for this to come about now than there was a year ago, Wallichs stated. Both had indicated in the past their desire to lessen their working loads by stepping down from their exec posts, he continued, since Mercer for some time has been eager to concentrate his efforts on work similar to his *St. Louis Woman* production, while De Sylva was left considerably weakened by the stroke he suffered two years ago.

According to Wallichs, should they resign, their bow-outs will be motivated by these long-standing desires. However, he hastened to add that he was in no position to speculate as to what other men intend to do and if they can continue to see their way clear to shoulder their present Cap duties it would definitely be for the good of the company as a whole. Asked what would happen if Mercer and De Sylva do resign, Wallichs stated that nothing more than a reshuffle in titles would result. Should he (Wallichs) receive the title of president, his present duties of running the company would remain unaltered, the Cap exec said.

No Policy Change

Both Mercer and De Sylva, as large stockholders and members of the board of directors, still would be available in an advisory capacity. Hence, even with the resignation of Cap's two top execs, firm would not experience a major shake-up or change in policy.

Indications from other sources close to the Capitol scene pointed to the Mercer-De Sylva bow-out as a certainty. According to these sources, the only thing that remains unknown is the date of their resignations. In this event, Wallichs would become prexy, continuing to act as general manager and assuming the duties of board head, it was believed.

# SELVIN WITH SACKS

(Continued from page 14)

large-scale transcription and library biz as has been reported, Selvin's experience would prove highly useful.

In some quarters of the trade, Selvin's switch to Columbia was believed largely due to the possible development and expansion of the e. t. field of CBS. He is understood to be going with Columbia at less money than the 35G he earned with majestic annually; since his departure from Majestic was known to be finalized because of his unwillingness to take a pay cut, it is reasoned by observers that he took the Columbia post largely on the basis of future e.-t. possibilities.

Selvin actually is "returning" to Columbia, since from 1927 until 1934 he held the position of recording manager with that firm in the days when Paul Whiteman was a top-seller on that label.

# Miles Gets Detroit Aragon

DETROIT, Aug. 30.—Rufus Miles, former terperary manager in Chicago, has taken over the Aragon Ballroom, catering to Negro patronage, from Howard G. Pyle and James B. Dwyer, Savoy Promotions operators. Spot will inaugurate a taxi dancing policy in Septem<sup>r</sup>

# MAJESTIC IN RED

(Continued from page 14)

Lee Savin will act as Baron's assistant, Ericksen said.

Meanwhile Dave Shelley, who had come in a short time ago as a and r bossman upon the announced intention of Ben Selvin to depart, had himself returned to the West Coast where

it was understood that he would work for Majestic only on a part-time basis and for a temporary period. It is understood that Shelley and Gene Tracy, chief of the entire Majestic operation, had disagreed on company talent-and-tune policy, with Shelley finally deciding to vacate the post in the East here.

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**Billboard MUSIC POPULARITY CHARTS**

**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. (P) indicates greatest sales. (F) indicates first week in chart. (I) indicates tune is in Italian.

POSITION	Artist	Title	Label
1	SMOKE! SMOKE! SMOKE!	Tex Williams Western Caravan (THAT CIGARETTE)	Capitol
2	TIMTAYSHUN	Red Ingle and the Natural (I Love You) For Seventy Seven Jo Stafford-Cinderella Mental Reasoning	Capitol

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# J. Dorsey From GAC to Mus-Art

HOLLYWOOD, Aug. 30. — Jimmy Dorsey will definitely forsake General Artists' Corporation (GAC) upon expiration of his current pact and enters the fold of the Mus-Art band syndie. Mus-Art deal will become effective following Dorsey's stint at Hollywood Palladium. Lyle Thayer, Mus-Art's Coast chief, is currently lining up one-nighters for the JD aggregation following its bow-out from the Palladium.

While Thayer stated that booker's contract had not as yet been inked with Dorsey, he is currently working on Dorsey's tour on a signed authorization from JD. Details will be thrashed out next week and Thayer expects papers to be signed within the next seven days.

# U. S. Tunes Closely Followed by Britons

(Continued from p. 33) American are taking a consensus of opinion via pop charts, etc., to keep their books up to date. present there is a drive on to English-composed songs, but the popular favorites are the tunes from the show *Oklahoma*, which were first presented after the show had opened in London several months ago.

Davis, who would like to see English tunes pushed in this country, brought over two recorded songs, which he plans to show U. S. diskers before he returns next Saturday (6). One is titled *I'm Not in Love* and was written by Ed Kassner, while the second is by Billy Reid, composer of *The Gypsy*, and is called *My First Love, Last Love, Always*. Davis believes that, by importing English-made disks, some of the better tunes produced there would reach much greater renown.

Davis, and Rabin who plays a bass sax in the jointly owned ork, have developed a new trend in operating their 10 leased dance halls. The British variety halls book acts and orks for one week only, while most dance halls, restaurants, etc., use resident bands who remain on location indefinitely. Under the Rabin-Davis set-up orks are booked into their dance halls for a week at a time. The policy not only has proven

profitable but has spread to other locations.

It is the contention of Davis that his daughter, Beryl, despite her having been literally born backstage and being raised in the theater, gained a great deal of stage presence and experience while singing with U. S. service orks during the recent war. Davis related that when Beryl was nine years old, he was able by upping the age to get her a singing job on the British Broadcasting Corporation, which was legally forbidden for British entertainers under the law. Davis worked with her on the show, and for five straight weeks kept introducing 14-year-old Beryl Davis to the radio audience.

That radio remotes are also important in England was pointed out by Davis, who said that the BBC had cut down their dance pick-ups some time ago and biz suffered. Recently there was an increase in time allotted to the orks, and spots reported a pick-up in payees almost immediately.

## AGMA OPERA PACTS

(Continued from page 4) and a jump from \$6 to \$6.50 for sustenance when on tour. Choristers will receive \$13.75 extra for each broadcast, instead of \$12, as formerly. Met dancers will be paid \$60 instead of \$56 when working in New York. Their sustenance pay when on tour is increased from \$5.50 to \$6 a day.

The number of principals to be paid for broadcasts is doubled and the limitation on those receiving sustenance while on tour is boosted from those earning under \$200 to artists making \$250 and under.

One of the most important provisions of the new Met pact calls for the establishment of a pension fund covering all employees, to be administered by a joint committee representing the union and management. The artists have agreed to stage a benefit performance, the proceeds of which the Met will match, to establish the fund.

In addition, members of the chorus who are discharged will be paid severance pay, provided they have been employed by the Met for five years or more. The severance payment will consist of 5 per cent of the last year's earnings for every year up to 20 and 2½ per cent for every year of service over 20.

## AFM STIRS CHI LEGIT

(Continued from page 4) about what Petrillo has up his sleeve. Some said they were not worried and were confident that the union and the theaters could get together, but these were in the minority. One cause of worry is the fact that in the past negotiations for most houses have been completed weeks before contract expirations.

A query at local headquarters of the union brought the response from Eddie Benkert, executive secretary, that the only one who could make a statement on the situation was Petrillo, who presently is in New York and is not expected back here until late next week. Benkert also said that Petrillo would handle negotiations.

In the meantime, legit houses will operate under old contracts and hope that new demands from the union will not be too bad.

## BRITISH \$ CRISIS

(Continued from page 15) Connolly, who have a largely American output but have neither a New York office nor partner, account for the greater portion of direct-dollar transfers that have taken place to date.

No matter what the outcome, it is a fact that American music now is enjoying its greatest popularity in England. Songs from *Oklahoma* and *Annie, Get Your Gun* are sweeping the country, while *Open the Door, Richard and Managua, Nicaragua* are constantly being aired on BBC and played by orks.

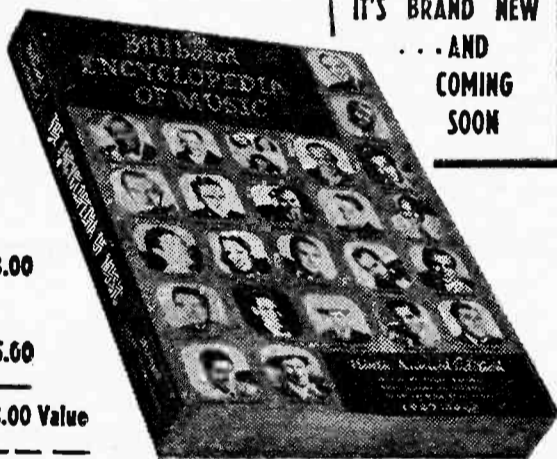
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## Music—As Written

### NEW YORK:

Mel Torme opens Frank Dailey's Meadowbrook Tuesday (2) with Walter Gross and Ray McKinley's ork. . . . Miguelito Valdes into the Fairmont Hotel, San Francisco, September 16 for four weeks. . . . Jack Eigen, WINS disk jockey, has set aside his entire September 12 show from the Copa lounge as a tribute to Frank Farrell, local scribe and marine corps vet. . . . Kitty Kallen stays at the Chanteclair, Baltimore, until September 11. . . . Warney Ruhl ork into the Hotel Jefferson, St. Louis, Friday (5) for an indefinite run. . . . Jerry Wald's ork extended thru mid-September at the Hotel New Yorker.

Bob Gregory and His Cactus Cowboys cut four sides for MGM, and also waxed their 153d radio e. t. . . . Hal Wasson's new 11-piece ork into the Dragon Grill, Corpus Christi, Tex., Tuesday (2). Spot has dropped its show policy temporarily to test larger orks. . . . The Johnnie Camachos (L's head of the Latin-American department at E. B. Marks) added a boy to the family. . . . New York Jazz Club features Bunk Johnson, Leadbelly, Edmond Hall, James Archev, Fred Moore, Cy St. Clair and Ralph Sutton at their concert at Town Hall Saturday (6).

Count Basie into the Apollo September 19. . . . Sam Donahue ork into the Club Ankara, Pittsburgh, for two weeks starting September 15. . . . Johnny Moore's Three Blazers will remain on the West Coast for nitery and radio bookings running thru the fall. . . . Buddy Johnson tees off a series of Texas one-nighters September 15. . . . Illinois Jacquet on a one-nighter tour thru the East. . . . Next Ted Weems disk revival to be issued by Decca *There'll Be Some Changes Made*. . . . Two new MGM sides cut by Billy Eckstine due out September 12. . . . The Song Spinners backed up Bob Eberly's dinking of *Don't Cry Little Girl, Don't Cry*.

Steve Gibson's Red Caps into the Twin Bar, Gloucester, N. J., September 11. . . . Lynne Faune, who represents Brooklyn in the Miss America contest, is singing with Al Postal's ork at the Hi Ho Club. . . . Gray Gordon, former fronter now managing Chico Colomo's ork, appears as guest with the ork at the Havana-Madrid Wednesday (3).

Irving Fields' ork signed a one-year renewal with Victor diskery, and set for the RCA airer November 2. . . . Irving Mills due in from the Coast next week. . . . Pianist Harry (Buzz) Smith makes his local bow Tuesday (2) at the Hotel Sheraton Lounge, where he'll appear with Organist Bud Taylor. . . . Joe Ricardel currently at the Dunes, Virginia Beach. . . . Disc issuing a new album of folk music of the Central East. . . . William Kapell, pianist, is en route to Maille, France, where he'll establish a record library as a memento of his first European concert.

Eddie Howard plays the Commodore Hotel for 10 weeks, starting January 2. . . . The Kirby Stone Quintet's option has been picked up at the Starlight Room, Famingdale, L. I.

### CHICAGO:

The Sheraton Hotel, formerly the Continental Hotel, until its purchase by the Sheraton chain two weeks ago, will stick to its old entertainment policy, bringing in Joe Vera's combo and Evelyn Nations, piano single, to the new Horizon Room September 10. . . . Bill Evans, local free-lance disk jock, has added Warren Ketter as promotion man, while Dave Garro-way, WMAQ jockey, has inked Bill Lawrence to flack him. . . . Milo Stelt, local booking office prexy, became the father of a son, Robert, August 8.

Nellie Pryblou, clerk at the Gleason Bros.' Record Shop, Johnstown, Pa., who was crowned Miss Disk of 1947 in a contest which drew 1,200 entries among record sales girls, will preside as queen over Mercury's big party honoring Frankie Laine September 22, at the Sherman Hotel, Chi. . . . Ruben Sands Ceramics, a Wisconsin novelty manufacturer, is putting a miniature piano, called the Liberate piano, after the nitery pianist's \$25,000 imported instrument, on the popular market. . . . Bob Tunison, promotion manager for Chesterfield's ABC Club here into New York to meet account execs on the show.

Gloria Van, ex-name band chirp, and Her Vanguards, male harmony quartet, have been renewed for another year on WBBM, CBS outlet. . . . Frankie Carle set for two weeks at the Chicago Theater, October 10. . . . The Topper Club, Baton Rouge, La., going into name policy, bringing in Dean Hudson September 15. . . . Lee Penny, writer of *Adobe Hacienda*, leaving Chicago September 28 to settle permanently in Los Angeles, where he will continue his association with the Berle Adams music firms. . . . George Winslow has been renewed until March, 1948, at the Melody Mill, which will give him a nine-month stretch at the Riverside, Ill., ballroom.

### HOLLYWOOD:

Decca set September 15 to release Bing Crosby album, *The Man Without a Country*. . . . Marvin Miller, radio and film topper, waxed a kidisk album for MGM tagged *Horton Hatches the Eggs*. . . . Harry Schooler, new part owner of Meadowbrook Ballroom, says a dozen foreign countries have indicated they will send glamour reps to next year's "Miss Universe" beauty contest, which Schooler is promoting. . . . Frankie Laine crossed a hotly \$26,700 for his week's stint at the Million-Dollar Theater last week, dragging home nearly \$7,000 in loot. It was just a year ago that Laine did a stint at the Million-Dollar for \$150 a week. . . . Red Doff named praise agent for newly formed United Artists Record combine. . . . Frankie Carle pacted for pic stint in Columbia's *Mary Lou*.

Something unusual in the way of a disk jockey gimmick was cooked up by Modern Records for September 6 when Bill Anson, KFWB platter spinner airs his session from radio recorders during a Jimmy Cook waxing session of Anson's ditty, *When I Write My Song*. Anson will cut in during actual recording phases to broadcast a waxing take—good or bad. . . . Thrush Anna Mae Fitzimons, vet of 150 USO camp shows, joined Bill Millner's ork. . . . Radio Thrush Jeannie McKeon returned to Hollywood from a summer trip to Maine. . . . Sherman (Scatman) Crothers, former drummer with Slim Gaillard Trio, pacted to recording session by Modern Records. Crothers opens at Billy Berg's early in September, doubling at Lincoln Theater where he headlines bill with Nellie Lutchter. Modern Records, incidentally, has upped its recording dates in view of increased biz, with half dozen sessions skedded in next 10 days.

Keenan Wynn sliced a kidisk album for MGM Records last week. . . . Bob Carroll, Jimmy Dorsey balladier, has bowed out of ork to work at radio alone. . . . Frankie Laine, currently doing a sock job in his first vaude stint at L. A.'s Million Dollar, was pacted last week to a transcription contract by Standard Transcriptions. . . . Page Cavanaugh Trio to fulfill its two-week obligation left over from the last time it played the Circus Room (Santa Monica Ambassador) will return to the oceanside spot August 29. . . . Dick Haymes cut eight sides for a yuletide album.

## Recording?



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## Police Benefit Serves As Opening Show At Paterson Nitery

PATERSON, N. J., Aug. 30.—Club Eldon acts working gratis at the Paterson Stadium Wednesday night benefit shows for the Policemen's Benevolent Association don't have to do an opening show at the night spot. Operator Don Cosman, who started this practice two months ago, finds the resultant publicity before the large crowd at the open air park more than makes up for the loss of one show at his place; besides it helps out the police department and that doesn't hurt business.

Bob Eberly will work for the cops his opening performance in town September 2. Prior to that Ella Fitzgerald and Eugenie Baird rendered services. Acts who work these benefits come from clubs and theaters all over town, tho Eldon is the only club, according to booker Johnny Brown, of Spotlight Attractions, where the benefit takes the place of the cafe's opening show.

## Westerman Buys 50% of Famous Door

NEW YORK, Aug. 30. — Mike Westerman, who has been in and out of several 52d Street spots, has purchased a half interest in the Famous Door. Max Schreiber, who owns the other piece of the 52d Street club, is withdrawing from the operation of the spot and will let Westerman handle it.

The latter once owned the Onyx and a couple of other swing clubs on the street and formerly was manager of the Blue Mirror, Newark, N. J.

## Louis Armstrong All-Stars

(Thursday, August 21)

At Billy Berg's

The jazz chroniclers are sure to devote plenty of space to this aggregation of names when they write their history books. With Louis Armstrong wielding his horn and surrounding himself with such jazz masters as Jack Teagarden on trombone; Barney Bigard, clary, and Sid Catlett, drums, with a rhythm assist from Dick Carey's Steinway and Morty Cobb's bass, the jammistics flow like wine. Little wonder Berg's has been doing S. R. O. biz what with a high-voltage group such as this.

The Teagarden tram gets the feature spot in an up-beat version of *Lover*, while Fats Waller's *Black and Blue* takes on new meaning in the raspy vocal and horn obbligatos of Satchmo. Bigard's facile fingers make the clary sparkle in *Rose Room*. Names take turns on the standouts and blend their talents expertly in the background when one of the others is in the spotlight.

Armstrong announces each item, and like the others on the stand, carries himself in an easy and informal manner, adding considerably to the evening's enjoyment. Cutest item in the book is the Armstrong novelty voicing of *Big Brother Bill Went a-Hunting*.  
Lee Zhitto.

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## IN SHORT

### New York:

Ben Marden and Lee Shubert spent three days on the strike-bound SS. America before the trip was cancelled. . . . Ten Arthur Godfrey units, a la Major Bowes, will criss-cross the country playing presentation and vaude houses in key cities sponsored by CBS. . . . Paul Remos and Ali Bey are latest additions for the Harlem preem skedded for September 18 after a \$300,000 renovating job, with turntable stage on the largest circular stage in the city, is completed. One production number is contemplated around Nevada Smith in G-string and bra. . . . Marc and Dennis set for six weeks at the Bal Tabarin after their current Montreal date.

Larry Johnson now at the Shangri-La, Astoria. . . . Bookers never kept closer observation on their rivals' scorings than they did at the agents' association golf tourney held at the Mamaroneck Country Club last week. . . . After Jay Marshall's September 5 date at the Village Vanguard, he goes to the Olympia Theater, Miami. . . . The Glens re-signed for 3½ weeks of RKO theaters starting September 11. . . . Esther Williams and Johnny Weismuller may work for the London Sports Carnival.

Al Millet, ousted from his Henry Hudson room by the American Legion convention, wound up in the Brook-

## Aussie Singers Win Salary Award Ruling

MELBOURNE, Aug. 30.—Actors' Equity of Australia (Victorian Division) has secured a widening of the application of the award for singers appearing at dance halls and cabarets. The Dance Hall Proprietors' Association claimed that the award did not apply to their business, so Secretary Dick Diamond applied to the Wages Board of Determination and the board declared dance halls to be covered.

Diamond claimed many glaring abuses against artists, some of whom were paid only half the award for night performances and claims now will be made for back money in a large number of cases.

## Orksters Become Partners In Detroit's Wyoming Bar

DETROIT, Aug. 30.—Ork leader Bobbie Stevenson, who has recorded for a number of independent labels, is buying an interest in the Wyoming Show Bar, northwestern section night spot where he has worked for the past year.

Stevenson, who has built a following in Detroit by his Monday night jam sessions at \$1 per head—the only night it charges admission—and his bass player, Robert E. Foster, are buying out Joseph C. Johnson, former partner in the spot. Nicholas Jones and Donald C. Bauer remain as partners.

## Como Buys Into Detroit Spot

DETROIT, Aug. 30.—Frank Como has taken over a half interest in Murphy's Show Bar, downtown night spot. John Ritz, formerly sole owner of the spot, who retains a half interest, has just left to enter the hospital.

## Jean Sablon for Waldorf

NEW YORK, Aug. 30.—Jean Sablon will make his next New York appearance at the Waldorf-Astoria Serf Room. The French singer, who played the Versailles last time, opens at the Serf October 3, with the Nat Brandwynne and Mischa Borr orks.

lyn Jewish Hospital with his type-writer. . . . Musical Entertainment Agency claims 91 cocktail acts on its list. . . . Ly e James' musical quiz gimmick will continue at the Town House for the fall. . . . Wally Griffin and Dorothy Ross current in their fifth month at Club Bagatelle.

Kirby Walker is touring the RKO circuit after an Atlantic City date. . . . The 1947 National Sweater Girl will be chosen September 22 at the Latin Quarter. . . . Dorothy Jarnac and Hope Foye are newcomers to Barney Josephson's Cafe Society Downtown show. . . . The Sandy Williams ork now in its third month at the Sheraton Skyline Roof, where Mark David and Bill Romani share the vocal spot.

Ella Logan, current at the Roxy, opens at Slapsy Maxie's, Hollywood, October 9. . . . The Marshall Brothers in for a four-week engagement at the Strand starting September 5.

### West Coast:

Borah Minevitch and His Harmonica Rascals set for vaude date in London in October. . . . Wiere Brothers open at Chicago Theater, Chicago, for two weeks beginning September 5. . . . Martha Raye booked solid for the rest of year in series of cafe dates. . . . Betty Jaynes out of cast of *Great Waltz* at Hollywood's Greek Theater because of illness. . . . Bob Burns set as headliner at Michigan State Fair, Detroit, beginning August 29. . . . Ben Blue current at Chi's Latin Quarter, follows with Bowery, Detroit.

Merry Macs head east next month for the first time in over a year, opening for RKO in Boston September 4. . . . Jack McVea opened at Somerset House, Riverside, August 29. McVea, incidentally, got a release at his own request last week from Black & White Records, plattery which originally issued the *Open the Door* disk. . . . Artie Wayne has drawn another holdover at Scari's, Catalina Island.

## 40 Philadelphia Spots Dropping Entertainment

PHILADELPHIA, Aug. 30.—With the new season around the corner, at least 40 local after-dark spots are planning to drop dancing and entertainment because of declining business and increased overhead. City license bureau disclosed that with the deadline for annual amusement permits passed, 40 spots have failed to renew their permits, which means they will not be permitted to provide dancing or entertainment.

Most ops reported that reason for failure to renew was the heavy impost of city, State and federal amusement taxes which resulted in heavy loss of patronage last year. Others blamed climbing costs of operation, making retrenchment necessary.

## Montreal Two-a-Day House Opens After Summer Recess

MONTREAL, Aug. 30.—Gayety Theater, one of the few flesh houses in North America still operating two-a-day straight vaude with no pix, reopened Monday (18) after a six-week summer closing. House again is managed by Tom Conway.

Booking again will be by Al and Belle Dow. Present policy calls for medium-priced acts, no line, and one strip. On the odd occasion, before summer closing, ops brought in higher-priced talent which included Charles Trenet at a reported \$1,850 per week. Policy paid off then, but it's unknown yet if the same plan is going to be implemented this season.

## Cincy Plaza, AGVA Smooth Ice Tangle

CINCINNATI, Aug. 30.—The mad between the American Guild of Variety Artists (AGVA) and Max Schulman, manager of Hotel Netherland Plaza here, was ended Tuesday (26), when both sides softened a bit on their ideas of ice show operation, with the result that the icers move back into the hotel's Restaurant Continentale early in October.

The new deal between the hotel and the AGVA provides for one matinee and one night performance daily Monday thru Friday, and a matinee and two night shows on Saturday. An increase in the minimum basic salaries is also provided for. Under the old deal, according to AGVA, ice skaters got \$60 for the line and \$100 for principals. In the new agreement, the line will get \$65; principals, \$125, and soloists (a new classification), \$85. In the past, the performers have always been given their room at the hotel, altho there is no provision in the AGVA contract compelling the management to furnish lodging.

Manager Schulman yanked the ice revues suddenly Monday night (18) of last week, when Al Wilson, local AGVA rep, issued an edict requesting that the hotel immediately drop its matinee ice show performances. Schulman claimed that 40 per cent of the ice show trade was attracted by the matinee performances and that he would be forced by the union ruling to drop the icers, which had been part of the room for the last seven years.

A new icer was to have moved into the room September 9, but this was canceled when Schulman received the original union order. In the meantime, the room is being redecorated and a new tank installed for the October opening.

## Foreign Talent War Of Aussies Near End

SYDNEY, Australia, Aug. 30.—Dispute between Actors' Equity of Australia (AEA) and the Tivoli Theaters, Ltd. (TTL), on the imported artists quota has been raging for the past year and is due to reach a settlement shortly. The union is demanding a 25 per cent maximum quota of imported talent for any one show. TTL's managing director, David Martin, insisted there is not enough available worth-while talent down under in keeping with his theater's standards. Martin said Australians who work for him get more than ever before and he is willing to go even higher as he saves fares and other expenses for imported artists. Martin further cited AEA's permitting the Fuller Theaters to operate with 100 per cent imported ballets during the war and the 97½ per cent imported artists allowed for flickers.

AEA Secretary Hal Alexander countered with war years being abnormal and insisted on a showdown before the opening of *Stardusters* which was skedded for a mid-August preem. Alexander threatened to pull the Australian performers if the ops do not comply.

## 30G Bridgeport Blaze Wrecks Hollywood Nitery

BRIDGEPORT, Conn., Aug. 30.—The Hollywood Restaurant, one of city's oldest night clubs, was almost destroyed by fire last week.

The blaze, which started after the club had closed for the night, was believed to have been caused by a cigarette. The spot, operated by Stephen and Edward Halkovitch, suffered \$30,000 damage, not covered by insurance.

# TAX LAXERS FACE GOV'T AX

## 3 Philly Niteries Slated To Open After Labor Day

PHILADELPHIA, Aug. 30.—The opening of the fall season here is a little mixed up, with at least three new spots skedded to start rolling after Labor Day.

The big question mark is the lush Mocambo, which layed an egg last season after costing its backers about \$250,000. Right now, it is understood, the club can be bought for about \$20,000, of which 10G will go for the purchase price and the other 10 for legal expenses. Two groups are said to be interested in the room but are being held back because they figure they have to spend an additional \$50,000 to keep it open before they know if they have a click or a turkey on their hands. And in these days of tight moo, 50G is a lot of cabbage.

The Coronet also is set to reopen with Dallas Gerson as the op. Understood that Gerson will put \$15,000 into the room (cost him originally \$75,000) and will try to get names to work for him.

Two other clubs are due to preem, the Music Village run by Mort Cassway, which will use cocktail units and small acts, and the Surf Club, with Maurice Taylor as the op. Latter will be strictly a cocktail lounge. Taylor also operates the Surf Club in Wildwood, N. J.

The only club which has its policy set is the Latin Casino. But like other clubs, in Philly or out, it is faced with the same problem: who to get, who is available and how much to spend.

## Landlubbers

DETROIT, Aug. 30.—Edna Ray, of the Gun Sun office, who produced four shows for the current water regatta in Detroit, couldn't stay aboard to supervise them; was too seasick. Shows are on barges moored in front of various boat clubs—with all kinds of speedboats, assembled for the Silver Cup Races, running around the river, kicking up quite a swell.

The small show barges rolled and pitched, and Miss Ray had to be carried ashore to solid land. Some of the acts with previous experience at marine festivals shied away from the dates despite good money—so a new qualification has been set up. Only those performers who don't become seasick get the jobs.

## Kitty Davis Airliner Closes for 'Vacation' First Time in 8 Years

MIAMI, Aug. 30.—Kitty Davis's Airliner has shuttered for what Danny Davis says is "a short vacation." Spot has been running for the past eight years without a break.

During the off-season the Airliner did most of the biz on the beach, but in the past season the Copa, which was strictly a seasonal operation, decided to stay open for the summer months. The Airliner has used names and semi-names in the past, but according to insiders the heavy loot just wasn't there any more to support both beach niteries. Airliner expects to reopen after a six to eight-week layoff.

## Internal Revenue Scouts Probing Returns of Night Spots for Irregularities

Books Being Checked — Action Expected Soon

By Jack Tell

NEW YORK, Aug. 30.—For the past several months the Department of Internal Revenue has been ferretting around, peering into past returns and giving current takes the X-ray treatment. It is understood from high sources that several Stem spots now have their books over at the tax office and, according to the same sources, action is expected shortly.

The tee-off in the present tax-collecting campaign started when Jack Greene, op of the now shuttered La Conga, got the stiffest rap yet handed down in a delinquent amusement tax case. Convicted on 11 counts, Green got a two-year jolt, which was suspended in lieu of probation for five years with the proviso that \$10,000 be paid in two weeks and the same amount yearly until the more than \$50,000 (tax default plus one third

additional for penalties) is returned to the government.

Dennis McMahon, Third District chief of the field division of the Internal Revenue Department, once was asked by a cafe about taxes. He said, "Deposit your tax regularly in a separate account, file your statements and make your payments religiously. If you don't and we catch up with you—and we will—it will cost you plenty."

One of the defenses frequently set up by nitery ops for delayed payments of tax dough was that it was used to keep the club running. The government has said time and again and most recently by Assistant United States Attorney Edward Rigney in the La Conga case that it is not interested in financing night clubs.

## Big Biz

But even if it is not interested in angeling after-dark rooms, the government's financial interest in cafes is considerable. There are about 70,000,000 spenders hitting the clubs around the country spending an average of five bucks each. There are about 60,000 cafes with an average total take of about \$350,000,000. The amusement tax of 20 per cent on that kind of dough adds up to about \$70,000,000 which the feds are constantly trying to collect. According to the Internal Revenue Department, it collected \$60,000,000 in delinquent taxes for 1946 thruout the nation, with many of the tardy payers being cafe ops.

The federal office handling Manhattan's 1,500 licensed spots is the largest in the Bureau and consequently shows the most revenue. The Latin Quarter's monthly return is about \$40,000. The Copa kicks in with about \$35,000, while the Carnival and the Horseshoe come close behind with almost similar figures. The department admitted that about 15 local spots are being glommed currently. One is a Village spot and the other is a band location recently shuttered.

The procedure usually followed is (See TAX LAXERS on page 40)

## Town Casino Booking Big

NEW YORK, Aug. 30.—Harry Altman's Town Casino is rapidly becoming one of the biggest talent buyers in the East, with both the Morris office and Music Corporation of America (MCA) getting the bulk of the biz.

Starting September 6 the spot will have the Three Suns for \$5,000. Next attraction will be a return date for Lena Horne, for about \$8,500, a jump over her last salary of about \$7,000. After Horne, MCA will put in the Four Vagabonds for about \$2,500.

Then the Morris office will get a whack at the spot, putting in Eleanor Powell, Jan August and Monica Lewis, followed by Ben Blue and then Martha Raye.

## Frank Shiffman Planning Flesh for Philly Location

NEW YORK, Aug. 30.—Frank Shiffman, Apollo Theater op, is negotiating a deal to take over one of Sam Stiefel's Philly houses and reconvert it to flesh.

Understood that deal involves Fays or the Lincoln, tho nothing more than preliminary talks have taken place so far.

# Guarantees Gone With Boom

## Fewer Ops Willing To Go on Hook

Straight Split at Adams

NEW YORK, Aug. 30.—The no-more-guarantee policy which has been smouldering in theater operation all over the country broke out into full flame at the Adams, Newark, N. J., and will take effect when the house starts its season this month.

Theater ops thruout the land have been beefing about putting dough on the line plus a guarantee when there were times when the attraction didn't take in enough to pay the guarantee. During the lush days, with many houses doing s.r.o. biz, the problem never came up. If an attraction could do business in one house it figured to do the same in another house in another town. But with spending money tighter and customers shopping, fewer and fewer

(See Guarantee Gone on page 40)

## Spinach No Help

CANTON, O., Aug. 30.—Robert Everhart, who did Popeye characters in night clubs for 10 years and worked for three seasons in Ripley's show at the Chicago World's Fair, and who recently returned home after service as a major in Japan, will have to stop his Popeye routine.

In July, 1946, he underwent an operation to remove a growth on his jaw caused by the many dislocations, and the Popeye character was amputated along with the growth. The operation was performed in a military hospital in Sapporo, Hokkaido, Japan.

## AGVA N. Y. Meeting Set Back

NEW YORK, Aug. 30.—The New York general membership meeting of American Guild of Variety Artists (AGVA) originally set for September 15 has been postponed to September 18 because of the Jewish holidays.

Meeting will be held at the Hotel Abbey.

## Hayes & Mary Healy To Do Baltimore Before Stem's Copa

NEW YORK, Aug. 30.—Peter Lind Hayes and Mary Healy (his wife) will do their first double in the East at the Club Charles, Baltimore, some time in November before they open at the Copa.

Last time Hayes worked the spot he was picked up there by Proser, who brought him into the Copa, out of where he zoomed and was grabbed for radio and flickers. This will be the first time Hayes has worked in the East with Mary Healy, He did a single before.

Charles has also bought Jerry Lester to open the season September 2.

## Prima for N. Y. Paramount Instead of the Strand

NEW YORK, Aug. 30.—Latest instance of an act switching from one Stem house which he has been playing regularly to another (like Sinatra going to the Capitol instead of the Paramount, etc.) is the Paramount's grab of Louis Prima. The band leader usually goes into the Strand, but his December date will be at 43d and Broadway.

**Boulevard, Elmhurst, N. Y.**

(Tuesday, August 26)

Capacity, 700. Prices, \$2.50-\$3 minimum. Operator, Hank Conklin. Booking policy, Nick Agneta, exclusive. Shows at 7:30 and 10:30. Estimated budget current show, \$1,000.

Considering the size of the nut, this nabe spot has a good show, with every act turning in a commendable performance. On night caught the room was sold out to a convention-eering mob, making it a little difficult for actors to compete with the lads out front. Show, however, was good and once it's tightened should run okay.

Standouts were the hoofers, Tip, Tap and Toe. The three lads working on their portable round platform got off to a zinging start and wound up the same way. Their individual stunts and unison taps were right on the button, pulling boff mitts all the way. Group's chatter was only so-so, with their Uncle Tom quickie doing them no good. If they can't pick up something to replace their crap shooting bit, they'd do better to drop the whole thing. They're too good an act to need it.

**George DeWitt Improves**

George DeWitt has improved considerably since last caught. But like most youngsters he doesn't know how to quit when he's ahead. His act is a combo of familiar gags and take-offs, with the latter the best of the lot. Timing and delivery have been sharpened to a point where the lad shows good potentials. What he needs is experience in handling audiences (you can't talk back to them and still be ahead) and to sharply prune some of his stuff.

Phyllis Arnold, an Al Siegel type canary, opened with the *Show Biz* tune, followed with a medley of oldies, winding up with a special, *I'd Rather Rumba Than Eat*. Stuff was satisfactory but no more than that. Where she showed possibilities was in a few blues passages. Dropping the pops, or at least cutting them down, and adding some blues numbers should make her a better seller. She does a good job, but it could be better.

**Junoesque Tapper**

Jerri Gale, a Junoesque blond ballet tapper, apparently is trying to work up an act that will take her out of the straight terp class. She started with a song-talk intro and went into some ballet stuff including toe taps that called for a high order of skill. Then did the classical interpretation to Debussy's *Clair de Lune* and wound up with a cakewalk to *Darktown Strutters' Ball*. Routine was fairish for a theater, but n. s. g. for a cafe. Skill alone seldom sells to a drinking crowd. What she needs is flash to make them sit up and take notice.

Bill Henry's band, a fixture here, did an outstanding show backing job. *Bill Smith.*

**NIGHT CLUB REVIEWS**

**Helsing's Vodvil Lounge, Chicago**

(Wednesday, August 27)

Capacity: 350. Price policy: no cover or minimum, drinks from \$.50 up. Operators: Bill and Frank Helsing. Booking policy: exclusive thru Frank J. (Tweet) Hogan. Publicity: Betty Rogers. Shows at 10, 12 and 2. Estimated budget this show: \$1,400. Estimated budget last show: \$1,300.

Biggest smiles in months wreath the Helsing brothers' faces these days, with dynamic Al Morgan back to spearhead the entertainment. The diminutive 88-er generates interest from his first tune and keeps show pitch at a high level. Guy is an outstanding showman, using plenty of pieces of smart business, like his exaggerated keyboarding lifting his mitts over the Steinway as he plays, to keeps ears as well as orbs busy. Guy's animation, coupled with a voice that shows any kind of feeling well, won him terrific hands and four call-backs. Has an extremely large library of material of all types that kept customers here over for second show.

Supporting bill is equally strong. Donna Lee, a provocative brunette, is a plenty okay looker, doing plenty of flirty business to keep eyes riveted on her during her vocals. Gal has a very flexible voice that enables her to do most any kind of number and also to do a very good series of celeb mimicking, including some gals who are rough to ape doing a vocal. This bit alone raises her out of usual chirp single ranks and she won nice send-off.

Del Breese did a limp opener, cracking a couple of off-color stories that needed sock punch lines. Raised standard immediately after bringing out his conjuring paraphernalia. Went thru a series of illusions, such as floating ball, disappearing bird cage and fanning thimbles, all to nice palming, despite fact that he was working under serious handicap in this spot, where customers are placed all over the lower and upper floors and can see the passes from very close to the magician. Guy could jump into top-money brackets if he found a writer who could write the sarcastic Wolcott type material he needs to put his patter across at full strength.

With the departure of Sid Fisher's New Yorkers after six years as house band, Lionel Prouting's foursome (accordion, piano, bass and tenor sax) did a good show for their first week on the job. Group gets a fullness from use of the amplified squeeze-box, which sounds like a Hammond organ. For new combo, Prouting group has precision necessary to cut a good show. *Johnny Sippel.*

**Maison Duarte, Jamaica, N.Y.**

(Wednesday, August 27)

Capacity, 300 (including 180 at the bar). Shows at 10 and 12. Price, \$1.50 minimum. Owner-operator, Charles Duarte; exclusive hooker, Bill Green; publicity, Spencer Hare. Estimated budget this show, \$350.

Newly opened nabe spot apparently gets most of its business from the locals, with food being the item that brings them in; consequently the show, while adequate for the prices paid acts, is no top affair.

Best thing on the bill was Buzz Taylor, a short, husky boy singer, who used to drive a cab and was supposedly "discovered" by the owner of the club. Taylor is obviously an amateur. He has plenty to learn about walking on and off and is in need of arrangements (he now uses stocks) and better enunciation. But he has the basic qualities. Lad is strictly a romantic bary with rich pipes and a delivery reminiscent of Buddy Clark's. He phrases unusually well and has a natural resonance that shows considerable promise. Given good handling and a year's solid experience, Taylor can become quite a singer.

Bert Gilbert, emcee, handled the intros okay. In his own spot his brand of corn diluted with blue gags apparently got the desired results to judge from the customer reaction.

**Gloria Barry Dances**

The conventional dance slot was held down by Gloria Barry, who had two spots in the show. As a straight hooper she proved a crowd pleaser, tho her work wasn't unusual. As a ballet-novely seller she missed fire almost completely. Her walkovers were awkward, probably due to difficulty in gauging her space, and her turns lacked fluidity. The fact that the blond hooper is no slim chick may have accounted for it.

Phyllis Willis, dark-haired girl ventriloquist, used two dummies, the first was regulation size, with gal straightening for the dummy's "chat-ter," and her second was doll-sized dark gal calling for drawlish delivery and some singing. Take-offs (part of her routine) were well handled, as were the manipulations. Audience heckling bits were effective enough to bring her back for a beg-off.

Johnny Martin band (5) did okay on show cutting and better job customer dancing. Small group managed to get a lot of music out of its limited instrumentation. *Bill Smith.*

**Test Case on Minors May Solve Problem For Detroit Niteries**

DETROIT, Aug. 30.—The problem of under-age drinkers, which has harassed night spot operators for years, may have a new solution as the result of a test action filed in circuit court at Grand Rapids by George Miller's Bar. Suit is against the parents of a minor who misrepresented himself as 21 in order to get a drink. Result was that Miller's place was closed for 30 days by the Liquor Control Commission for serving him, and now Miller is suing the parents for damages and loss of business caused by the shutdown.

This is expected to become a powerful weapon in enlisting the support of parents in keeping minors out of night spots, even if the case results in only a normal verdict, as the threat of such a suit gives it a strong nuisance value.

Michigan licensees will have a further weapon in October when a new State law goes into effect making it a legal misdemeanor to misrepresent age in order to obtain liquor.

**Playgoer's Club, New York**

(Monday, August 25)

Capacity, 125. Prices, \$3-\$3.50 minimum. Operators, Morey Amsterdam and Irving Haber. Booking policy, non-exclusive. Estimated budget (without Amsterdam) \$500.

There is no doubt that Amsterdam is a top comic and a hard worker. On night caught, he went on at 11:30 and didn't get off until 1:45. The fact that he's the show, and the customers would have walked out if he stopped, had a great deal to do with it. After all, Amsterdam has a piece of the joint, so the more they drink the more he can take home.

Amsterdam is a clever and a funny guy. His throwaways, even his straight lines, are usually enough for some comics to build an entire routine on. But because he's so good, he becomes careless. At times Amsterdam seemed to be working for his own enjoyment rather than the customers.

Material, with the exception of some excellent satirical take-offs of Dwight Fiske and Chevalier, was plenty blue. Still we have seen Amsterdam where he dropped the indigo without losing his laughs. In this room, however, the customers apparently expect double entendre, so he satisfies. But with all his glibness and ad lib ability, Amsterdam can well afford to drop his farthing and Lipschitz tag-lines. Constant repetition of those two words becomes boring, if not annoying.

Audrey Thomas, girl piano player and singer, does the lulls competently enough. The Harry Shep trio, back Amsterdam and make with a little music for dancing. *Bill Smith.*

**Ciro's, Hollywood**

(Sunday, August 24)

Capacity: 450. Price policy: \$2 cover. Shows at 9:30 and midnight. Booking policy, non-exclusive. Owner-Operator, H. D. Hover. Publicity, Charlotte Rogers. Estimated budget this show: \$2,000.

Cute and winsome Connie Haines has the ringsiders eating out of her hand from the start. Little lass sparkles with personality, selling in a sure-fire manner that rings the bell with the patrons for each selection. The song stylings are as fresh and delightful as the singing lady is herself. Solid response greets her versions of *Swing Low, Sweet Chariot*; *That's My Desire*, and a medley of *Someone to Watch Over Me, Chi-Baba* and *It's a Good Day*. In the past year, Miss Haines has gained a considerable amount of poise and stage manner that adds immeasurably to the final product.

Ernie Heckscher's ork capably backs Miss Haines and supplies the music for the terp-minded customers, while Don Alfredo's Rumba Ensemble is there for those who like their beats the Latin way. *Lee Zhito.*

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**Capitol, New York**  
(Thursday, August 28)

Capacity, 4,627 seats. Prices, 70 cents to \$1.50. Five shows daily, six Saturdays. House booker, Sid Piermont. Show played by semi-name band on bill.

Current in-person show will need plenty of working on before it jells into a smooth-running package. As it stood on the night caught, it had too many lulls with too much over-punching which didn't register.

The big hand-puller on the bill was Bill Robinson, who did close to 20 minutes, with his danceology and chatter. Despite his admittedly more than 63 years in showbiz, Bojangles still is the dapper guy who can sell beautifully.

Lew Parker, doing his first Stern vauder in more than two years had a tough time getting started. He registered in spots, but these were mighty few. Main fault seemed to be lack of timing, which was strange in a performer with Parker's experience. His best was his bit with a gal (unbilled) using his oldie *Tenderness* for the laugh bait. It got terrific yocks. Parker also had a running gag using the Petrillo rule as the gimmick with a straight lad (also unbilled) making like an AFM delegate running on and warning him to stop. Pay-off was the finale in which the "delegate" ordered all musicians off the stage while pit came down, leaving Parker and the AFM'er alone with former pleading for another chance. Idea wasn't bad, but somehow missed. Instead of the laughs it got titters.

**Singer From Films**

Flickerite Beverly Tyler, a luscious brunette, with her own conductor who made like Stokowski, showed a powerful soprano and an unimaginative routine. Teed off with the flashy *Romany Life* and went into rhythm tempo, then came back for *Summertime* and a couple of waltz tunes. On the straight lyrical stuff, gal showed plenty. On the rhythm and semi-pop numbers she didn't do so well. Fault was partly her over-mugging. If the lyrics are good, they don't have to be punched. Her walk-off also showed lack of stage training.

Art Mooney, with five saxes, four trumpets, three trombones and three rhythm plus a girl trio and a boy singer who didn't sing on show caught, went in mostly for production numbers. In the music department and show backing slots, the Mooney outfit did quite nicely. It was in the novelty department that he didn't click. His novelties *I Can't Get Off My Horse* and his Italian dialect number were socked so hard with funny hats, bits of biz and over-mugging, that the effect of the lyrics seldom was given a chance to register. The Galli Sisters, the band canaries, all cute blondes, were adequate, but they're not comediennes.

Pic, *Song of the Thin Man*.  
Bill Smith.

**Oriental, Chicago**  
(Thursday, August 28)

Capacity: 3,200. Prices, 95 cents straight. Five shows daily, six Sunday. House booker, Charley Hogan. Show played by Henry Busse's band.

Current revue should lure the whole family and keep them plenty satisfied thru the 60 minutes of show. Henry Busse's ork provides the marquee allure and does a good stage job, with three above-par supporting acts sandwiched in between ork numbers to pace the show perfectly.

The Busse band (four saxes, four fiddles, five brass and three rhythm) is a strictly commercial crew, whose only fault is a brass section that overblows its horns. Busse selected a wide variety of tunes and novelties for this show, making it possible for the ork to acquit itself nicely, even tho they are heard often during the show. Biggest attention getters were Busse's widely imitated trumpet solos

**VAUDEVILLE REVIEWS**

**Loew's State**  
(Thursday, August 28)

Capacity, 3,500 seats. Price, 50 cents-\$1.10. Four shows a day; five Saturday. House booker, Sidney Piermont. Show played by house band.

The American Legion conventioners being in town was the only plausible reason for the frigid caliber of the house before which Max Baer and Maxie Rosenbloom headlined a solid stagershow. The two ex-fighters came up with some new material on a par with their standard routines for 15 minutes of yocks and healthy applause at their close. The other acts, all standard and well-spotted, had some difficulty warming up the show-me patrons, but all managed to exit big.

Baer and Rosenbloom cross-fired about their ring experiences, sang parodies of old pop tunes, including *The Partner I Carried* and *Things I Want To Be*, and at a laugh-a-line pace capped the continuous convulsions with *All of a Sudden Our Heads Ring* for a rousing send-off.

**Georgie Kaye Scores**

Georgie Kaye broke into his straight comedy chatter with clever lineage and personable delivery, but until his cab routine the response was lukewarm. Thereafter, he clicked with his standards, while his new *Rush, Rush*, a novelty about the lifetime of a man in a hurry wowed them. His *Psychiatrist* encore, with gestures, was big time and he had to beg off.

Adrienne, tall, dark and immaculately white-gowned, held the singing spot to advantage. Chirp sold with plenty of flash, articulate enunciation and skilled torching of the ballads. A trifle more polish to this warbler's strong lung-power could

and a trio of capable vocalists. Handsome Lee Shearin, who just left Phil Levant's ork, showed a big full voice that immediately riveted ears to his croon work. Blonde Betty Taylor oomphy in a white midriff dress, did a capable job of handling the bouncier ballads and novelties. Biggest mitt went to Horance Porazzi saxman, who contributed a pair of comedy bits, best of which was his *Ragtime Cowboy Joe* in kosher dialect.

The Edward Brothers, youthful hand-balancing trio, need to quicken the pace of their smart turn a bit. Nice looking lads, the trio displays feats, which center around balanced chairs, with lads doing muscle-benders all over them. Their closer, in which running boy does somersault from one prone partner to another who cannot see him, ending in a wrist stand, got a terrific mitt.

Curly-haired Johnny O'Brien got the best response tendered a first-time comic in this house in a long time. He is just right for vaude, completely living his role of a high-pitch voiced, slow-thinking guy. While his material could stand some modernizing, stuff is so well delivered that it all gets yocks. His line, "it's possible," which he inserts frequently, is 100 per cent in character, and built guffaws after he had used it about four times. He is a fine technician on the harmonica also, closing with a trio of numbers, with his finale, in which he does a locomotive imitation, ending with the house going dark, while his cap flashes a headlight, pulled huge bowoff mitt.

Crosby Sisters closed the package, offering their slapstick comedy and music to swell mitting and good laughs. Brown-haired sister kept chuckles frequent with her impressions of zany shows celebs, like Martha Raye and Joan Davis, and her jibes at her sister, who did a good job of pacing the show with some straight warbling. *Johnny Sippel*.

**Million Dollar, Los Angeles**  
(Wednesday, August 27)

Capacity 2,400. Prices, 55-98 cents. Four shows daily. House booker, Bill McElwain.

Miguelito Valdes and his newly formed ork (16) may headline the current bill, but it is Johnny Moore's Three Blazers that definitely steal the show. This exciting threesome is able to achieve more in a few minutes of stage time than Valdes and his aggregation accomplish in almost an hour.

After politely receiving the ex-Cugat voicer, who now turns batoner, seat-warmers quit yawning, rub their eyes and suddenly awaken in time to enjoy the last slot as the

easily make her an outstanding chanteuse. She received a sound reception.

**Harmonica Act Hums**

Eddy Manson played the harmonica with good authority. Accompanied by Marjorie Wells (his wife) at the keyboard, the wind-instrumentalist gained respect with his first number, then got crisp ovations for the next two. *Powerhouse* for an encore broke the appreciative house into a strong hand.

Dod Dodson opened the bill with monkeys and a tiny mutt doing clever shenanigans, always good for ah's of admiration. The chatter between tricks didn't register, but was aptly applied and an asset to the act.

The D'Ivons closed with their standard adept ballroomology rendered in graceful, pleasing manner for a good hand.

Sammy Fidler and his pit ork (13) cut the show to perfection. Pic, *The Hucksters*. Jack Tell.

jivey combo takes over the spotlight. Exclusive Records' trio (consisting of Johnny Moore on guitar, Eddie Williams, bass, and Charles Brown, piano and vocals) is patterned along King Cole lines, but at the same time retains a sufficient measure of individuality to intrigue the ear. The house, which appears cold and unresponsive for Maestro Valdes, breaks into cheers and whistles when the Blazers give out with *You Won't Let Me Go* and *Over There By the Cherry Tree*. In these, Brown displays his fine sense of vocal phrasing and song versatility, shouting the former in a righteous blues fashion and delicately treating the latter in a manner that befits a cute novelty item. His keyboard prowess is fully evidenced in a rather pretentious yet flashy rendition of *Warsaw Concerto* (written for full orchestra and piano; naturally suffers in this vest-pocket version) and the rhythmically contagious *Johnny's Boogie*.

Comic Jack Marshall helps to brighten the bill with his rib-tickling routines. He rolls out his gag patter smoothly and with an eye to the all-important matter of timing. And while a gag may be old, Marshall has a way of selling it that makes 'em laugh a second time. The Garcias, a rumba dance twosome, appear to be somewhat hampered by insufficient stage space to let loose but still are able to win a big hand. Lad's solo flight, first balancing a glass of water on his head and then a full tray, is a show stopper.

It is unfortunate that Valdes chose to unveil his new ork here at a time when it is still badly in need of considerable rehearsal. Lack of balance between sections, fluffs, rough attacks and cutoffs place it at this time below professional par. Valdes' awkward baton gymnastics are undoubtedly motivated by his realization that the sidemen are not working together properly.

Biz, fair. Pic, *Kilroy Was Here*.  
Lee Zhitto.

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## Zippy Over - All Stem P MH 139G, Roxy 117, ar 93

NEW YORK, Aug. 30.—With the mercury almost hitting the top of the thermometer for the entire session, the combined gross for the six Stem flesh-flicker houses (up to Thursday when the American Legion moved in) held a grip on a respectable \$483,000, a \$73,400 upsurge over the previous week's \$409,600 from five theaters. This remarkable take was despite the Capitol's nose-dive to \$36,000 for the sixth week—a \$78,000 dip from the boom \$114,000 opening stanza. Two preemiers, the Roxy and the Strand, did sock biz, while the Music Hall and the Paramount held on to bolster the all-over tally.

Capitol (4,627 seats; average \$72,000) panted thru a sixth and last session with a low \$36,000 after successive sessions of \$114,000, \$93,000, \$72,000, \$66,000 and \$54,000. The month and a half total was \$435,600 for Tony and Sally DeMarco, Ted Straeter's ork, Paul Winchell, Charles Trenet and *The Hucksters*. New show (reviewed this issue) has Bill Robinson, Lew Parker, Art Mooney and his ork, Beverly Tyler and *Song of the Thin Man*.

Roxy (6,000 seats; average \$85,000) hit the high spots with a solid \$117,000 for the opening week of Jack Haley, Ella Logan, Jerry Murad's Harmonicats, Victoria Cordova and *Mother Wore Tights*.

Strand (2,700 seats; average \$40,000) almost topped its record biz with a stick-out \$70,000 for the first week of return to fleshers, after a 14-day lapse, with Count Basie's band, Pearl Bailey, Lewis and White, the Edwards Sisters and *Deep Valley*.

Paramount (3,654 seats; average \$85,000) closed its third big week with \$93,000 after a record-breaking \$110,000 opener and a \$105,000 middle stanza. Stage bill has Carmen Cavallaro and ork, Paul and Eva Reyes and Nelson. Film, *Welcome Stranger*.

Radio City Music Hall (6,200 seats; average \$100,000) slanted to \$139,000 in the fifth week after a \$151,500 stanza and three \$150,000 periods. In-person presentation has Paul Haakon, Marjorie Williamson, Earl Covert, Ken Davidson and Frank Paris with *The Bachelor and the Bobby-Soxer* on the screen.

Loew's State (3,500 seats; average

\$25,000) took in \$28,000 with Thelma Carpenter, Hank Ladd, Richard and Flora Stuart, the Make Believes, the Rigoletto Brothers and *Copacabana*. New show (reviewed this issue) has Max Baer and Maxie Rosenbloom, Adrienne, Georgie Kaye, the D'Ivons, Eddy Manson and Dod Dodson. *The Hucksters* is on screen.

## Guarantee Gone With the Boom

(Continued from page 37)

ops were willing to go on the hook with the possibility of being left holding the bag with attractions that didn't attract.

The Adams, playing Grade B flickers, has depended on its stage shows and, in common with similar houses using Western films, guaranteed live attractions a predetermined salary plus split over a certain amount. But unlike other houses, Ben Grier, managing director of the Adams, has been objecting to the guarantees for some time and at the end of last season decided his house was thru.

A split from the first buck isn't the solution for many of the other houses, however. The Adams has a comparatively cheap operation, which is not the case with some of the other theaters. They have to take in anywhere from \$12,000 to \$18,000 to meet the operating nut before they can make a dime. If they split from the first buck and take in \$25,000, say, the attraction would walk out with \$12,000 while the house would still be in the red. For this reason, insiders say, a split from the first dollar never can become a wide practice. Only the houses with small expenses can offer such deals.

The Adams will tee off with Vaughn Monroe and follow with a Baer and Rosenbloom package including the Art Mooney ork and perhaps Bonnie Baker. Interesting thing about the Baer-Rosenbloom deal is that it will be the first time these two guys go into a theater on a straight split. Their usual salary is about \$4,000. Package will be owned by Rosenbloom, with the understanding that Baer will get his, win, lose or draw. With the salary list Rosen-

## Tax Laxers Face Government Ax

(Continued from page 37)

to check the books, determine the arrears, then try to collect. If the op comes up with a good excuse (department says it has heard them all—and none of them is good), a deal may be made. If necessary, the government will put its own men on the cash registers to tap them nightly. This often is the case in resorts with short seasons. If the dough isn't there, the agents grab the assets, usually the liquor because the other tangibles often are hocked to the hilt. If all this isn't enough, the case is turned over to the federal grand jury for indictment.

In Washington the heat was first felt at the Henderson Club, which was reported as being asked to pay \$11,000 in cabaret taxes plus penalties. The Culinary Arts Club is being asked for \$55,000 and the Allies Club's bite is reported at \$6,000. These clubs claim they are private and not subject to the amusement tax.

Ops of non-State licensed spots who think they are immune to the federal bite are due for a surprise, according to tax collectors. The gimmick here is the fact that a federal license is necessary for the sale of beer and it is thru this obscure reader that the collection lads expect to wrap up the locally tolerated joints.

Privately the lads in the get-it-up-or-else department admit that the 20 per cent bite is a tough one for the cafes to put up today. But they also point out that they don't make the laws. If the boys don't like the law, they should put the arm on the solons to change it. Meanwhile they have orders from Washington to get tough and they're getting tougher every day.

bloom will have to carry, it is estimated that show must do about \$20,000 to make any dough on the deal.

Following the Baer-Rosenbloom date, the Adams will play its own package built around Dizzy Gillespie and Ella Fitzgerald and then follow it with Desi Arnez, Gene Krupa and Louis Prima.

Grier admitted that in rare cases where an attraction is sure-fire, some kind of a deal will be made. But by and large, said Grier, "if an attraction thinks it's so hot, let him come in as a partner and gamble with us."

## Stand-By Checks to Local 802 Stopped by Stem Houses

(Continued from page 3)

ops are worried about making the first move, each one waiting for somebody else to set a precedent.

One attorney fronting for a theater called on AFM biggies for a decision and was told that locals will make their own rulings and that the national office will not interfere.

This decision to allow locals to interpret the stand-by law poses a problem with many ramifications. In one New England theater, for example, due to reopen after a summer closing, op has been told by the local AFM'er that he will have to pay the stand-by fee, law or no law. Union said that it didn't recognize the act and, furthermore, traveling bands playing the theater were there thru the courtesy of the local and in no case would it permit the outside ork to deprive the local lads of their bread and butter.

Different Ruling

Another up-State New York local ruled quite differently. A name-band

was put into a local house and the union waived the stand-by fee.

In Newark, N. J., the Adams had offered the local a renewal of its contract last March before the Taft-Hartley Bill became a law. The union refused. House will start with flesh in September and so far hasn't heard what the union's position will be.

Trade expects repercussions of the stand-by interpretations to come before September is over. Meanwhile all theater men out of New York are watching to see what 802 will do.

## Morgans To Replace Williams

NEW YORK, Aug. 30.—The Stewart Morgan Dancers will replace the Hermanos Williams group at the Latin Quarter September 3. The Williams Trio has overstayed its visa and have to leave the country before obtaining another entry permit. It is expected they will be able to return here after 30 days.

## French Revues Coming Over With Govt. Okay

NEW YORK, Aug. 30. — Two French revues are tentatively skedded to work New York and out-of-town houses in the near future with the blessings of the French government.

Deals are being made by Clifford Fischer, now in Paris, and Arthur Lesser, who sails for France early this month. The Fischer package, it is understood, will play the Shubert houses, and insiders say it is one of the reasons why Lee Shubert arranged his recent sailing. The Lesser unit, tho mostly in the talking stage, also seems certain of jelling.

The French government enters the picture thru its recent deal with the American Guild of Variety Artists (AGVA) calling for setting up dollar balances in this country thru the collection of dough from French performers. This fund will be used by French finance department as a reservoir out of which American acts playing in Paris will be able to get paid in dollars.

Preliminaries Set

All the steps have been taken and preliminary papers signed, tho two matters have been left unsettled. The first is AGVA's insistence that the French pay for the setting up of a department within AGVA to supervise and collect from French performers in this country. Union plans to have a three-person department headed by Tess Diamond. The second step is the drawing up of new actor-contracts under which a Frenchman will agree to certain deductions from his American salary to be collected by AGVA, which in turn will deposit it in a French government account at the Irving Trust Company. This dough will be returned in francs to French performers on arrival in France. The dollar balances will remain in the U. S. to build up that country's credits.

Authorities say that, with France anxious to get dollars, it will urge its performers to work abroad not only for profit but as a patriotic gesture.

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## Magic

By Bill Sachs

**M**CDONALD BIRCH and wife, Mabel Sperry, have returned to their Malta, O., home to finish preparations for their fall tour which gets under way in Richmond, Ind., September 15, after two weeks in Chicago picking up supplies and new costumes. . . . Monte the Magician and partner, Diane, have their all-magic side show on Eastern fairs. Assisting them are James and Edith Thompson and Joseph Murphy. . . . J. Coffey, of Hickory, N. C., reports that he has Kara-Kum's full-evening magic show set in Southern auditoriums starting late in September and running thru October. . . . John Matthews (Dr. Quack) has just concluded a two-weeker at the Candlelight Club, Norfolk. . . . Al Sharpe hopped from Wyoming to Fort Worth to take in the magic conclave there Labor Day. In a note to the desk, Al inquiries as to what's become of Gloria Jerome and Sheffield the Magician. . . . New Orleans Conjurors' Club, junior members of the local Society of American Magicians assembly, participated in a benefit for the Damon Runyon Cancer Fund August 19. Among the teen-agers who showed their wares were Robert Wall, Anthony Ortega, Harry Schmidt, Tom Lewis, Gary Legro, Edwin Chadick and Don Pittman. . . . The Great Jaxon, vent, is playing Midwestern fairs for Bob Shaw of the Gus Sun office. He is set for the Butler County Fair, Hamilton, O., week of September 21. . . . Stan Kramien, who has been playing clubs and fairs in Oregon and Washington all summer with his company of four girls, is winding up his fair bookings and is carded to head south early in September. In Portland, Ore., recently, Kramien visited with James Lee, who is building a full-evening magic show to take to Italy late in September. He also tells of bumping into Frank McHugh, who operates his own magic manufacturing plant in Portland.

**J**ACK KODELL, following a two-weeker at El Rancho, Las Vegas, Nev., opened Friday (29) at Glenn Rendezvous, Newport, Ky., for a like stand. Kodell's novelty turn consists of the magical appearance and multiplication of love birds ala multiplying billiard balls, and he has jumped from \$25 club dates to the better niteries in less than a year's time. . . . Dagmar and Company will present a full-evening show of magic at the Barbizon-Plaza Theater, New York, Friday night, October 24, with prices scaled from \$1.80 to \$3.60. Hal Haviland is handling the business details. . . . Marquis the Magician, currently headlining Gus Sun's Music Hall Varieties at Ohio fairs, will take time out to appear on night program at Percy Abbott's annual magic get-together at Colon, Mich., September 4. . . . George Hubler, now on Midwestern fairs for J. C. Michaels with his bar and trampoline act, has sold



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## Aussie Equity Moves To Protect Moppets

**SYDNEY, Aug. 30.**—Actors' Equity of Australia has decided that commencing Christmas, 1947, the following regulations shall be adopted to protect children appearing in the entertainment industry:

(1) No child under the age of 16 years shall be allowed to appear as a member of a ballet, chorus or any other ensemble, or as a member of an acrobatic act in any place of public amusement which is conducted for gain, except during the week commencing on Easter Saturday and during the five-week period which commences December 26, provided that such appearances shall be limited to one performance per day and that such performance shall not exceed three hours in length and shall terminate not later than 9 p.m. Further, such performance shall not take place in any place in which alcoholic liquor is generally consumed either with or without meals or in any side show.

(2) No child under the age of 16 years shall be allowed to appear as an artist or member of an act in any variety, revue, burlesque or music hall, etc., except during periods stated in (1) and no child under the age of 16 years shall be allowed to appear in any place where alcoholic liquor is generally consumed with or without meals or in any side show.

(3) A child actor in legitimate theater, musical comedy, opera, etc., where in the opinion of the Minister the casting of a child in a production of the foregoing type will advance the future prospects of the child, a permit to allow the child to appear in not more than eight performances per week may be issued by the Minister, if the Minister is assured that the health and education of the child will not suffer and the pecuniary reward is sufficiently commensurate with the child's services.

(4) Radio: It shall not be allowable for any child to take part in radio performances unless a permit is issued by the Minister. Such permit shall not allow the child to take part in any performance after 8 p.m. except on Sunday when the hour shall be 9 p.m.

## Md. County Plans Stiff License Fees

**WASHINGTON, Aug. 30.**—Latest in a nationwide trend to hike license fees locally on amusement places is the drafting of a new set of regulations in Maryland's Montgomery County, which next week is expected to announce the stiffest fees in history. All types of amusements—from pool parlors to ball parks—will be covered by the regulations, with a fee as high as \$1,000 suggested for pool parlors and stiff rates being proposed for niteries.

his Hardini title to Clarence Pfeffer, of Johnstown, Pa., who will work that area under that billing. Hubler will have two other magic units this winter, one with Glen Martin and himself, and a second company to be headed by Bob Mason. J. C. Admire will work on the advance of both units which are slated to open the season around the middle of September. . . . Tom Auburn, who has been keeping busy all summer on club dates in and around his native Montreal, cracked the August issue of *Mayfair* mag with 16 halftones showing him performing his nifties before various teen-age models. The same assortment of photos appear in the August issue of *Style*, a 50-cent mag in Canada. He also was the subject of a full-page story, titled "Canadian Man of Mystery," by Wilf Burnley, which appeared in a recent issue of *The Weekender*, a weekly magazine section published in Montreal.

## Burlesque

By UNO

**B**ONNIE BOYIA, featured strip, partied by friends in her apartment in the Motor City after her marriage to Pearce Bradley, projectionist at the Avenue, Detroit, August 15. . . . Midwest Circuit route takes principals from Columbus, O., to Boston; thence to Rochester, Buffalo, Toronto, Detroit and so on, same as last season. . . . Casino, Boston, retains Charlie Schultz as stage manager, and Vicki McNeeley as house singer. House resumed Midwest Circuit shows August 25 with I. B. Hamp and Mickey Jones, featured. September 1 the features were Harry Conley and Winnie Garrett. Permanent house strips run to 10. . . . Mike Sacks, taken ill and forced to leave at the Howard, Boston, rejoins his Hirst unit in Washington September 5. . . . Fields and George closed 10 weeks at the Burbank, Los Angeles, opening September 5 at the Palace, Rockford, Ill. . . . Burly this season is to go highbrow, according to I. Hirst plans. Prizes are to be awarded the best skits from college playwriting students and offers will be made to top ballets to bring the ballet to burly. . . . Bettie (Lady Godiva) MacDonald is currently the feature at the Roxy, Cleveland.

**G**RAND, St. Louis, started its seventh season August 22 with Marlane, featured, and Tina Lia, Murray Briscoe, Evelyn Knight, Jack LaMont and Artie Lloyd, other principals. Producer is Jack Montgomery; ork leader, Judge Reidelberger; house singer and stage manager, Walter Collins, and chorus captain, Louis Canfield. House staff includes Dick Zeisler, again manager; Joe Fritz, doorman; Julius Slesinski, usher chief; Harry Wald, concessionaire; Ralph (Midge) Lia, treasurer, and Maury Roan, assistant treasurer and secretary. . . . Crosby Sisters, ace warblers, began an engagement at the Oriental, Chicago, August 28, thru Matty Rosen. . . . Eddie Yubell with Joe Cowan and Herbie Barris opened the third show at the Gayety, Columbus, O., August 29. . . . Gloria Glad moved from the Palace, Buffalo, to the Avenue, Detroit, where she is held over for a second week by Arthur Clamage. . . . Abe Gore opens September 5 at the Avenue, Detroit, on the Midwest Circuit in the unit featuring Bob Ferguson. . . . Ina Lorraine has signed with the Hirst wheel. Opened August 29 at the Grand, St. Louis. . . . Gene Eugene is completing new wine bath wardrobe for Tirza. . . . Carl Whyte, pianist, who has accompanied various sister acts, is now touring with the Del Rio midget sisters. . . . Carol Lord, in association with Stanley Willis, has booked Beverly Colin, singer, and Trini Cordova, dancer, for Kelly's Ritz, Panama City. . . . Bob Carney and Jean Carroll, after their two weeks at Nipmuc Park, Mendon, Mass., move to roadshows on the Midwest Circuit.

## Palast Variete Closing Deals Second Blow to German Performers

**BERLIN, Aug. 30.**—German artists recently have suffered two great blows which may have serious economic consequences, including the cutting down of act prices here. The first was the canceling last month by the British War Office in London of all agreements made by the army welfare services and combined services entertainment unit. This action has deprived German entertainers of bookings which were considered highly desirable because salaries were good, there was no luggage trouble on tour and, last but not least, they were entitled to a good meal every day, sometimes even full board, while working.

On the heels of this has come the canceling by the Soviet authorities here of Marion Spadoni's license to operate the Palast Variete, the former Max Reinhardt Playhouse and the largest vaude house here. The daughter of the famous booker, Paul Spadoni, she opened the big theater two years ago and has made it the leading variety hall in the city. The loss is considerable because the theater could afford to pay acts well and could stage large presentations, offering work even to aerialists and ballet. The Soviet authorities reportedly will permit operettas to be staged in the house in October.

## Borge 12,000 in Omaha

**OMAHA, Aug. 30.**—Victor Borge pulled in 12,000 people here Monday (25) in the finale of the Omaha Civic Organization's summer shows at Ak-Sar-Ben. With him on the bill were the Burke Brothers, string and accordion quartet; Norvelle and Lane, the Juggling Claires, and Hans and Rosita.

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Eddie Leonard, Hughie Hendrixson, Helen Caldwell, Lovie Meredith, Chad Al Viso, Sammy Allen, Phil Arnold, Dale and Pat Thorpe, J. M. Coffee, Billy Ryan and Jo Jo, Johnny Hughes, Capt. Phil Mathieu, Joe Gruber and Joe Michaels, Mario Alessandro, Smitty Inman, Charlie and Vivian Smalley and all others who know me. Can use a good Trainer and Nurse.  
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# MUSICAL SHOW OUTLOOK BLEAK

## Rising Costs Curtail New Productions

### 75% Flops Last Season

(Continued from page 3)

to be an exception, but was produced for much less than either of the other shows and makes more on its weekly nut. *Finian's* is showing a net profit each week of only \$9,000 and that with the house filled up to the brim with customers each night. It cost 226G to produce, but 46G was for losses out of town, where it was a sock success and played to capacity audiences.

#### 12 Musical Flops

A look at the record shows that 12 musicals—or about 75 per cent—flopped last season, the financial loss being estimated conservatively at \$2,175,000 which is a lot of green even on St. Patrick's Day. The cabbage devourers were *Around the World, Yours Is My Heart, Gypsy Lady, Park Avenue, If the Shoe Fits, Topitzky of Notre Dame, Beggar's Holiday, Street Scene, Barefoot Boy With Cheek and Chocolate Soldier*, which goes on the road soon and so has a good chance of getting back into the blue again. *Sweet Bye and Bye* and *In Gay New Orleans* were two that couldn't even get New York houses on the basis of what they showed in their tryouts.

Operating costs are so high that shows with what might be rated good grosses can't make a profit. *Carousel*, now in Chicago, needs about 34G to get on the right side of the ledger. The week of August 23 it grossed \$33,642 and lost \$155. The week of August 9, with a 31G gross, the loss was about \$2,500.

#### Costs Keep Rising

Instead of the picture getting better, it appears that costs are rising. The costume workers as of August 1 received another 5 per cent wage increase. Both set and costume designers probably will walk off with small increases in their negotiations with the League. Also set construction workers and painters are working at the same scale, the price of materials is still what it was last year. Baggage car transportation is now 25 per cent more expensive due to a hike the Interstate Commerce has granted the railroads.

Even in the straight play field investors are having a rough time of it. *Burlesque*, which opened November 18, 1946, at a cost of 55G and is still running, has paid back only 10 per cent to its investors. This show needs \$16,500 each week to break even and would not be running now if Max Jelin, the lessee of the Belasco Theater didn't relax his stop clause to keep the house open. It has been losing money the last eight weeks. When the show first opened, Bert Lehr received \$2,000 and 15 per cent of the gross. Now he gets 15 per cent of the gross to \$15,000 which still is a tidy sum but gives the angels more of a break.

Costumes are so costly that Guthrie McClintic is renting them for his production of *Anthony and Cleopatra*. To buy them would cost about 30G.

All these signs point to a few empty theaters on Broadway even at the height of the coming season.



## BROADWAY SHOWLOG

Performances Thru August 30, 1947

### Dramas

	Opened	Perfs.
<i>A Young Man's Fancy</i> ... (Plymouth)	4-29, '47	143
<i>All My Sons</i> ..... (Coronet)	1-29, '47	246
<i>Born Yesterday</i> ..... (Lyceum)	2- 4, '46	664
<i>Happy Birthday</i> ..... (Broadhurst)	10-32, '46	344
<i>Harvey</i> ..... (48th Street)	11- 1, '44	1,198
<i>John Loves Mary</i> ..... (Music Box)	2- 4, '47	239
<i>State of the Union</i> .... (Hudson)	11-15, '45	719
<i>Voice of the Turtle, The</i> .. (Morosco)	12- 3, '43	1,415

### DRAMA REVIVALS

<i>Burlesque</i> ..... (Belasco)	12-25, '46	236
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### Musicals

<i>Annie, Get Your Gun</i> ... (Imperial)	5-16, '46	510
<i>Brigadoon</i> ..... (Ziegfeld)	3-13, '47	196
<i>Call Me Mister</i> ..... (National)	4-18, '46	575
<i>Finian's Rainbow</i> ..... (46th Street Theater)	1-10, '47	267
<i>Oklahoma</i> ..... (St. James)	3-13, '43	1,892
<i>The Telephone and The Medium</i> ..... (Barrymore)	8- 2, '47	139

### MUSICAL REVIVALS

<i>Sweethearts</i> ..... (Shubert)	1-21, '47	256
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### ICE SHOWS

<i>Ice-time of 1948</i> ..... (Center)	5-23, '47	125
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### COMING UP

<i>Magic Touch, The</i> ..... (International)	9- 3, '47	
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(Week of September 1, 1947)

## Negro Group in Drive for 300G

NEW YORK, Aug. 30.—The American Negro Theater (ANT) will launch a fund-raising drive for \$300,000 this season. ANT actually needs only \$30,000 to operate each year but expects to buy a building to house the group with the money.

The Negro legit outfit formerly got a good portion of its income from a percentage that *Anna Lucasta* paid, but now that the show is off Broadway the receipts are much smaller. The Rockefeller Foundation also gave money to the group in the past, but has stopped contributing. ANT has two scripts slated for production but is holding off until its financial affairs are in better shape. A tour at the beginning of 1948 thru the Negro colleges in the South also has been skedded for the Negro thespians, but that too will wait until things are cleared up.

## American Center Formed In Int'l Theater Institute

NEW YORK, Aug. 30.—The American National Theater and Academy will organize the American Center of the International Theater Institute, sponsored by UNESCO. Each country is to have a center to act as a clearing house for legit information, union regulations, copyrights, exchange of personnel, rights to shows, etc.

Thus it is believed that the interchange of theater ideas between countries will be facilitated.

## New Frisco Legit Venture To Build Resident Company

SAN FRANCISCO, Aug. 30.—This town is going to have another legit theater in addition to the Geary and Curran, which are now operating. In the middle of November, Gant Gaither will produce with John Jennings, the head of a new legit outfit, a modernized version of *Camille*, starring Judith Evelyn at the 1,500-seat downtown Tivoli Theater. The outfit is being sponsored by the San Francisco Theater Association, a committee of public spirited citizens, who have pledged 50G in cold cash to back the project.

Altho road shows will be booked at first, the plan is to work into a stock theater set-up with a resident company producing its own shows for a subscription audience (six plays for

one subscription) at prices ranging from \$1 to \$3. The theater has a gross capacity of \$28,150 per week. Jennings expects to have a company of 20 actors and actresses and a technical staff of 15 including stagehands. The SFTA is non-profit, has a population of 2,500,000 to draw from and expects to be working with its resident company by the beginning of the year. The longest possible run will be a month.

#### B'way and Hollywood Stars

The group also will add stars from New York and Hollywood for short runs of shows. Gene Kelly will dance in a revue to be produced in January.

Thespians and stagehands will work under yearly contracts. Scenery will be built at the theater. The project will have a *Journeyman's Theater* which will consist of talented college actors making a bridge from school to professional theater. They will produce three shows during the summer to be taken on the road in California in the fall at an \$1 top. The JT will sustain itself on dough obtained from fellowships that its actors normally would get.

## Lawrence, Lee Polishing Off 'Look, Ma' Script

NEW YORK, Aug. 30.—The Jerome Lawrence-Robert Lee scripting combo is currently holed up at the Ambassador Hotel for a rewrite on their book for George Abbott's song-and-dancer, *Look, Ma, I'm Dancing*. The pair's original version of last fall, when Oliver Smith was in the potential production saddle, called for a production nut of around 250G. With coin conditions what they are, Abbott wants the show gaited for a more intimate appeal, with a lower outlay. With one act already rewritten and approved, the boys hope to turn out a complete job which will knock about 100G off the original budget.

The Lawrence-Lee book is an amplification of a notion of Jerome Robbins, about the backstage antics of a cross-country ballet trek. Authors have sparked the idea via the inclusion of youngsters from vaude, the Borscht circuit and burlesque, who hook up with long-hair terping and stand it on its ear.

#### Dancing Show

The boys describe *Look, Ma*, as primarily a dancing show, but with a completely integrated plot. Also they are emphatic that it is not just a rib of the tulle-and-tights brigade.

Nancy Walker will get her first Stem starring role when she plays a ballerina. Harold Lang is set for a Jerome Robbinsish character. Janet Reed will be a society danseuse who has edged her way into the troupe via the backer route. Alice Pearce and Bill Shirley are also set for major assignments.

#### Rehearsals October 15

Rehearsals are now skedded for October 15, with a late November or early December unveiling. Abbott and Robbins will co-direct. Score is by Hugh Martin. Oliver Smith will be responsible for the sets and Irene Sharaff for the costumes.

Lawrence and Lee expect to return to the Coast in about 10 days to continue their radio platterings of *My Favorite Story*, Frederick W. Ziv transcribed show. When rehearsals really get under way, they will be on a coast-to-coast commuting schedule. Lee has just gone halves on a plane with Frank Sinatra for the purpose.

## Chorus Equity Wins Additional Benefits From Theater League

NEW YORK, Aug. 30.—In addition to the \$10 hike in minimums locally and on the road to \$60 and \$65, Chorus Equity has won a number of minor concessions from the League of New York Theaters which represent a considerable improvement in conditions for the tap and toe boys and girls. From now on, first call is for CE members only, with a week's notice of it. On all other calls the producers have agreed to audition CE members first.

Choristers now will get a full week's salary for each day or part of a day's appearance in television, motion pictures or recordings. They get one Sunday off during the rehearsal period, which is limited to four weeks when a chorus is used in a dramatic show. One day a month is for sick leave. Producers have agreed to co-operate in getting hotel accommodations. Individual Pullman berths are to be provided for all-night transportation on the road and day coach transportation is limited to 10 hours.

#### Billing for Understudies

Chorus understudies of principals are to be listed in programs and must receive \$10 per week more than the median salary of the chorus. When they appear subbing for principals, they are to receive two-eighths of their own salary for that performance. In other words, an extra eighth for working. The singers and dancers now will receive one week's vacation with pay for one year's employment.

The number of the chorus employed at the out-of-town tryout can be reduced only by the manager giving two weeks' notice beginning with the end of the fourth week of performance. Picture sessions for choristers now are limited to one free session of four hours duration after a performance. Both the union and the managers will keep a record of the picture flacking to see how this formula will work out and whether it will hamper publicity.

## Follow-Up Review

### BORN YESTERDAY

(Reviewed August 27, 1947)

#### LYCEUM THEATER

A comedy by Garson Kanin. Directed by the author. Setting by Donald Oenslager. General manager, Ben Boyar. Stage manager, David Pardoll. Press representative, Nat Dorfman. Produced by Max Gordon.

Helen.....	Ellen Hall
Paul Verrall.....	Laurence Hugo
Eddie Brock.....	Frank Otto
Bellhop.....	William Harmon
Harry Brock.....	James Daly
The Assistant Manager.....	Paul Douglas
Billie Dawn.....	Gerald Cornell
Ed Devery.....	Adele Robertson
Barber.....	Otto Hulett
Manicurist.....	Ted Mayer
Bootblack.....	Mary Lasio
Sen. Norval Hedges.....	Johnny Long
Mrs. Hedges.....	Larry Oliver
Waiter.....	Mona Bruns
	C. L. Burke

On preem night a year-and-a-half ago, this reporter predicted that *Born Yesterday* could likely tenant the Lyceum Theater stage as long as it wanted to stay there. Obviously it did want to and still does—to the financial satisfaction of Producer Max Gordon and Author Garson Kanin. A year ago the theatrical crafts voted it the best “first” play of the season in the Third Annual Donaldson Awards. A current return visit justifies the verdict. *Yesterday* is still top-flight Broadway showshop and little in the way of comedy has come along since to give it serious rivalry. *Yesterday* continues to be a hell of a laugh show.

Likely the reason that *Yesterday* turned out to be a natural is that, aside from being enormously funny, Kanin has scripted a piece that signposts plenty of important implications of the present-day scene. What sounds like hilarious nonsense has a sturdy foundation in the way of decent American thinking. The blend is so exactly right that each complements the other.

#### Cast Changes

Up to the moment, only one major cast change is permanent and a second temporary. Altho two or three faces in the bit parts have changed since opening night. Paul Douglas continues to exhibit his sock comedy portrait of a hard-boiled junk dealer to end all portraits of HBJD's. After 650-odd performances, the picture is mellowed by repetition. Ditto are the performances of Frank Otto as his trigger-man, Otto Hulett as his lushing attorney and Larry Oliver as the senator with the itching fingers for fast coin.

Gary Merrill has bowed out permanently in favor of Laurance Hugo as the liberal reporter who uncovers a brain in the junk dealer's “dumb broad.” Hugo follows closely the pattern conceived by his predecessor—or more likely by Director Kanin. However that may be, the results are completely right and he holds up his end of the proceedings admirably.

Any actress is in a tough spot to take over Judy Holliday's chore. Latter's dead-pan, flat-vowel playing is just about perfect for the dumb broad who gets smart assignment. However, Miss Holliday is on vacation until September 8 and understudy, Adele Robertson, currently is having an opportunity to show her trespasing wares—and a very excellent and acceptable kind of wares they turn out to be. Both Messrs. Gordon and Kanin are to be congratulated on a canny and evidently hand-picked substitute. Miss Robertson is not Miss Holliday, but she is very, very good as a stand-in. Stem producers would have little to lose by dropping in at the Lyceum for a peek at her work.

In sum, *Yesterday* is standing up nobly during one of the worst legit summers Broadway has seen in years. Management tells this reporter that biz holds consistently to about 35G advance. That seems to prove something. Bob Francis.

## Chi AJC Blasts Wash. Jim Crow

CHICAGO, Aug. 30.—The Chicago Division of the American Jewish Congress this week condemned the practice of Washington's National Theater in refusing to admit Negroes. Tallulah Bankhead, now appearing in *Private Lives* at the Harris Theater here, later issued a statement backing the Congress' stand.

In a telegram sent by Nathan Bodin, executive director of the Congress here, to Lee Shubert and Max Gordon, members of the negotiating committee of the League of New York Theaters, the Congress stated, “The American Jewish Congress, Chicago Division, acclaims the proposal of Actors Equity Association that no actors be required to perform in the Jim Crow theaters of Washington. . . Responsibility for the disgraceful pattern of discrimination and segregation in our country must rest not only on those who decree such practices but on those who, by accepting and abiding these decrees, make their continuances possible. By such actions as Equity has proposed the actors of this country can strike a major blow for democracy and equality, not only in the nation's capital, but thruout the land.”

In backing the Congress Miss Bankhead stated the fight to end the Jim Crow practices of the National Theater had become “the outstanding symbol of the effort to make our capital an inspiring democratic example to the entire country” and added that she was in favor of the stand taken to outlaw “discrimination and segregation in the American theater.”

## Out-of-Town Opening

### BIOGRAPHY

(Opened Thursday, August 28)

#### LAS PALMAS THEATER, HOLLYWOOD

A comedy in three acts by S. N. Behrman. Directed by Harry Ellerbe. Sets by Robert Davison. Press representative, Irving Rubine. Presented by the Actors' Company.

Richard.....	Barry Sullivan
Minnie.....	Edtt Angold
Melchior Peydak.....	Sig Ruman
Marion Froude.....	Eve Arden
Leander Nolan.....	John Hoyt
Warwick Wilson.....	Leif Erickson
Orrin Kinnicott.....	Russell Hicks
Slade Kinnicott.....	Patricia Medina

This is one of the most delightful pieces of stage fare to hit the local boards in recent months. Fast-moving, light and sparkling, the revival of S. N. Behrman's *Biography* takes on new luster under the deft direction of Harry Ellerbe and the superb work of an excellently cast group.

Eve Arden in the role created more than a decade ago by Ina Claire, is outstanding as Marion Froude, the carefree artist whose life and loves are chosen to shape a serialized biography. Her flawless interpretation of the part throws full emphasis on the caustic content of Behrman's lines.

Barry Sullivan's severe and violent newspaperman, Richard Kurt, serves to offset the smooth-as-silk sophisticated artist, providing the necessary balance of personalities. Equally convincing is John Hoyt's portrayal of the candidate for the Senate who fears that being mentioned in the painter's biography as a former lover will kill his political career. Leif Erickson, Sig Ruman—to be sure, all the members of the cast—blend their talents to spotlight not only the humorous aspects of Behrman's plot, but capture and fully project the underlying and more significant thought. Lee Zhitto.

## Strawhat Review

### THE CLOAK

#### YELLOW SPRINGS SUMMER THEATER, YELLOW SPRINGS, O.

(Opened August 20, 1947)

Drama by Arthur Lithgow, adapted from a short story by Nicolai Gogol. Directed by Paul Treichler. Rex Barger, stage manager. Raymond Watts, publicity director.

Leonid.....	Arthur Lithgow
Olga.....	Joan Morris
A Young Official.....	Michael Kittross
Petrovich.....	David W. Hooks
Kashtanka.....	Allyn Moss
Akaky Akakiyevich.....	Meredith Dallas
Second Young Official.....	George Shumilin
Stepan.....	Irving Brown
Teresa.....	Claire Krich
A Thief.....	Ed Fisher
A Second Thief.....	Rex Barger

In its second premiere of the current season, *The Cloak*, by Arthur Lithgow, the Yellow Springs Summer Theater fulfills one of its primary missions, the introduction of experimental drama.

*The Cloak* was fashioned by Arthur Lithgow, a member of the troupe since its establishment in 1936. The play is an elaboration of a short story by Nicolai Gogol and is, in effect, a sort of Russian fable. Lithgow plays the character of a Russian officer, at times stepping out to act as narrator. In a prelude, he is shown telling three of his friends that he has a story to relate which will be of serious interest to them. The play then follows in flashback style.

#### Story of Timid Clerk

Central character is a poor, timid copy clerk who, tho proud of his work, hasn't the courage to make any advancement. When Petrovich, a tailor, offers to make him a new cloak at a bargain price, he is driven to acceptance by his boarding house landlady, Olga.

The new cloak has a curious effect on the clerk and puts him on the verge of turning from mouse to man, until one night, returning from a convivial jaunt with some of his fellow roomers, robbers pounce on him and steal his coat. His spirit is broken, as well as his health, and he dies. But his ghost comes back to seek vengeance on a high official who had refused to help him find the robbers and who is trying to wreck the romance of his brother.

Meredith Dallas adds another strikingly original characterization to the gallery of portraits he has contributed this season as the harassed copy clerk. Irving Brown is duly pompous as the irritating official who threatens to bring disaster to the little household.

Joan Morris as the adamant boardinghouse keeper, David W. Hooks as the crafty tailor, Allyn Moss as his shrewish wife and Claire Krich as the girl, all handle their roles capably.

The play moves smoothly under the guidance of Paul Treichler and appropriate settings of Russian flavor background the action.

The group will close its season next week with a production of *Romeo and Juliet*. Already announced is a winter season of 10 plays by what will be known as the Yellow Springs Area Theater. A. S. Kany.

## Ogunquit Overestimated

NEW YORK, Aug. 30.—The August 16 issue of *The Billboard* carried a box score on strawhat tryouts in which the seating capacity of the Ogunquit (Me.) Playhouse was erroneously stated as 1,040, instead of 612, and the opening night draw for Michael Myerberg's *Dear Judas* was tallied at between 700-800 instead of 321. According to Robert Fryer, managing director of the theater, the house was leased to George Abbott for the season with the provision that *Dear Judas* could be presented, but the Playhouse had nothing to do with the presentation.

## French Subsidy Preps for Fall

PARIS, Aug. 30.—In the decentralization of its theater, the French government has subsidized the Eastern Dramatic Center, with headquarters at Colmar in Alsace. Andre Clave, who directed several successes in Paris last season, has been placed in charge.

His permanent company of 16 actors and actresses and two directors are already prepping their first fall production, *L'Arlesienne*, to open in October. Bizet's accompanying music will be played by the Mulhouse orchestra.

At the same time they are working on Moliere's *The Would-Be Gentleman*, the second production. The season's plans also include *Les Bourgeois*; *Asmodee*, by Francois Mauriac; *Phedre*, by Racine; *The Door Must Stay Open or Shut*, by Musset, and others.

The plays will be presented in the four large cities which make up the Eastern Dramatic Center, Colmar, Mulhouse, Strasbourg and Metz. Later in the season they hope to tour Luxembourg, Baden-Baden and the rest of Germany.

## Scenic Union Weighs Action Against Use Of Slides For Sets

NEW YORK, Aug. 30.—The Scenic Artists' Union is considering action against the use of projection slides in legit plays. SAU makes a distinction where a show cannot do a scene except by the use of projection slides and where a show deliberately uses this technique to avoid realistic scenery.

One SAU proposal is that managers have their slides executed by designers in union shops. SAU has no policy on projection slides, but is very concerned about this new development in the scenic field because it may result in the designers and the contractors losing a large amount of their earnings. Problem first came up when the *Acquacade* used projection slides for a wall scene, and since then has arisen again with production of *Allegro* and *Dear Judas*.

## ATPAM and League Confer

NEW YORK, Aug. 30.—Association of Theatrical Press Agents and Managers met with the League of New York Theaters Thursday (28) to consider clarifying provisions of the existing agreement between the orgs. ATPAM has handled the League its suggestions for revisions and now awaits the league's action. However, no wage changes are contemplated. Another meeting is skedded between the two outfits in the near future.

## ROUTES

### Dramatic and Musical

Allegro (Shubert) New Haven, Conn.
Born Yesterday (Erlanger) Chicago.
Blackstone (Colonial) Boston.
Carousel (Shubert) Chicago.
Call Me Mister (Blackstone) Chicago.
Harvey (Cass) Detroit.
I Got To Get Out (Playhouse) Wilmington, Del., 4-6.
I Remember Mama (Geary) San Francisco.
Oklahoma (Royal Alexandra) Toronto.
Private Lives (Harris) Chicago.
Red Mill (Shubert) Philadelphia.
Star Weep (Wilbur) Boston.
We Love a Lassie (National) Washington.

## WANTED

Theatrical Executive for Broadway Production; \$10,000 required. All replies confidential.

BOX A-52, The Billboard  
6000 Sunset Blvd., Hollywood 28, California

**ALLEN**—Arthur B., 66, veteran character actor, August 25 in Hempstead, L. I., N. Y. Of his many roles, he was best remembered as Professor Willett in both the stage and film versions of *Our Town*.

**ALTSCHULER**—Jacob, violinist, August 27 in New York. He organized the State Symphony Orchestra in 1923 for which he also played viola. Survivors are his widow, two daughters and three brothers.

**BARNES**—Eugene E., 37, national supervisor for the Canteen Corporation of America, recently in Lake Forest, Ill. Survivors are his widow, Irene, and two sons, Eugene Jr. and Ronald.

**BARTLEY**—Richard Allen, four-month-old son of Mr. and Mrs. Edwin F. Bartley, of Meeker Shows, August 21 in Missoula, Mont. Burial in Seattle.

**BELL**—Christ, clarinetist with the Detroit Symphony Orchestra until his retirement two years ago, August 21 in Santa Monica, Calif. Survived by his widow and five children. Interment in Santa Monica.

**BRUNDAGE**—Bert B., ride operator and brother of Seth W. Brundage, for many years owner-manager of the S. W. Brundage Shows, August 15 at his home in Glendale, Calif. Deceased spent some time with the J. George Loos Shows after the Brundage Shows closed. Survived by his widow and two children, one of whom, Jack, is associated with the film industry. Burial in Forest Lawn Cemetery, Glendale, August 19.

**BULOW**—Glenn, owner of the Star Theater, Brooklyn, Mich., August 25 in Jackson, Mich., of a heart ailment. Survived by his widow and daughter, Moreen, formerly with Warner Bros.' Pictures in Detroit. Interment in East Jordan, Mich.

### IN MEMORY

of My Wife

## GRACE

a Real Showman

Who Passed Away

AUGUST 28, 1947

Our sincere thanks and deep appreciation to our many friends and associates who remembered.

DICK CLEMENS

**CLEMENS**—Mrs. Dick, 40, wife of the nationally known animal trainer and showman, August 28 in St. Francis Hospital, Peoria, Ill. (Details in Circus Section.)

**CROSBY**—T. R. Jr., 77, actor and Brown University professor, August 23 in Providence. He founded several dramatic groups, appeared with many stock and summer theater groups and coached many professionals, including Ben Lyon, Ann Harding, William Lynn and Bertram Thorn.

**DENNI**—Lucian, 61, music composer and stage director, at Hermosa Beach, Calif., August 20. A native of Nancy, France, he began his musical career in Kansas City, Mo., with the early production of *Skylark Love*. His best known composition was *Oceana Roll*. He had resided in Hermosa Beach the past 10 years and was a piano teacher and producer of little theater plays and operettas at the time of his death. Survived by his widow, Martha. Services in Hermosa Beach August 22.

**GERSTLE**—H. S., 56, composer and orchestrator, August 21 in Hot Springs. Formerly the head of the National Broadcasting Company's orchestral-arrangers department, he later became the secretary-treasurer of the United States branch of the International Society for Contemporary Music.

**GOFF**—Frank E., 100, pioneer showman and nickelodeon tent show operator, recently in an Omaha hospital. Services and burial in Omaha.

## THE FINAL CURTAIN

**HARTWICK**—E. H., father of Doc H. D. Hartwick, of Crescent Amusement Shows, recently at his home in Clearwater, Fla. It was erroneously reported in a recent issue that the son had died.

### WE WISH TO EXTEND

Our deepest appreciation for the many sympathetic messages and kind help we received from our friends in the show business during the late bereavement of our husband and father—RAY GUYER, who passed away August 16—while en route with King Bros. Circus.

JANIE GUYER,  
MAXINE GUYER ROMINE

**JACKSON**—Alberta Haynes (Terry Shannon), singer and impressionist, in Cedar Rapids, Ia., August 17. Named Miss Iowa in 1929, she appeared in vaude and dramatic stock and was for a time with the Three Macks.

**JONES**—Martin T., 56, partner of Gifford & Jones, theatrical booking office, August 20 in Chicago.

**LEIGHTON**—Leon Emile, 48, manager of the Norfolk Municipal Auditorium, of a heart attack in that city August 24. He was regional supervisor for the USO at Norfolk from 1943 until the end of the war and as manager of the Auditorium supervised the booking of virtually all the roadshow attractions to play that city during the last four years. Survived by his widow, his mother, two daughters and two sisters. Services and burial in New Rochelle, N. Y., his mother's home city.

### IN MEMORIUM

## EDWARD D. HUTCHISON

From

C. H. TODD, Associates

**MARLIN**—Robert K., formerly affiliated with various stock shows and the Majestic Theater, Birmingham, recently in Los Angeles of a heart attack. In recent years he was chief engineer at the Sherman and Ambassador hotels, Chicago. Survived by his widow, Marjean, former captain and owner of the Three Ambassadorettes, girl acrobatic act, and a six-month-old daughter.

**MCCLOSKEY**—John A., 46, radio entertainer, August 17 in Philadelphia. Surviving are his widow and 12 children.

**MERCER**—Bennett K. (Bee), 70, who with his brothers and mother operated the Guy Stock Company for many years, August 9 at his home in Indianapolis. He was last with the John Winninger Players, touring Wisconsin and Minnesota. He retired 17 years ago. Survived by his widow, Kathryn; son, Winfield; step-son, Harry Clark; sister, Mrs. Inez Wolfe, and two brothers, Charles and Carlton. Burial in Floral Park Cemetery, Indianapolis.

**PEASE**—John W., 43, circus ticket seller and candy butcher, in Hollywood August 24 of a heart attack. At one time he was connected with Cole Bros. and Clyde Beatty circuses. Survived by his widow. Services August 28, with interment in Valhalla Cemetery, Burbank, Calif.

**RELLIM**—Lloyd, 42, high-wire cyclist, August 25 at the Minnesota State Fair, St. Paul, of injuries sustained when he fell after completing his act.

### IN REMEMBRANCE

Of Our Friend and Pal

## LLOYD RELIM

GRANT AND ANNE CHANDLER

**ROCKELLI**—Peter, 46, drummer, vocalist and band leader, August 19 in Washington. He began his career as an amateur singer with Kate Smith at Colonial Beach, Va.

**ROWE**—John A., 43, radio spokesman for the Canadian Commonwealth Federation on the Canadian Broadcasting Company network. August 18 in a plane crash at Lake St. Clair, Mich., in which his seven-year-old son, Donald, was also killed. A brother, Howard, a member of the Rhythmaires, musical combo, who was piloting the plane, was injured. Survived by his widow and three other children.

**SANDERS**—Charles E., 68, stage manager at the Academy of Music and the Maryland Theater, Cumberland, Md., since 1905, at his home in that city July 30. Survived by a sister and brother. Services and burial in Cumberland August 2.

**SCHARICK**—Joseph, 40, employee of Ringling Bros. and Barnum & Bailey Circus, August 23 in Springfield, Ill., of heat exhaustion. Surviving is a sister, Mrs. Mary Jonaski, Jumata, Pa.

**SCHER**—Charles, 52, for many years operator of the Loop, former Detroit burly house, August 15 in Veterans' Hospital, Dearborn, Mich. Survived by his widow and four brothers. Interment in Machpelah Cemetery, Detroit.

**SESTER**—Mrs. S. G., known in outdoor show circles, August 13 in Des Moines. Survived by two sons, T. L. and Lloyd, and a daughter, Mrs. H. E. Sior Springs, Mo. Burial in Grandale Cemetery, Des Moines.

**SHOWALTER**—E. M. Jr., 40, radio advertising executive for Standard Oil Company of New Jersey, August 20 on board a pleasure boat in a bay at Portland, Me.

**STURGESS**—William G., 58, salesman for Columbia Pictures in Michigan, suddenly August 16 at his home in Grandville, Mich. He formerly owned theaters in Toronto and the Gem Theater in Saginaw, Mich. He was the father of Fred Sturgess, booker for Co-Operative Theaters of Michigan, and of Howard Sturgess, owner of the Grand Theater, Grandville. He also leaves his widow and one daughter. Interment in Grandville.

### IN MEMORY OF

## TOL TEETER

PASSED AWAY

SEPTEMBER 2, 1941



I MISS YOU SO,  
YOUR WIFE,  
NELLIE

**TEMPLETON**—James, 63, vaude-villian, August 28 in Prince Bay, S. I., N. Y. He and his brother, Mercer, comprised a song and dance team that played the Palace Theater and toured the Keith Circuit. He also played in many George M. Cohan comedy hits. Survivors are his mother, Sarah; three sisters and three brothers.

**TRUEX**—Mrs. Ida May, 77, mother of Ernest Truex, actor, August 24 in Roslyn, L. I., N. Y.

### In Memory

of a Very Dear Brother-in-Law

## Chas. A. "Buck" Veitch

who passed away Sept. 2, 1946

Marion & Rose Spillers

### IN MEMORY

of My Husband

## Chas. A. "Buck" Veitch

who passed away Sept. 2, 1946

Wife,

Eleanor Veitch

**WALKER**—Charles Herbert (Tex), 80, veteran actor, in General Hospital, Los Angeles, August 22 of pneumonia. Born in Altoona, Pa., he began studying dramatics at the age of 13 under the famous Lotta Cushman in New York. His forte was character parts, with a preference for Shakespeare. He had appeared with Richard Mansfield, Kyrle Bellew, Minnie Maddern Fisk, and Rose and Charles Coghlan. He went to Hollywood in 1928 and played in Western films until his retirement in 1937. No known survivors.

**WILLIAMS**—Victor H., sales promotion manager of Station KOIL, August 25 in Milwaukee. His widow survives.

## Marriages

**ANDREWS-BUTLER**—Jackie Andrews, of Rodeo, Inc., and Estella Butler, trick rider with Ringling Bros.' and Barnum & Bailey Circus, August 20 in the Ringside Bar and Grill, New York.

**BAILLIE-CLEMENS**—Rai Baillie and Lucille Clemons, with the Harley Sadler Show, at Lubbock, Tex., August 20.

**COATES-DE MARCO**—Paul V. Coates, press agent, and Renee De Marco, dancer, in Los Angeles August 20.

**CUSHING-WINDSOR**—Harry Cushing IV and Georgette Windsor, actress, in the Little Church of the West, Las Vegas, Nev., August 24.

**FORBES-GRANSTEDT**—Arthur Forbes, film laboratory man, and Greta Grandstedt, Swedish film actress, in Paradise, Calif., August 18.

**HARDY-HICKS**—J. W. Hardy, concessionaire with Peppers' All-State Shows, and Ruby Hicks, in Pikeville, Ky., August 18.

**JOHNSTON-GRAYSON**—Johnny Johnston, radio and movie singer, and Kathryn Grayson, screen singing star, at Carmel, Calif., August 22.

**KA IHUE-ALLEN**—Norman Kaahue, nitery performer, and Patty Allen, singer with the Honeytones, vocal group, recently in New York.

**LASKER-GREER**—Edward Lasker, Hollywood film producer, and Jane Greer, screen actress, in Las Vegas, Nev., recently.

**MORGAN-LABINE**—Harold L. Morgan Jr., announcer at WXYZ, Detroit, and Shirley LaBine, August 22 in Detroit.

## Births

A son, Johnnie Jr., to Mr. and Mrs. Johnnie Comacho August 14 in New York. Father is head of the Latin-American department of the Edward B. Marks Music Corporation.

A son to Mr. and Mrs. William A. Wellman, at Good Samaritan Hospital, Los Angeles, recently. Father is a film director.

A son, James Jr., to Chief and Mrs. Pantagal recently in Wilmington, N. C. Father is a former side show fire eater.

Communications to 155 No. Clark St., Chicago 1, Ill.

## WATER SHOW AIDS SALT LAKE

Lloyd Rellim  
Dies in Fall  
At St. Paul

## Mishap Comes at End of Act

ST. PAUL, Aug. 30.—When Lloyd Rellim completed his high wire bicycle act at the Minnesota State Fair Monday night (25), the spectators, 20,000 strong, applauded. Rellim waved to the crowd, then signaled his wife to start the mechanism that would lower him 100 feet to the ground.

Suddenly the spectators rose to their feet screaming. Rellim lost his grip and fell, his body flashing in the floodlights. A second later his broken body lay beneath the twin towers holding his high wire.

Rellim lived only a few minutes, dying in his wife's arms.

In show business since 1925, Rellim, who was 42 lived in Marion, Ill., and worked out of the Barnes-Carruthers Theatrical Agency office, Chicago. He was a grandson of the famous Blondin, who walked a tightwire on Niagara Falls from the United States to Canada more than 50 years ago.

Rellim and his partner, Ruth McCray, had ridden the bicycle backward and forward on the high wire. Miss McCray already had reached the ground and was going to help Mrs. Rellim at the lowering controls when the mishap occurred.

Fair officials said a jam in the lowering mechanism apparently loosened Rellim's grip just as he started his descent. He seemed to grab for his bicycle as he started to plunge downward.

Surviving are his widow and two small children. Burial was in Marion, Ill.

Doc Shean Heads  
Agricade in Va.

NORFOLK, Aug. 30.—Frank (Doc) Shean, veteran showman, was elected vice-president and general manager of the Agricade, 42-acre plant built here for midget auto races, harness races, running races and the Tri-County Fair. In his new post, which he will assume September 1, Shean will book all future attractions for this fall, and also for other special events at the plant.

For the past six years Shean has been operating parks at Virginia Beach, Va., where he lives. His first operation at that resort was Seaside Park. He is currently operating the newly remodeled Casino Park at the south end of the boardwalk.

Active in civic affairs, Shean is president of the Better Business Bureau and of the Rotary Club in Virginia Beach and is general chairman of the Community Chest drive of Princess Anne County.

Dates for the fall festival and fair at the Agricade this year have not been set, but a decision is expected soon.

Current weekly attraction is midget auto races, staged by Sherman F. (Red) Crise.

## Punching the Bag

Alabama's Fair Board Gets  
An Eye-Full at Iowa, Minn.

By Pat Purcell

CHICAGO, Aug. 30.—After a week spent nosing around the fair grounds at Toronto, Des Moines, St. Louis and Indianapolis, the naked eye, aided by bifocals, observed a lot of things worthy of recording, so here goes for some of them (more later):

At Des Moines last Tuesday there was quite a delegation from the newly-organized board of managers of the reorganized Alabama State Fair, and to say these gentlemen were impressed by what they saw and heard at the Minnesota and Iowa State fairs would be a gross understatement. They were flabbergasted.

"How long have things like this been going on?" asked Bull Connor, stern guardian of Birmingham's law as a police commissioner, "and why can't we have one like it in Birmingham?"

"This one," said the venerable and affable Frank P. Duffield, who was celebrating his birthday and directing the fireworks at Iowa, "has been going on for so many years that none of the citizens around can remember when it started—and when yours is as old as this one it probably will be as good."

J. C. McCaffery, still active in the affairs of Birmingham, altho he sold his real estate interests last spring, hosted the visitors at a steak dinner in the Fort Des Moines Hotel, and he lent a sympathetic and knowing ear as the visitors told of their impressions and the plans they have for the future. It was well to listen as these gentlemen, to a man, appeared to have something on the ball and they expressed determination to make the Alabama State Fair something that will help improve the standard of living in their State and something that will give their people an opportunity to see the best and finest in the entertainment line.

R. H. (Dick) McIntosh, who holds over as general manager of the annual set for next October, was in the delegation along with Bedford F. Seale, chairman of the board; Vincent Townsend, vice-chairman; and board members Ervin Jackson and H. S. Whistler; and Charles H. McCauley, Birmingham architect; John Foster, attorney, and Selden K. Bailey, executive secretary of the board.

Duffield was sort of a guest of honor, it being his birthday, and M. H. Barnes was there because he threw Duffield's birthday party a year ago. The writer heeled in.

At the conclusion of one of the running races at Des Moines two jockeys swung fists at each other with such determination that cops had to pry them apart. One of the wags, enjoying the hospitality of Frank Duffield's infield tent, wondered aloud if the fight had the same meaning of those auto polo brawls that once punctuated the entertainment efforts of the late Ralph A. Hankinson and J. Alex Sloan when they had such performers as Blondy Sterling, Burr Lampkin, Ray Roundtree and Ray Claypool.

Those of the outdoor show business who do not, or did not, have opportunity to visit the Canadian National Exhibition in Toronto will

have difficulty in visualizing the mid-way Patty and Frank Conklin put together. The written word could tell the story—but who'd believe it? It is that good, indeed.

Bill Mauldin, cartoonist who gained fame while in the service with his "Up Front," is offering a series now lambasting carnivals in general and picking on one in particular he encountered at a State fair, but he has not identified the State fair.

Even the most dyed-in-wool carnival worker, owner or manager will admit there are a lot of things that can be done to improve the business as to its relationship with the public, and efforts have been made in recent years to accomplish this. In fact, the carnivals are ahead of the circuses, as a whole, in their efforts to improve conveniences for the public, to make their offerings more eye-appealing and to get help that will keep neat and be courteous.

However, it is difficult for a ride hand to keep looking fresh on a hot day; and Brother Mauldin shouldn't be too concerned about the denizens of the Wild Life Shows. The Society for the Prevention of Cruelty to Animals is a lot more active than he apparently realizes, and operators of these shows consistently have been able to meet its requirements.

Also, Brother Mauldin made a nasty crack about the "scum and dregs of show business and circuses;" but the records show the carnival men went to war with the rest of them and did their part well.

Phooey on such knockers!

Ex - Flying Vets  
Form Air Circus

LOS ANGELES, Aug. 30. — Six World War II Air Force veterans have solved their post-war job problem by continuing their flying careers as the *Hollywood Hawks*, air circus show, recently formed here.

In order to capitalize on their flying experience, the ex-service pilots, Sammy Mason, Ray Goudey, Roy Cusick, Warren King, Rex Wells and Bill Bushman, organized the air thrill show and are now being booked for various outdoor shows.

One of the *Hollywood Hawks'* main appearances will be at the National Air Races in Cleveland this year.

## Park Charter Issued

COLUMBIA, S. C., Aug. 30.—The secretary of state issued a charter to the Barn Dance Amusement Park to promote dances, concerts and carnivals. Capital stock is \$2,000 and Gilbert L. Smith is listed as president.

Follies Score  
Steady Climb

Patronage builds as Snyder unit nears close—expo gate only 550,000 after 13 wks.

SALT LAKE CITY, Aug. 30. — Headed into the home stretch, the Utah Centennial Exposition, after 13 weeks, has passed the 550,000 mark in attendance, and is preparing to be converted for its final three weeks into the usual State fair. All of the exposition features will remain as extra added attractions.

Sam Snyder's *Water Follies of 1947*, which closes its three-weeks' engagement Sunday (31), proved a major surprise. In view of the experience gained over the 10 weeks of the expo, it was expected to pull for only 10 days. Its drawing power increased steadily and in the closing days was stronger than when it opened.

In recent weeks it has been evident there was considerable error in judgment on the ability of the area to absorb such a long stretch of major entertainment, and the expo has prospered only on the basis of its major attractions.

Such crowd-pullers as the water show, *Holiday on Ice*, the Centennial Rodeo and big car automobile races, staged by National Speedways (Al Sweeney and Gaylord White), have accounted for the bulk of attendance to date. Lesser attractions have netted virtual blanks.

## Wouldn't Take It Over

The Utah Centennial Commission has scheduled two Barnes-Carruthers grandstand shows for the final three weeks. Anxious to close its books September 1, the commission offered to pay for the attractions and turn back the exposition to the Utah State Fair Board, which declined the offer.

Gus Backman, Centennial director, then canceled the stock shows scheduled for the final weeks, basing the action on the contention the show had not developed sufficiently to warrant the premium list offered. The stock shows were re-scheduled, however, when the Utah Department of Publicity guaranteed any deficit from the shows.

Story Brings Many  
Calls But No Biz

NEW YORK, Aug. 30.—A story in *The New York Post* Monday (25), designed to help conventioning Legionnaires, said the ex-soldiers could secure firecrackers from the International Fireworks Company, Jersey City, N. J.

Beginning Tuesday (26) Manager Fred C. Murray said he was besieged by phone and personal calls and thruout the week has been busy trying to explain his firm manufactures pyrotechnics not designed for amateur and haphazard firing. Despite numerous inquiries, not one fair or celebration contract materialized, Murray said.

# OHIO STATE OFF, BUT OKAY

## Gate Slightly Under Record

Coliseum, stand, midway up to or better than '46—move nearer new plant

By a Staff Correspondent

COLUMBUS, O., Aug. 30.—The Ohio State Fair closed its seven-day run here Friday (29) with a total gate placed at 344,203, a drop of about 9,000 from last year's record gate of 351,995.

While the gate was off slightly from last year, grandstand and Coliseum patronage was up substantially, with the final figures expected to show all-time records for both. Similarly, the business on the midway, where the F. E. Gooding Amusement Company held forth for the 27th year, was running even, if not better, with last year, due to the greatly increased earning power of the Gooding org here this year.

Day-by-day attendance, compared with last year, follows:

	1947	1946
Saturday .....	28,053	33,455
Sunday .....	65,914	71,399
Monday .....	55,128	34,229
Tuesday .....	51,084	60,156
Wednesday .....	71,352	76,064
Thursday .....	60,672	62,415
Friday .....	12,000*	14,277

\*Estimated.

The fair plant was resplendent in a fresh coat of white paint. The midway was black-topped, a sharp contrast with last year, when a late release by the army had the area in (See *Ohio State Off* on page 49)

## Champlain Expo Sets New Marks

ESSEX JUNCTION, Vt., Aug. 30.—A record, free-spending crowd of 25,000 persons jammed the Champlain Valley Exposition here Wednesday (27), Burlington Day, to virtually assure the annual of new marks in every department. Comparable attendance a year ago was only 9,000, caused in part by unsettled weather. Since records have been approximated or broken on nearly every day, today's closing program, featuring Jack Kochman's Thrill Show, shouldn't have any trouble maintaining the attendance pace.

Opening Monday (25), 4-H Club Day, the previous attendance record of 7,000 was smashed before the afternoon was ended, even though the day was sweltering. Kochman's Thrill Show played to a packed grandstand at night. More than 8,000 turned out Tuesday (26) for Grange Day. A sizeable crowd attended Thursday (28), Governor's Day. Big car auto races, sponsored by Sam Nunis, Friday (29) drew heavily.

For the first time in the history of the fair it was necessary for the night grandstand show to give an extra performance to take care of the crowds. The show, *Fantasies of 1947*, booked thru George A. Hamid, played to capacity houses thruout the week. Fireworks were presented each night. Harness racing was featured Tuesday thru Thursday.

World of Mirth Shows were on the midway.

## Birmingham Preps for Opening As City-Owned, Managed Annual

BIRMINGHAM, Aug. 30.—With the full support of local governing bodies, the Chamber of Commerce and other civic groups, the Alabama State Fair, this year for the first time city-owned and city-operated, is preparing to open September 29 for a six-day run with the expectation of an attendance of 300,000.

Alabama State Fair properties were purchased by the city of Birmingham January 17 this year from R. H. McIntosh and Joe David, both of this city, and J. C. McCaffery, general agent of Hennies' Bros. Shows.

### McIntosh Manager

The board of managers, a public corporation, whose members are appointed by the city commission, op-

erates the park and the State fair. McIntosh, one of the former owners and veteran State fair promoter, was retained by the board to be active general manager for 1947. McCaffery in turn was placed in charge of concessions this year.

Members of the board are: Bedford Seale, lumber dealer; Ervin Jackson, president of the Birmingham Chamber of Commerce; O. L. Ford, Southeastern manager of Armour & Company; Vincent Townsend, city editor of *The Birmingham News*; H. S. Whisler, county superintendent of buildings; William L. Spencer Jr., lawyer and dairy farmer, and Don Seiwel, promotion editor of *The Birmingham Post*.

### Five Motor Speed Days

Hennies Bros.' Shows again will be on the midway, with Barnes-Carruthers Theatrical Enterprises, Chicago, supplying the grandstand attractions the six nights. Auto races will be presented three days by National Speedways (Al Sweeney and Gaylord White), with two days of motorcycle races to be staged by Buck Kidd, Springfield, Ill. Fireworks will be supplied by Thearle- (See *Birmingham Sets* on page 50)

## Colorado State Front Gate Soars

Midway gross, grandstand patronage running far in front of '46—entries up

PUEBLO, Colo., Aug. 30.—Attendance at the Colorado State Fair thru Wednesday (27) totaled more than for the entire run in 1946, and this increase was being matched in the grandstand and on the midway.

Midway gross, where the Forsyth org holds forth, thru Wednesday was up 230 per cent over last year. Midway offered 13 rides. Sharp increase at the grandstand held for both the day and night shows. Afternoon show consists of runners, without mutuels, and rodeo, the latter staged by Leo Cremer, of Shawmut, Mont. Night show offers rodeo and fireworks by Thearle-Duffield Fireworks, Chicago, with Art Breise in charge.

Poultry and rabbit entries are the highest in history. Only thing off is the horse entries.

## WLW 'Parade' 12½% Over '46 Ohio Mark

COLUMBUS, O., Aug. 30.—WLW *On Parade*, a combo made up of members of the Cincinnati station's *Midwestern Hayride* and *Circle Arrow* shows, together with Frazer Thomas and Ernie Lee, featured in the Coliseum on the opening of the Ohio State Fair last Saturday night (23), grossed 12½ per cent more than did the WLW show playing the same spot on the corresponding night in 1946, according to Bill McCluskey, manager of WLW Promotions, Inc., the station's talent division.

McCluskey says this year's opening night performance in the Coliseum grossed \$3,800.45, while receipts for the corresponding show last year hit \$3,373.90. Admission scales were the same on both occasions. Jump in the show's gross was in contrast to attendance at the fair itself, where opening day (23) turnstiles recorded 28,053 as against 35,455 in 1946, a drop this year of nearly 20 per cent.

Week-long promotional build-up on the fair grounds and thruout Columbus was supervised by McCluskey.

## N. J. Fair Sets Big Line-Up of Entertainment

TRENTON, N. J., Aug. 30.—A hefty entertainment program, featuring three concerts by the 106-piece Army Air Force Band, has been set for the New Jersey State Fair by President George A. Hamid and Secretary Norman L. Marshall. The band will give a night performance opening Sunday, September 21 and two concerts the following day. Unit, under the direction of Maj. George S. Howard, will arrive here in two special cars, which will be stationed on the fairgrounds siding.

Thrill shows will be spotted thruout the eight-day program. Motorcycle races, thrill performances by the Jack Kochman and Joie Chitwood units and big car auto races promoted by Sam Nunis will each have a day. Harness racing will be featured on five afternoons. The fireman's parade contest already has a record 76 entries. Hamid's revue, *Grandstand Follies*, will be featured each night. In addition about 20 acts, plus any others booked by Hamid which happen to be laying off, will be presented.

### Roof Over Stage

Fair officials now are experimenting with a covering which will extend from the grandstand roof over the stage. Success in this venture will result in the uninterrupted presentation of grandstand stageshows regardless of the weather.

Ground and building improvements costing in excess of \$100,000, largely have been completed. These include the construction of a new 4-H Club building, new seats and repairs to the grandstand, the placing of all wiring underground, new plumbing and a ladies' building.

All exhibit space has been sold out in advance for the first time in the history of the fair.

## 162,000 Pay To Gander at Ozark Empire

Only 2,000 Off '46 Pace

SPRINGFIELD, Mo., Aug. 30.—The final attendance count at the Ozark Empire District Fair August 9-15, showed a total of 162,000 paid, only about 2,000 less than last year, despite the fact that a sizzling 100-degree weather kept down the day attendance during the first four days, and a two-day newspaper strike hit the fair's opening days.

It was the second year in a row that a strike of Springfield Newspapers, Inc., had been called on the fair's opening day. Last year it was pressmen, this year it was the printers—and both groups frankly admitted they used the fair and its heavy advertising schedule as a blackjack over the newspaper management. The printers walked out Friday afternoon (8) after *The Leader and Press* had hit the streets. The company was forced to suspend publication of the Saturday morning *Daily News*, the Saturday afternoon *Leader and Press* and *The Sunday News and Leader*. The printers returned to their jobs Sunday afternoon (10) after receiving a pay boost, but the damage had been done as far as the fair was concerned.

### Uses Extra Radio

Upon learning of the strike Friday afternoon, Glen B. Boyd, secretary-manager, doubled the fair's time on two Springfield radio stations and tripled it on a third. He authorized the heavy radio schedule for three days, but said the radio just could not take up all the slack.

The weather proved to be the real demon during the first half of the annual. With the mercury flirting with the century mark, fair visitors were conspicuous by their absence during the daylight hours. With nightfall business picked up tremendously—but it was too big a handicap to overcome. Comparisons show that night crowds were considerably larger than a year ago, but (See 162,000 PAY on page 48)

## PNE Gets Away To Great Start With Big Parade

VANCOUVER, B. C., Aug. 30.—The Pacific National Exhibition (PNE) got away to a good start Monday (25) with a five-mile long parade headed by Lieutenant Governor Sparks and Alan Jones, featured chirper of the grandstand show which gives night performances only, during the seven days of the fair.

Imperial Shows on the midway moved in Friday (22) from Bellingham, Wash., and set up over the week-end. Thirty days of racing at Exhibition Park are scheduled each afternoon during the fair.

A new floodlight entrance to the 182-acre park is a splash of modern blue and white pastel towers thru to the midway. The fairgrounds, after six years of occupation by military forces, have been redone.

# MILLION GATE FOR ST. PAUL?

## St. Louis Gets Excellent Start With Annual

By a Staff Correspondent

ST. LOUIS, Aug. 30.—Officials of the St. Louis County Fair and Exposition, the first such event in the St. Louis area in more than two decades, announced that attendance at the 10-day show at Jefferson Barracks reached expectations, with the opening two days drawing more than 100,000 persons.

Plans are now underway, according to Vernon M. Huff, manager of the fair, to make the fair an annual late summer event in St. Louis. The two-day horse show, which offered \$3,300 in premiums and trophies in all classes and stakes, was an outstanding feature, he said, which helped make the fair an artistic success, even tho its draw was disappointing.

It was unusual in that, unlike other horse shows, it was held during daytime, and local observers said it may even set a precedent for future horse shows which are held in conjunction with other events. Otis Brown directed the horse show.

Lucky Lott's Hell Drivers, who had an accident en route to the fair, staged two performances but played to poor business largely because of the poor layout of the grounds. En route here one of Lott's transports carrying four stunt cars burned and was said to be almost a total loss.

The world's championship rodeo added another feather in the colorful hat of John Guthrie, veteran producer of the show, who brought many of the nation's leading rodeo competitors here in addition to a group of Indians from Oklahoma, who added color and a touch of the Wild West. A prize list of \$5,000 was posted for the 100 competitors for the six sessions, to be highlighted by two Labor Day performances.

All exhibits "packed 'em in," including the electric show, television and radio show, auto, flower, home economics, musical arts and fine arts shows, Chamber of Commerce exhibit, Anheuser-Busch's famed eight-horse hitch, State exhibits, General Motors' *Preview of Progress*, Army-Navy Show and the livestock, poultry, agriculture, apiary and dairy products shows.

Publicity Director Jack Van Pelt had the newspapers and radio stations with him and did a terrific publicity job. His tie-ups and outdoor paper were strong.

Johnny J. Jones Exposition occupied the midway. (For further details turn to the Carnival Section.)

## 576,938 Attend Queensland Show

BRISBANE, Australia, Aug. 30.—The Queensland National Show, which ended a seven-day run here Saturday (16), drew a record 576,938 persons who paid \$143,000 in gate receipts.

Future improvements, made necessary by the huge crowds, already are in the planning stage for next year's annual. Included is a new double-decker grandstand, designed to accommodate 60,000, double the present number. All contemplated improvements will cost an estimated \$150,000.

### Around the Grounds:

## Dewey, Six Other Governors To Attend Eastern States Expo

Gov. Thomas E. Dewey, of New York, a probable candidate for the G. O. P. nomination for president, is included among the governors who will attend the Eastern States Exposition, Springfield, Mass., for the Governors' Day festivities. Others skedded to appear are Govs. James L. McConaughy, Connecticut; Charles M. Dale, New Hampshire; Ernest W. Gibson, Vermont; Horace A. Hildreth, Maine; Walter W. Bacon, Delaware, and Robert F. Bradford, Massachusetts. Two-day festivities will start September 14.

A crowded program of events and an enthusiastic host of spectators at the Barton (Vt.) Fair August 14-16 sent the Orleans County fair into an extra day Sunday (17). Sunday fairgoers were treated to a baseball game, a band concert, and extra horse racing events plus continued operation of the carnival. Unscheduled activities were the result of a last-minute decision by President Dave Gallup.

A radio center with a comfortable lounge and a studio suitable for interviews and special commentator broadcasts will be an innovation at the Eastern States Exposition, Springfield, Mass. Radio center will be established in the picturesque Atkinson Hollow Tavern in the colonial village of Storrowton on the exposition grounds.

Special ceremonies to dedicate the fair grandstands and other new buildings at the Caledonia County Fair in Lyndonville (Vt.) featured a speech by Gov. Ernest W. Gibson. The governor flew by private plane from the Hinsdale (N. H.) airport to the St. Johnsbury airport, where he was met by a committee.

Beatty Lee Allen, motorcycle stunt rider, remained in a coma for eight days following an accident while performing Tuesday (19) at the Saratoga County Fair, Ballston Spa, N. Y. Hospital authorities reported her condition as improved Wednesday (26).

## Upstate N. Y. Fair Clicks All-Around

ALTAMONT, N. Y., Aug. 30.—Preliminary reports on the 53d Albany, Schenectady and Green County Fair, which opened here Monday (25) with a record estimated attendance of 20,000, indicated that the annual would wind up festivities tonight with all departments on the winning side of the ledger.

Strong thrill features, all of an attendance-boosting nature, were scheduled thruout the week. Tuesday and Wednesday (26-27) there was harness racing. Tuesday afternoon and night, Joie Chitwood's Hell Drivers took over the track. Jimmy Lynch's Death Dodgers gave shows Thursday night (28) and Friday afternoon and evening. Auto races this afternoon were assurance of another heavy crowd.

About 900 individual exhibitors from three counties competed for \$10,000 in premium awards.

Coleman Bros. Shows were on the midway.

Grandstand attractions for the Yates County Fair, Penn Yan, N. Y., August 20-23, booked thru Cooke and Rose Theatrical Enterprises, Lancaster, Pa., included Mildred Fallin, high act and slide; Kavanaugh and Ramon, comedy; Jay Robinson, ventriloquist; Whirl-A-Ways, skaters; Murrays, marimba; Tex Rose, comedy balancing, and the Kathryn Behney Dancers.

September issue of *Coronet* magazine contains a 13-page photo story on fairs. Mentioned are annuals at Allentown, Pa.; Trenton, N. J., and Danbury, Conn.

The Hollywood Sky Rockets, aerial act, were put out of business for the remainder of the season when Will Hustrie, member of the act, sustained internal injuries Sunday (24) at Norwood, O.

One of the features of the Brockton (Mass.) Fair will be a U. S. Army Arctic Exhibit presented by explorer Dave Erwin. Colleen Moore's Doll House is another feature. Again the annual is offering Mays Tropical Insect Exhibit.

All activities of the Trinity County Fair, Hayfork, Calif. (August 23-24), were filmed in color and will be shown thruout the State as depicting a typical county fair. The Hollywood Turf Club sent in cameramen to do the job. The Golden West Shows, which were on the midway, were featured in many of the shots taken.

W. C. Woxberg, secretary-manager of the Merced (Calif.) County Fair, visited at the Stockton annual, distributing book matches advertising his event this month. Another visitor was Rose Links, of the Western Fairs Association.

## Records Are Broken At Watertown Fair

WATERTOWN, N. Y., Aug. 30.—Despite some unsettled weather, the 125th Jefferson County Fair, which got under way here Tuesday (26) and winds up tonight, seems well on its way to establishing a series of new attendance and gross records. The offering of \$15,000 in premiums, highest in the history of the fair, helped considerably in stimulating local interest.

An estimated 10,000 attendance Tuesday prompted President Bert L. Johnson to remark: "It was the best opening day I've ever seen." Jack Kochman's Thrill Show played to a capacity audience of 3,000 that night. Kochman gave two other well attended performances Wednesday afternoon and night (27).

Top attendance to date was hit Thursday (28) when an estimated 18,000 poured thru the gates. The day before about 8,000 were present. Harness racing got under way Thursday.

Veterans are to be admitted free today. Features are a drum corps competition and a balloon parade of comic strip and fairy tale figures.

Circus acts and fireworks were presented at the night grandstand show. The Ferris Rides and Shows were on the midway.

## Final Play To Tell Story

### Minn. State Fair running far ahead of record year-stand, midway also up

ST. PAUL, Aug. 30.—Canceled last year by polio, suspended in '45 because of the war and staged on a limited basis in '43 and '44, the Minnesota State Fair, in its return to operation today was well on its way to eclipsing the previous all-time attendance figure of 762,000; set in 1942, and execs were confident the outside gate would top the 1,000,000 mark before the annual closes Labor Day.

Thru Thursday (28), attendance was 458,919, far in front of figures for the corresponding period in the 1942 record-breaking year and indicative that, if the pace is maintained to the end, the gate will hit the 1,000,000 figure.

### Single Day Record

Bolstering the belief of the execs is the fact Sunday's (24) attendance was 107,665, the largest single day attendance in the history of the event and beating by some 2,000 the previous mark established on the traditional big day, Labor Day.

In company with the record-breaking gate attendance, all existing records for grandstand attendance and for midway patronage were being set. Ray Lee, veteran fair secretary, reported grandstand day receipts for the first five days were \$52,000, while the night grandstand gross for the same period was \$52,703. Lee said grosses thus far are twice what they were at the same point in '44.

The fair's new single day's attendance record was racked up in the face of rain which fell until almost noon. The afternoon auto races, the second successive program staged by National Speedways (Al Sweeney and Gaylord White) drew a capacity grandstand.

### Plenty of Lure

Big car auto races, a sure-fire lure here, are the featured attraction the closing two days of the fair. They will be staged by John Sloan. Certain to hike attendance Monday is the scheduled appearance of Gen. Dwight D. (Ike) Eisenhower.

Day-by-day attendance thru Thursday (28) follows: Saturday, 61,511; Monday, 64,730; Tuesday, 77,041; Wednesday, 74,161, and Thursday, 73,448.

### Night Show Scores

The night grandstand show, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, is scoring big. Sparkling revue, with line of 24 gals, is supplemented by acts which include Lieutenant Tait's K-9 Unit, dog act; Al Beckwith, novachord; Ziggy, the Zebra, skin act; Johnson and Owen, bar act; Del Martins, acroposing trio; Low, Hite and Stanley, knockabout comedy; Captain Heyer and Starless Night, high school horse; Vic Hyde, emcee and musical novelty; Regini, Rudenko Brothers, and Lee Terry, jugglers; Antaleks, perch; Gallagher Family and Ervins, tumblers and teeterboard, and Aida, the Girl in the Moon.

On the midway, the Royal American Shows are racking up new all-time high grosses. (See story in the Carnival Section.)

# IOWA MISSES NEW GATE MARK

## Drop-Off Hits In Final Days

**Expected to end slightly under record—new grandstand, midway takes loom**

DES MOINES, Aug. 30.—The 1947 Iowa State Fair, which closed here Friday night (29) was expected to be several thousand below last year's record-breaking 514,000 attendance due to a drop-off at the gate in the closing days which blew the chances for a new attendance mark.

Big slump came Thursday (28), when only 46,753 attended the horse races, whereas 69,497 turned out a year ago for a delayed thrill-day program which had been rained out earlier. It is believed if the fair had used another thrill-day show this year, instead of horse races, the attendance mark would have been shattered.

### Night Grandstand Up

As the fair entered its closing day, a gate of 56,000 was needed to equal the 1946 record, attendance thru Thursday aggregating 458,332. Attendance on the final day last year was 44,160.

Day-by-day attendance for 1946 and 1947:

	1946	1947
Wednesday (20)....	6,253	6,803
Thursday (21).....	8,255	8,691
Friday (22).....	60,679	64,924
Saturday (23).....	45,580	73,242
Sunday (24).....	89,295	76,350
Monday (25).....	56,173	52,178
Tuesday (26).....	69,129	66,978
Wednesday (27)....	65,015	62,428
Thursday (28).....	69,497	46,738

While there was little possibility of a new outside record gate, new grandstand and midway grosses were expected. A big jump in night grandstand admissions thru Wednesday (27) put the total grandstand ad-

## P. O. Blows Whistle On House Giveaway At Brockton, Mass.

BROCKTON, Mass., Aug. 30.—With the opening only two weeks away, promotional efforts of the Brockton Fair had to be revised this week because the scheduled giving away of a new home has been termed a lottery by the post office department, with the result newspapers using the mails for any part of their circulation cannot carry news of the giveaway.

Fair officials pleaded unsuccessfully that the procedure involved is the same used in giving away numerous automobiles here and elsewhere, news of which was and is carried by many dailies. An additional \$2,000 has been appropriated for radio advertising in an effort to reap the full benefit of the strong appeal it is felt the giving away of a house would have.

The fair hasn't been able to plug its usual nightly fireworks blow-off, as the securing of a permit is in doubt. Hitch centers around the reported finding by fire inspectors of two unexploded bombs following last year's annual.

Frank Bergen, general manager of the World of Mirth Shows, has contracted two additional units to supplement his show and to fill in for the opening and closing days which he will not be able to make with his org because of prior commitments. The Ross Manning Shows and Rides, Inc., will be ready for the September 6 opening.

Added features are a 36-vehicle army caravan and the Genesee 12-horse team of Clydesdales.

missions far ahead of the '46 peak year.

### Lynch Pulls 'Em

Day-by-day grandstand attendance thru Wednesday (27), according to the audited check to that point, follows:

	Afternoon	Night
Friday (22).....	15,135	10,724
Saturday (23).....	22,997	18,923
Sunday (24).....	20,055	16,535
Monday (25).....	10,536	15,210
Tuesday (26).....	13,888	20,220
Wednesday (27)....	12,679	19,091

The crowd of 22,997 Saturday (23), pulled by Jimmie Lynch and His Death Dodgers, was the second largest afternoon grandstand in the history of the event, being exceeded only by the 24,426 record set for the 1937 head-on train collision. The Tuesday night (26) grandstand attendance of 20,220 also was the second best night grandstand attendance, being exceeded only by 22,082 set last year during a centennial show.

Auto races, staged by John Sloan, lured excellent turnouts Friday (22) and Sunday (24). The third auto race program was skedded Friday (29).

### Sally Rand Sets Pace

Hennies' Bros.' Shows appeared headed for a record take of between \$150,000 and \$160,000 after taxes. Last year Hennies' netted \$136,000 on the same midway.

Helping the midway take was Sally Rand, whose Girl Show thru Tuesday (26) had a net take of more than \$32,000 and appeared on its way to a net take of between \$40,000 and \$45,000 for the full run.

The State Fair Revue of 1947, produced by the Barnes-Carruthers The-

## 633,000 Gate at Milwaukee Despite Unusual Heat Wave

MILWAUKEE, Aug. 30.—Wisconsin State Fair closed its 10-day run Sunday (24) with a total attendance of 633,000, considered excellent in view of the unprecedented heat wave which gripped the area each day except opening day. Average temperature for the run of the fair was 92. Despite the heat, which was without precedent in the history of the fair, attendance was off only 40,000 from the 1946 peak. Grandstand attendance and receipts were up slightly over 1946, Ralph Ammon, secretary-manager, announced. Receipts from the stands aggregated \$169,336, an increase of about \$300 over last year.

## Sioux Falls, S. D., Gate Totals 70,583

SIOUX FALLS, S. D., Aug. 30.—Final recap on the Sioux Empire Fair, held here August 19-24, indicated a total gate, both free and paid, of 70,583 persons.

Secretary Al Halverson said this breaks all records in the eight-year history of the fair.

atrical Enterprises, of Chicago, and presented under the direction of M. H. Barnes, proved an outstanding hit, as is shown by the night grandstand attendance figures.

Presented in front of an elaborate set of scenery (the same as was used for the B-C No. 1 show last year) on three stages, the show moved fast and offered plenty of color and variety.

Tally-Ho was the opening production number featuring the vocals of Preston Lambert and Marcelle Edwards, the harmony of the Twelve Gentlemen of Song and the Marion Dance ensemble (24 girls). Paige, Jewett and Kiki and the Bell-Aire Trio worked cycles on the end stages, followed by the Doctors of Harmony. The Noble Trio and the Three Dees, bar acts, worked fast on the end stages, with Larry Griswold's diving board-trampoline feature centered.

### Jig Saws Stop Show

The Carmen production number featured the Julian Duo, followed by a musical section which brought out the Libonati Trio and the Quintone Singers, with Harold Boyd and Jig Saws stopping the show with their comedy knockabout. Le Brac and Bernice capped this section with their sock unicycle-juggling act.

The Pirate production number was enhanced by Brengk's Golden Statues and the adagio of Martels Mignon and Company. Chinese acrobatic skill was featured in the display presenting Tsi and Somay, the Wong Troupe and the Tein Sie Liu Troupe. A military motif prevailed in the finale, climaxed by the firing of Miss Victory (Egle Zacchini) from the cannon. The Paroff Trio worked their unsupported ladders on the high pedestal while the scenery was being struck, and Thearle-Duffield Fireworks Company climaxed the entertainment with a display which included many new and novel features in addition to the tried stand-bys. Frank P. Duffield and Art Breise alternated in charge of the program here.

Bob White was the capable emcee for the B-C revue while Julius Shankman directed the orchestra. Evelyn McVeigh handled the Hammond organ and Joe Ambrose worked the come-in. Acts used exclusively during the matinee were the Flying Zacchins, Don Valero, high swaying pole; Bill Bushbom's Liberty horses; Martin's Dogs and King's band. Preston Lambert and Bob White doubled respectively as stage and company managers.

The night grandstand receipts totaled \$79,000, with daytime attractions netting \$90,000. Of the latter, more than a third was netted by the 100-mile national championship AAA-sanctioned auto race on the final day. Receipts for that event totaled \$31,571, an all-time high. Competing drivers shared 40 per cent of the receipts.

The fair netted a profit of about \$87,000, it was announced.

Already Ammon and his staff have turned to pushing preparations for the 1948 event, which, in observance of the State's centennial, will have an extended run, operating from August 7 to 29. Preliminary plans for the centennial fair were drafted long before the '47 annual.

## 162,000 Pay Off At Ozark Empire

(Continued from page 46)

daytime attendance was off the pace.

Sunday (10) was the big day, with over 24,000 filing thru the gates. Second high day was August 14, when attendance hit the 22,000 mark. Missouri's Senators James Kem and Forrest Donnell were visitors that day.

The surprise hit of the fair was the *Summer Follies Revue*, staged by the Boyle Woolfolk Agency, Chicago, and featuring Edgar Schooley's 16-girl line. It started slow in attendance but built itself up to a respectable 4,000 at the final performance as word of its quality spread. Boyd praised it as "one of the neatest, cleanest, liveliest shows we've ever had."

Failure to top last year attendance mark was a disappointment to Boyd, who had authorized the most intensive pre-fair publicity campaign in the fair's history. Directed by Eddie Bass, Springfield Newspapers, Inc., staffer, the publicity campaign began seven weeks before fair time in 50 dailies and weeklies in Missouri and Arkansas. Bass preceded his publicity campaign with a trip on which he contacted 25 editors, explaining the purpose of the fair and asking their support.

A total of 666 news releases, including 250 newspaper mats, went out to district newspapers. They were heavily localized with Bass working on the "quality above quantity" theory. Clippings indicate at least 40 per cent of them were used. Included in the pre-fair exploitation was extensive use of billboards, bumper signs and window cards. All pre-fair publicity stressed the point that the annual belongs to the entire Ozarks, not to any particular county or section.

Boyd, counting his blessings instead of his woes, said the fair finished its seven-day stand "well in the black" and said the fair's directors were "very well pleased" with the exposition's profits.

NEW ...  
EXCITING ...  
DIFFERENT ...



Juggling-Swaying AERIAL ACT

of

The SENSATIONAL  
ORTON

Al Marlin Agency, Hotel Bradford, Boston

WANTED!

For MINEOLA FAIR

Good Girl Show With Own  
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Ride Help in All Departments

I. T. SHOWS, INC.

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At Des Moines:

**Ice Shortage Hits; Helicopter Clicks; Newscast Miscast**

By a Staff Correspondent

DES MOINES, Aug. 30.—Shortage of ice posed a major problem at the Iowa State Fair here in the early days of its run. Spring floods ruined many of the ice houses in the area and the extended heat wave cut drastically into the early supply. As a result, food and drink concessionaires were caught short while the temperature was hitting in the high '90s.

Sally Rand, the huge money-getter on the Hennies Bros.' midway, crashed the newspapers posed in an old-fashioned bath tub with a cake of ice. "If the sheep in the barns can have ice, why can't I?" was Sally's quip. La Rand was given powerful press support.

Some of the concessionaires, such as the snow ball vendors, were forced to shut up shop at times. Bush and Laube, grandstand concessionaires, trucked in a supply of ice from Kansas City, Mo., for their own use and they also helped other concessionaires. On Sunday (24), the fourth day of the fair, Lloyd Cunningham, fair secretary, succeeded in getting delivery of two railroad cars of ice shipped in from Kansas City and Omaha.

The Des Moines Register-Tribune, made promotional hay for itself with a helicopter stunt. Each day, it delivered an Iowa personality to the fair, picking up the governor from the State House one day and landing him on the race track and on the other days picking up mayors of Iowa towns in their respective communities and also landing them on the race track. After delivering the dignitary, the plane each day was put thru various maneuvers in front of the grandstand and over the field, and the demonstration had the folks talking plenty. It was, indeed, a good added attraction for the fair and strong promotion for the Des Moines newspapers.

The blistering heat scorched the infield to such an extent it was necessary to wet it down daily to avoid the possibility of a fire from the fireworks show.

**FAIR MANAGER**

**FREE AFTER NOVEMBER 1**

Age 27, 5', married, clean, well known, meets public; 4 years' experience; lives fair and works hard; mgr. now of I.F.E.A. Fair—knows game and contacts, also Building and Plant layout—Concessions, Attractions, Exhibits and Live Stock. History outstanding. Over 20 references. Write—Wire—Phone

**HOWARD W. ATKIN, Mgr.**

Four States Fair, Inc.

Texarkana, Texas Ph. 4069

**CARNIVAL WANTED**

**FOR BIENVILLE PARISH FAIR**

Arcadia, Louisiana, October 9, 10 and 11. If interested, contract D. L. ESTESS, Ass't County Agent, Arcadia, Louisiana.

**WANTED**

**CARNIVAL, RIDES, CONCESSIONS, FOR LITTLE RIVER COUNTY FAIR**

September 17, 18, 19 and 20, at Ashdown, Arkansas. JAMES D. SHAVER JR., Secretary, Little River County Fair Association, Ashdown, Arkansas.

**ACTS WANTED**

Want Dog Act or Dog any Pony Act and other Acts for Sept. 12-14 in Southern Wisconsin. Also Dog and Pony Act for Sept. 11-13 in Missouri. Wire or phone.

**J. C. MICHAELS ATTRACTIONS**

Reference Bldg. KANSAS CITY, MO.

**Ohio State Off, But Okay; Gate Slightly Under Record**

(Continued from page 46)

bad shape, and the hard surface, in its way, did much to heighten the ride and show patronage. Also black-topped was the area devoted to farm machinery.

It was, nevertheless, apparent that the fair had long ago outgrown the plant. Gov. Thomas J. Herbert took occasion on Governor's Day at the fair to say that early in September he would name the members of a commission to purchase a site for a new and modern plant.

The recent Ohio Legislature enacted legislation, effective early in September, calling for such a commission and authorizing the expenditure of \$500,000 for such purchase. However, there is little likelihood of a new plant much before 1950.

**Grandstand Jumps**

The fair confined its grandstand attractions to horse racing Monday thru Friday (25-29), and to a show, produced by the Gus Sun Agency, as the feature on each night and also Saturday and Sunday (23-24) matinees. On the week-end performances, the Sun-produced show was supplemented by a demonstration of fire-fighting techniques by the Columbus Fire Department and also by George Birds' Majorettes, a 24-piece gal band.

The grandstand show, billed as *On the Beam*, offered Hal Sand's (16) Girls, Elizabeth's Dogs, Riley's Dogs and Harry Haag's Dogs; Laddy Lamont, unsupported ladder and balancing; Leo Gasca, wire; Tom and Betty Waters, wire and perch; Five Willies, jugglers; Judy, elephant; Mark Smith's Liberty horses and riding act; the Flying Valentines, flying act; Emil and Evelyn, teeterboard, and Jimmy Jamieson, high dive. Clowns were Chester and Joe Sherman, Pick and Al Lewis and Elmer Brown. Bob Shaw was in charge of the show, with Gus Sun Sr. also on hand. Boyd Heath was emcee. Music was supplied by Al Cinson and his American Legion Band. Fireworks were furnished by the Interstate Fireworks Company.

The grandstand was sold out Tuesday thru Thursday and pulled excellent crowds for the other performances by the Sun unit. While final figures were unavailable, it is believed the grandstand take will far surpass that of any previous year.

**Dime-a-Dance Feature**

The Coliseum Saturday night (23) offered the combined talent of radio Station WLW's *Midwest Hayride* and *Circle Arrow* shows, and it pulled a fair house. The horse show, which moved in the following night and continued each night thru the remainder of the fair, drew excellent turnouts.

A new feature on the grounds was a dime-a-dance set-up, framed by Posey-Moore Attractions. Spotted in the park-like area immediately inside the main entrance, it attracted big crowds. A band shell constituted the background. Jimmie Joyce's 10-piece ork, with a gal singer, were offered.

For the first two days, the set-up lured so many people it was almost impossible for would-be dancers to squeeze thru to the dance floor, and business was off. Then, an area was set off around the dance floor, benches installed in this area, and

then it was blocked off with heavy wire. From then on business perked up, and the venture, according to Lou Posey, was tabbed a winner. He also said it had proved an excellent free attraction to the fair, and that it did.

**Entries Hit Highs**

Record entries were chalked up in many of the departments, the longest being in livestock and poultry. In fact, livestock entries were so big that after the judging of some breeds, owners were permitted to take their cattle home due to the limited facilities on the grounds.

Jim Renick, formerly in charge of athletic publicity for Ohio State University, handled publicity, and was credited with doing an effective job. Four local radio stations, WBNS, WHKC, WCOL and WOSU, were spotted on the grounds. Fort Wayne's (Ind.) WOWO emanating programs two days and Cincinnati's WLW part of its Saturday night show from the Coliseum.

**Oskaloosa Eyes Shift to Nights; To Hypo Bill**

OSKALOOSA, Ia., Aug. 30.—A shift to emphasis upon night grandstand attractions at the Southern Iowa Fair here in the future is predicted by Dwight Mateer, president of the fair board, after the final tabulation disclosed that daytime admissions totaled only 3,642, as compared to 10,395 at night during the recent event. The outside gate this year was 4,760, as compared to 10,962 at night.

The big night play was hyped by midget auto races opening night. Drop-off in daytime attendance from 10,962 to 4,760 was chalked up despite the fact the fair this year upped its expenditure for horse racing by about \$1,000.

Total receipts, both from attendance and other sources, were up substantially over '45, according to Secretary Clyde Hanna, who added the profit will be lower than last year due to the increased cost of operation.

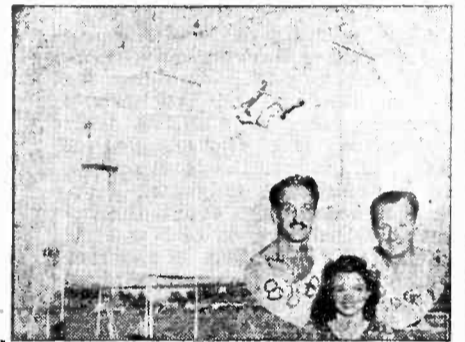
**THE FLYING ROMAS**

AMERICA'S ACE AERIALISTS

Featuring

**MISS MARY ROMAS**

The only girl flyer successfully accomplishing an actual WRIST CAUGHT Double Somersault, BLINDFOLDED or otherwise—TWO PEOPLE BLINDFOLDED UNDER and OVER PASSING LEAP. Clown Numbers and many other outstanding features.



Currently Playing—CANADIAN NATIONAL EXPOSITION, TORONTO, CANADA (Thru Sept. 6) OPEN FOR LATE FAIRS, INDOOR CIRCUS, ETC., CONTACT US DIRECT CARE C. N. E. OR THE FLYING ROMAS Perm. Add.: Dakota City, Nebraska

**NEW-ORIGINAL THE WALDORFS THRILLING**

**THREE (3) PEOPLE ACT — 2 GIRLS AND 1 MAN**

Now showing at Coney Island Amusement Park, Cincinnati, Ohio. Featuring one motorcycle somersaulting over another, as well as handstands and outstanding tricks on the only revolving perch in the world.

Do not confuse this act with the motorcycle act at the 1947 St. Louis Police Circus.

Open for Indoor and Outdoor Bookings.

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**Decorah Attendance Up**

DECORAH, Ia., Aug. 30.—Attendance at the recent Winneshiek County Fair here topped all previous records, W. P. Ronan, treasurer, announced. Gate admissions were approximately 15,000, with 7,500 attending the amphitheater.

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# Stockton, Calif., Sans Two Holidays, Drops Only 5,000

By a Staff Correspondent

STOCKTON, Calif., Aug. 30.—The 26th annual San Joaquin County Fair pushed its attendance for nine days to within 5,000 of the 1946 draw for 10 days. The fair, returning to its regular date schedule, clicked the turnstiles at 141,576 as against 146,513 last year. Running this year from August 16 thru August 24, the event lost two holidays—Labor Day and Admission Day—which it acquired in 1946 by running on the days generally assigned the California State Fair.

Attendance by days was as follows:

Saturday (16).....	19,305
Sunday (17).....	14,687
Monday (18).....	13,068
Tuesday (19).....	14,716
Wednesday (20).....	12,493
Thursday (21).....	16,666
Friday (22).....	15,966
Saturday (23).....	17,312
Sunday (24).....	17,363

San Joaquin set a new record for itself in pari-mutuel betting when \$164,710 was wagered Saturday (23). Altho the opening day's attendance was the best for the run, only \$138,760 was bet that day. The figure for the seven days of combined harness and running races was \$817,193. This far surpassed last year's figure of \$289,088, which was the total for the event but included only two days. After the second day's event, the International Brotherhood of Electrical Workers (IBEW) pulled its member mutuel clerks in a sympathy move with the American Federation of Musicians, which pulled its tooters because, it claimed, the 60-piece Mexico City Tipica Band was appear-

ing as a grandstand attraction for which admission was charged.

## Peace on Labor Front

Along the labor front this year all was quiet. The bartenders, handling the only bar on the lot under the grandstand, the musicians and other union members were on the job. A spokesman for the musician's local said everything was amicably settled.

Under the direction of E. G. Vollmann, secretary-manager, the fair was most successful as a county fair. Business at the concessions was reported ahead of last year. The carnival, Foley & Burk, playing the fair for the 23d year, was reported doing more business than on any previous engagement.

Fair was well ballyhooed with the local paper, *The Stockton Record* and *The Sacramento Bee* giving picture spreads and features. Fair publicity was well handled by Al Trivelpiece and Bill Grayson. The local radio stations, KWG and KXOB, also gave support. Publicity stunts included the setting up of an amateur radio station with the local hams accepting and transmitting almost 600 messages to the friends and relatives of fair-goers. Station, operated by members of the Stockton Amateur Radio Club, was designated as W6V5J. Frank Hemingway, Don Lee-Mutual newscaster, kept his audience informed of the process of an egg-laying contest over 419 affiliated stations. The calf scramble was described over KXOB. All in all, the amateur set-up excluded, 150 programs emanated from the grounds.

## Horses Featured

The horse was featured in the entertainment program, with more than 2,700 of the animals participating in the rodeo, horse show and all-Western show on closing Sunday. The rodeo, staged by Christensen Bros. of Eugene, Ore., was staged the first four nights and Sunday matinee. Despite local opinion that the rodeo would not draw, this event pulled an average of 4,800 persons per performance at \$1.50 for generals and \$1.80 for reserves. This was in addition to a 50-cent gate. Rodeo is believed to have set a record as 88 animals were handled in 2 hours and 20 minutes. The dog show, staged the first Sunday, showed 548 dogs and 80 breeds. After the rodeo's run, a horse show was staged with a running time of three hours for a performance. Attendance averaged 3,900 per show. Closing night featured fireworks staged by Golden State Fireworks Company with Patrick Lizza, president, personally supervising. About 80 per cent of the display was sets.

In an attempt to add color to the event, Rex Stuart, in Western garb, paraded around the grounds, distributing autographed copies freely. The Palamino the Western movie star rode made a flashy appearance and captured the admiration of the people.

Free shows included a Punch and Judy staged by the Three B's and an Old-Time Vaudeville Show, the latter presented in the livestock judging arena.

## Commercial Exhibits Up

The Future Farmers of America building, damaged by fire several years ago and used last year sans roofing, was operated this year under shelter.

Commercial exhibits, under the direction of Wayne Courtright, were ahead of 1946, mainly because of availability. Escalon won first prize as a straight community exhibit, and French Camp, with a waterfall reproduced, took first honors as a featured display. Courtright said the first move to standardize signs and

At St. Paul

## New Ag.-Hort. Bldg. Drawing Raves From Visiting Execs

By a Staff Correspondent

ST. PAUL, Aug. 30.—The new \$543,000 agriculture - horticulture building at the Minnesota State Fair is drawing raves from visiting out-of-State fair execs. The one-story monolithic concrete structure, finished in white both inside and out, is 330 feet from entrance to entrance, with a 102-foot tower. It is made up of eight halls and eight pie-shaped sections. The tower has a glass octagonal panel, with eight grills for public address system purposes. A background of recorded music is played periodically thruout the day.

On the outer side of the building, space fronting on the grounds is provided for food and drink concessions, with the concession sections built back into the building, with overhead sliding doors for fronts. Roofing, skirting the building over and in front of these spaces, affords protection to concession patrons from rain and sun.

*Billed as the "Bakery of Tomorrow," a complete bakery in action is one of the featured concessions housed by the new agriculture - horticulture building. Products baked on the premises are sold on the spot.*

Noteworthy among the exhibits in the building is one on honey. In addition to honey produced in the State, samples of honey produced in other States also are displayed. Adding to the arresting qualities of the display and emphasizing the clarity of the honey is the use of flickering electric lights set in the background.

Scoring a big hit is the huge floral flag situated in front of the Legislature Building. The grounds abound with delightful floral creations which reveal rare craftsmanship and which draw constant praise from passers-by. Interiors of many of the buildings feature huge centerpieces and these add much to the tone of the annual. All of the plants used were raised in the fair's own greenhouses.

Labor Day, traditionally the biggest of the fair, this year is expected to surpass all previous attendance records. Gen. Dwight D. (Ike) Eisenhower will spend the entire day at the fair, and in the afternoon he will speak in front of the grandstand. Big car auto races will comprise the track attraction that afternoon.

concession booths along the independent midway had been made. Painted in blue and silver, the high signs were supplied by the fair. Stands had a uniform 15-foot frontage.

Particularly outstanding was the floriculture display. The backdrop, titled *Flower Circus*, pulled much praise and displayed originality of design. The wild animal display had a banner line announcing the appearance of "Dandy Lion" and "African Daisy." The side show featured "Rosie Flower," "Sunny Flower," and "Sensational Dwarf Pansy." The "circus train," its wheels turning on a belt, carried out the full animation of the display.

Departmental heads included: Exhibits, agricultural and horticultural, Ralph Burlington; commercial, Courtright; livestock, Joseph Levy; poultry, John W. Santos; floriculture, Mrs. Lester Stanaway; domestic arts and sciences, Mrs. Lester Stewart; horse show, Harrison Cutler, and dog show, Frank Belmore.

# Birm'ham Sets Its Own Annual

(Continued from page 46)

Duffield Fireworks Company, Chicago.

Civic ownership and operation has spurred support from press and radio. Fifty owners and managers of daily newspapers, radio broadcasting stations, department store advertising execs, and public relations directors of industries and public institutions met last week with fair officials for a publicity talkfest, at which all media pledged full support. Publicity breaks, as a result, are expected to far surpass those in the past when the event was under private ownership. Harry Vance, veteran Birmingham newspaper and radio man, again is handling the publicity.

## Aids on Publicity

Walling Keith, Alabama newspaper man, is public relations director and also is in charge of commercial exhibits. Lending a helping hand on the publicity is Andrew W. Smith, public relations director of the chamber of commerce, loaned by that org to the fair. J. A. Beatty, of the C. of C. staff, also is helping on the livestock show. J. D. Smith, who has been with the event for 17 years, again will serve as director of admissions.

Other members of the fair staff include Bishop Lay, cashier; J. Jewel Bates, in charge of ticket takers; Russell F. Seale, parking; S. L. Spurrier, supervisor, and Louis W. Harwood, superintendent of grounds.

The Junior Chamber of Commerce, in an effort to bally opening day, is selling special tickets good that day for the front gate and grandstand. Beatty contest to select Miss Courtesies will be staged by the Jaycees before the regular night show on the opening day.

## Build for Opening

Two other publicity stunts are being readied for opening day. One is a wedding to be held in "Honeymoon House" following a State-wide elimination, and the other is the dedication and gate opening, with the mayor and other public officials to participate.

For the first time in history all local radio outlets and the three daily newspapers will have set-ups at the fair in the press and radio center.

The fair's advisory board includes Thad Holt, president Station WAPI and WAFM, Henry P. Johnson, managing director of WSGN; George Johnson, owner of WJLD; Mrs. Eloise Hanna, general manager of WBRC; Mrs. Evelyn Hicks, manager of WTNB; Thomas N. Beach, owner of WTNB; Don Campbell, commercial manager of WBRC; Clarence Hanson, publisher of *The Birmingham News-Age-Herald*; Harry Bradley, general manager of the *News-Age-Herald*; James E. Mills, editor of *The Birmingham Post*, and John Frierson, business manager of *The Post*.

# Marshfield, Mass., Handle \$402,444

MARSHFIELD, Mass., Aug. 30.—Final figures on the pari-mutuel handle for six days at the recent Marshfield Fair totaled \$402,444, as compared with \$504,000 last year. The drop was not as large as had been expected, fair execs previously having said publicly they would be satisfied with a \$400,000 handle. But for an unusual heat wave, which sent thousands scurrying to near-by beaches, it is believed the total would have hit \$450,000.

The midway, directed by C. W. Burr, had the largest crowds in history. Spending, however, was not up to last year. The fair ran seven days in all.

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## Hot Weather Proves Tough Hurdle for Ringling-Barnum

CHICAGO, Aug. 30.—Ringling Bros. and Barnum & Bailey moves out of the wheat belt area tonight and heads for the Rocky Mountain region, Denver to be exact, and hopes with that move will come a break in the weather, which recently has plagued the show. Org plays Dodge City, Kan., tonight and then moves to Denver for a three-day stand September 1-3. When the weather is okay the Big One packs 'em in, but lately the weather has been all bad, unbearable heat, mixed with some rain, and business has been almost on a par. Altho met by a heavy downpour, that turned Kansas City's low-lying circus grounds at St. John and Belmont streets into deep mud, the show played a two-day stand, August 25-26, to considerably better business than was registered a year ago.

### Rain Chases Heat

The rain, with nearly two inches falling in two hours, sloshed up the grounds enough to delay the opening matinee slightly. The weather had its brighter side, however, because the rain broke the month-long Midwestern heat wave and gave the Big One two full night houses, one half-house matinee and another which was three-quarters filled. Plenty of straw was unloaded on the grounds which somewhat smoothed it underfoot for the customers but the back yard was almost a quagmire.

The Big One got plenty of press here, with emphasis on art. Mabel Ringling, 25, daughter of Mrs. James A. Haley, figured in one picture with cutlines reading that she was the first member of the Big Show's family to participate in the performance and that her salary was \$60 per week.

### Springfield Biz Light

With the thermometer hovering around the 100 mark at Springfield, Ill., even the Big One couldn't lure the folks out to sit under canvas. As a result, matinee business was very light, with the night house, while stronger than the afternoon, only fair.

Decatur, Ill., welcomed the Ringling-Barnum show back after a 10-year lapse and business was good. Matinee attendance figures were around the 6,000 mark, with approximately 8,000 on tap at night. Weather was clear but extremely hot.

Oppressive heat kept attendance down at Danville. Matinee drew about a half-house and the night show a little better than a half-filled.

## King Org Runs Into Ball Competition In Two S. C. Cities

FLORENCE, S. C., Aug. 30.—Outside of competition from baseball in two of the last four cities played in South Carolina, King Bros. has chalked up good business. Here Wednesday (27) the matinee biz was light but night show was capacity. Monday (25) at Columbia the show drew a strong matinee and a full night crowd.

The baseball competition came in Greenwood and Anderson. At Greenwood it was the semi-finals of the American Legion Junior Baseball Tournament furnishing the opposition. At that the show drew two strong houses which, without a doubt, would have been at least capacity had it not been for the ball game. At Anderson an important Tri-State League game drew plenty of customers, many of whom would have been in the circus crowd. Show had two three-quarter houses.

### Bailey Biz Fair

FORT SCOTT, Kan., Aug. 30.—Bailey Bros. did fair business here Thursday (21), getting a strong night house after a fair matinee.

## Intense Heat Hits Cole Biz In Oklahoma

### Rain Hurts at Denison, Tex.

McALESTER, Okla., Aug. 30.—Final tabulation of Oklahoma business for the week for Cole Bros. added up to okay, but the show was hit by intense heat and as a result spots played were not as big as expected.

McAlester, with hot weather on hand, gave with a light matinee but a strong night house. Same was true in Lawton. The Cole org followed Clyde Beatty in McAlester by one week.

Rain hurt business in Denison, Tex., and Paris, Tex., was only fair. In both spots, light matinees were the rule with three-quarter houses on hand at night.

### Polack Eastern Unit Does Okay in Alliance, Neb.

ALLIANCE, Neb., Aug. 30.—Polack Bros. Western Unit did okay on a three-day stand here, getting full houses at every night show. Matinees each day were strong.

### DeWaynes Get Plug

ASTORIA, Ore., Aug. 30.—DeWayne Bros.' Circus, owned by three brothers, headed by Ted L., received a complimentary story in the Astoria newspaper following its appearance here recently.

## Bell Ringer

VAN BUREN, Me., Aug. 30.—When Dailey Bros.' Circus played here, visitors included Mr. and Mrs. Elmer P. Michaud and daughter, Emily. In a conversation with them, Owner Ben Davenport casually mentioned he had tried in vain to find some old-fashioned sleigh bells for his dancing horses.

The Michauds scoured a score of towns in New Brunswick and Quebec. In a small hardware store they found three long leather belts, each studded with 30 brass bells.

Less than 24 hours later they delivered the bells to Davenport at Fort Kent, Me. Davenport was amazed but he believed the Michauds when they told him the proprietor of the store, where they found the bells, told them: "These have been in the store for more than 25 years and this is the first call I've ever had for them."

## Weather Hurts Mills at Topeka

TOPEKA, Kan., Aug. 30.—Mills Bros., sponsored here on a two-day stand by the Citizens Service League, was hard hit by the weather Monday and Tuesday (25-26) and as a result attendance was light. Opening afternoon it rained and held the crowd to a half house. The rain stopped in time for the night performance but it was cloudy and threatening and business was about the same as in the afternoon. Because of the rain opening day, the lot was plenty muddy and cats were needed to pull equipment off the lot following the night show the second day.

Things were different at Leavenworth, Kan., however, org getting a fair matinee crowd and an overflow at night. Police estimated the night throng at 2,000. Org was sponsored in Leavenworth by the police department. Cleve Williams, former circus clown, was adopted into the Cherokee Indian Tribe, which rated a big story in the Leavenworth newspaper.

## Pa. and W. Va. Spots Prove OK for Dailey

### Org Overcomes Weather

MOUNDSVILLE, W. Va., Aug. 30.—Dailey Bros. did okay business in two Pennsylvania spots and one in West Virginia. Here in Moundsville Wednesday (27), show drew a strong matinee, despite overcast skies, and near capacity at night.

Thundershowers in the afternoon hurt the matinee at Washington, Pa., but even so a fair-sized crowd was on hand. The weather cleared in the early evening and a packed house caught the night show.

At Lancaster, Pa., Dailey was the first railroad org to visit this year. After more than 2,500 saw the matinee, the night show drew upwards of 4,000.

Mario Ivanov, high wire and trapeze artist, suffered a sprained back and minor bruises in Lancaster when she fell during the night show. Show officials said one of the poles holding the net was loose in the damp turf and not strong enough to withstand the impact of a somersault into the net from the trapeze bar.

## Wis. Continues Good for K-M; Medford Is Tops

MEDFORD, Wis., Aug. 30.—This city proved the best of the last six Wisconsin towns played by the Al G. Kelly-Miller Bros.' Circus, but that doesn't mean the other five spots weren't good. They were very good but Medford was the real red one. Favored by clear weather, the K-M show drew a full matinee and an overflow at night.

The first show to play Bloomer in 15 years, Kelly-Miller did overflow business at night after a fair matinee. Rice Lake gave with a strong matinee and a full one at night. At Ellsworth, the show ran into the hottest day of the year—104 in the shade—but despite that handicap enjoyed a good day. The matinee was three-quarters and the night house a full one.

Fair weather at Arcadia, at least in the afternoon, gave the show a straw matinee and a full house was on hand at night, despite the fact it rained. Galesville gave with a light matinee but a full house at night.

## Rain Hits Sparks In Canadian Spots

LETHBRIDGE, Alta., Aug. 30.—Rain on successive days, here and at Medicine Hat, hurt the draw for Sparks. Org would have sold out at both shows here but for the weather. Rain held the matinee crowd to a half house, while the night show, in spite of the dampness, drew a three-quarter crowd.

At Medicine Hat, weather was good in the afternoon and a full house was on hand. Rain started falling in late afternoon, however, and held the night crowd to three-quarters.

### Danish Performer Killed

COPENHAGEN, Aug. 30.—Goerdis Enoch, member of the Enoch Sisters, double trapeze act, fell from a height of 25 feet while performing at Copenhagen's amusement park, Tivoli Garden, Tuesday (12) and was instantly killed.



THESE THREE former troupers, members of the Sara-Circo Club, new organization for women circus troupers, were snapped keeping in touch with outdoor activities by reading The Billboard. Mrs. Robert Reynolds holds the magazine, while Mrs. Larry Davis, club president, left, and Mrs. Jack House, a new member, look on.

## Shreveport Big For Beatty Org

**Two-day stand in La. city adds up to excellent biz—Greenville, Tex., is okay**

SHREVEPORT, La., Aug. 30.—The weatherman gave excellent co-operation here—holding off his rain until after the matinee performance both days and clearing in plenty of time before the night show—and as a result Clyde Beatty marked Shreveport down as big for the two-day stand.

Opening day, Wednesday (27), org registered two full houses and the next day, after a fair matinee crowd, the night show drew capacity. It rained both days, but cleared after the matinee.

Clear weather aided the show in Greenville and the natives gave with full houses at both performances. At Durant, Okla., a straw was registered at night after a three-quarter house caught the matinee.

Opposition from the local baseball team, not to mention plenty of wait paper, hurt at Paris, Tex., but in spite of this Beatty had a strong night crowd after a fair matinee. Local ball team had scheduled Appreciation Night and drew 3,500 fans. Sherman, Tex., gave with a full house in the afternoon and a three-quarter one at night. At McAlester, Okla., business was good, matinee drawing three-quarters and night show play to near capacity.

## Mrs. Dick Clemens Dies in Peoria, Ill.

PEORIA, Ill., Aug. 30. — Mrs. Grace Clemens, 40, wife of Dick Clemens, nationally known animal trainer and showman, died in St. Francis Hospital here Thursday (28) after a short illness. Funeral services will be held in St. Faber's Church, Grand Meadow, Minn., September 1.

Surviving, in addition to her husband, are her mother, Mrs. Nora Claypool, Superior, Wis., and two brothers, Maynard Claypool, Grand Forks, N. D., and Elwin Claypool, Duluth, Minn.

Born November 1, 1907, in Sebeka, Minn., Grace Claypool was married in January, 1926, in Duluth. The Clemenses moved to Creve Coeur, Ill., in 1936 and organized the wild animal act which bears their name, in 1938. Since that time the act has worked major cities thruout the United States and Canada.

Mrs. Clemens, widely known thruout the outdoor show world, was a member of the Missouri Show Women's Club.

## Iowa's Hot Weather Hits Stevens Bros.

SHEFFIELD, Ia., Aug. 30.—Iowa's hot weather, hitting over the 100 mark in some cities, proved too big a hurdle for Stevens Bros. and as a result the show's draw in its last few spots hasn't been too good.

Here in Sheffield the temperature was at the 100 mark in the afternoon and while it cooled a bit in the evening, business was bad. Light houses were the rule at both shows.

At Parkersburg, Ia., the thermometer registered 106 cutting the matinee to a sparse gathering and only slightly more were on hand at night.

## Roger Bros. Biz Light

AMERICAN FALLS, Idaho, Aug. 30.—Roger Bros. did only light business here, getting small houses at both afternoon and night shows.

## Hunt Puts Atlantic City Back On Circus Map; Does Big Biz

ATLANTIC CITY, Aug. 30.—This resort can again be placed on the circus map after a 12-year ban, due mainly to a swell selling job done by the Hunt Bros. which played the week on Ventnor Heights lots in the neighboring city of Ventnor under the auspices of the Atlantic City Kiwanis Club.

Not only did the circus play to overflow crowds at every performance without exception, but drew letters of appreciation from influential business and professional people which will have considerable bearing on the future of circus routing locally.

### License Fee Jumped

Motion picture house people in Atlantic City have battled for 12 years to keep the circus out and have brought every possible pressure to bear upon city officials, to the extent of having the license fee jumped to \$3,000. They make no secret of the fact they don't want circuses to play Atlantic City and even this year when

the Hunt's proposition first was broached for the resort there was so much pressure that it was decided to stage it in Ventnor where the welcome from city officials was more cordial.

Mayor Harry Hodson, of Ventnor, was on hand to drive the first stake and had his picture taken with the crowd. He personally told Hunt in mid-week that all he heard concerning the show was praise and he was doing everything possible to supply it with adequate fire and police protection, even to the extent of asking the State police to take over the traffic job near the grounds. The Ventnor Fire Department did a good job under Chief Stuart.

### Kiwanis Club Helps

Proceeds of the show went to the Kiwanis Child Welfare Fund. The Kiwanis proved good selling agents. There was not a big shot in the surrounding territory who was not loaded with tickets, not by the show, but by the club sellers.

Hunt showed *The Billboard* representative signed letters by some of the resort's leading citizens, doctors, lawyers, etc., attesting to the favorable impression left here.

That resort children were starved for a circus was attested to the fact that Hunt packed them in matinees against the competition of the bathing beach and Atlantic Ocean. This competition has stumped the piers for years and has caused every legit producer to skip afternoon performances. Even picture houses will admit that summer matinees here are poor.

Hunt told *The Billboard* representative the Kiwanis Club was so pleased with results it had set a contract for his return next year.

### Transportation Good

The Atlantic City Transportation Company helped the situation by running a shuttle bus system between the trolley line about a half-mile away and the circus grounds. There was no lack of transportation. A large part of the audience was drawn from Atlantic City.

As to the show itself. It was put on at appointed times and never allowed to lag. Customers were satisfied. The show was staged in an area with unlimited parking space.

## 93,000 Attend Calif. Rodeo

LOS ANGELES, Aug. 30.—Annual Sheriff's Championship Rodeo, held in Memorial Coliseum here Sunday (24) was the greatest in history, with more than 93,000 horse fans attending, according to Sheriff Eugene Biscailuz's office. Coffers of the Sheriff's Relief Association was enriched by \$125,000 as a result of the one-day affair.

Gene Autry and his horse, Champion, provided Hollywood glamour with film star Janis Page as rodeo queen. Actor Michael O'Shea also participated, as did Monte Montana, Western rodeo and film performer.

Contest winners were Wag Blessing and Gordon Davis, both of Hollywood, who knocked over the Saddle Bronk Riding and Bulldogging events. Davis's bulldogging time was 10.2 seconds. Frank Mendes, Arizona, won the Wild Brahma Bull Riding contest and John Garden copped the Calf Roping event. Time was 16.4 seconds.

## Paul Says Polack Business In New Westminster Okay

NEW WESTMINSTER, B. C., Aug. 30.—Polack Bros. Western Unit, in a three-day stand here under auspices of Gizeh Shrine Temple, did okay business, according to Ross R. Paul, manager of the unit. Org bucked a polio epidemic and the lacrosse playoffs, the latter drawing around 5,000 persons.

Polack got two three-quarter houses at two matinees, two full night houses and a three-quarter house opening night.

Owner I. J. Polack joined the show during its stay here, flying up from his home at Van Nuys, Calif. Mickey Blue, promotion, left New Westminster Friday (22) for San Antonio to do promotion for the Polack org.

## Col. Williams' Line-Up

ASHEVILLE, N. C., Aug. 30.—The line-up of Colonel Williams' Hippodrome Circus follows: Morris and Morris, Slim Collins, Rube Dyer and Lew Hershey, clowns; Miss Dorothy, dogs; Ralph Velardi, slack wire; Dorothy Herbert, ponies; the Morales troupe, trampoline; the Dacoffs in the cycledrome; the DeKohls, jugglers; Captain Engerer, lions; Jessick's acrobats; Jack (Rube) Dyer, unicycle; Conrad's Liberty horses; Virginia Lynne, balance; Musette, toe and heel catch; Rex Mathews, high pole, and Dorothy Herbert's jumpers.

## Could Free Attraction

JACKSONVILLE, Ill., Aug. 30.—Jay Gould's Million-Dollar Circus featured the two-day Lion's festival here and despite intense heat, which caused postponement of the opening day's matinee performance, the show drew packed houses at night. Org has played here regularly for 20 years.



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**Ringling-Barnum**

Weather was hot during our stay in Kansas. Merle Evans enjoyed himself, because Kansas is his home State.

Springfield, Ill., was one of our saddest dates of the season. It was there that Joe Sherick, water boy for the past decade, died. Joe will be missed by everyone on the show but especially by the girls in the dressing room for whom he did countless favors.

Visitors: Cliff Chapman, Buck Owens and family, Slim Russell, Alamo Exposition Shows; Mr. and Mrs. Dann, who visited their son, Harry; Ben Wiley, CFA; H. R. Mueller and members of the Henry Kyes Tent, CFA; Mr. and Mrs. Bud Asher and Mrs. George Spoffard and Mrs. Olive McCulley, mother and sister, respectively, of Vicki Bakken.

Jimmy Ringling spent his vacation on the show. Alfred Forstall, Jack Gilman and Paul Fisher closed the season in Springfield.

Around the lot: Paul Wenzel forgot his padded wig the other day in the stake-driving gag and received a sound thumping from Chitlens, who was wielding the sledge hammer. . . . Scotty Horseburg, new ice man, really keeps the sleeping cars well supplied with ice. . . . Johnny Tripp and Bob Kellogg garner plenty of gags with the Mairsy Doats laundry gag and at the same time manage to keep cool during the hot weather by slapping each other with the wet laundry. . . . Mystery of the week was the disappearance of Salto's new rabbit's tail. His old rabbit has gone into retirement. . . . Johnny Carson is looking fit as a fiddle since returning from a Chicago hospital. . . . Members of the ushers and ticket departments want to thank Robbie Thomson, Savannah businessman, for the Y.M.C.A. cards which he sent us.—DICK MILLER.

**Dailey Bros.**

The scenic portions of Pennsylvania also are mountainous. It took two big engines to pull the coaches over the Tyrone hump and around the horseshoe curves. We had nothing but late arrivals for a week.

Our hard working electrician, Dave Miget and his wife bid goodbye to their son, Billie-Joe, who went to his grandmothers in Chester, Ill., for the start of school. He was accompanied by Bette Keller, who returned to Chicago following a vacation on the show.

In Bethlehem, Pa., Si and Nellie Kitchie were house guests of the Floyd Connovers, who formerly were with the Derrick Bros. vaude act. Our train passed by "Perdix," home of Doc and Millie Oyler. Doc was a successful side show operator for many years. Tex Ryan, singer, was a guest star in concert one night.

Visitors: Mr. and Mrs. Harold Christy, Edmond Holt, George Kinsell, John Adams, Bill Hunt, the Warners, Mr. Hunt, Pop and Mom Mason, William Ketrow, Ada Wallet and little Willie, Mr. Johnson, Charlie  
*(See DAILEY BROS. on page 93)*

**Roger Bros.**

The jinx that has been following the show seems to have disappeared. At any rate, we've had capacity business since leaving Montana. The Millers, who were with the show last season, rejoined. Les Blair and Hurt Roberts joined with an unusual concert, consisting of several trained steers. Also joining was Dee Aldrich with a side show.

The show is moving on schedule, thanks to Heavy Rolfing. Marking birthdays recently were Virginia Smith and Mrs. Black. Frenchy Lebert is the new band leader.

J. W. Keown, general agent, was in Denver recently on business. So far this season, Keown has had the show in 12 states. He has the same crew up front as that which started out March 12, including J. H. Lane, publicity.—SUNNY MOORE.

**DRESSING ROOM GOSSIP****James M. Cole**

As Bausy Dutton says, "It's been a good dam week." In other words, it's been one dam after another, starting with the big Chickamauga dam at Chattanooga. Our tour of the TVA district took us past the Chilhowee and Cherokee dams. I suppose it is proper to say it was dam hot. We did have a couple of breaks in the heat, however, and were nearly washed out in Morristown, Tenn., and Pulaski, Va.

Doc Pop, who came over from Greenville, Tenn., where the Crescent Amusement Company was playing, visited us at Morristown. He was accompanied by his wife and daughter. Tama Frank celebrated his birthday at Bristol, Tenn., and to mark the day he purchased a rhesus monkey to break for his dog and pony act.

Happy and Marie Loder are the first on the lot every day since they got their new trailer. They want to be sure they have room for the new home which measures 6 by 8 feet. It's awfully cute.

The blue law district found us stranded 10 miles from movies on a Sunday, so Kirk Adams and Irvy Romig made up parties to go to the "open" town of Radford, Va., for entertainment.

John Finnerty, CFA from Bristol, Va., visited and stayed with the show three days. He took candid camera shots when the sun was shining. The  
*(See JAMES M. COLE on page 93)*

**Bailey Bros.**

When the show arrived in West Plains, Mo., Rube Curtis was on hand to welcome us and assist in transporting the band to the radio station. Rube's son, Robert, also was on hand. Many of our folks adjourned to the Pioneer Room in the Arcade Hotel, which is owned by Robert.

Ernie Stewart, aerialist, and Jimmy DeCobb, clown, left the show. Juan Cardenas, of the Cardenal Duo, out of the program several days with a dislocated hip, is back in the line-up. Susie (Wink) Swank and Delores Saudawski celebrated birthdays. Each received many gifts and there was ice cream and cake.

Recent visitors: Monty Knight, Miss Escalante and Walter Powell, of the C. R. Montgomery Circus. —GEORGE L. MYERS.

**Stevens Bros.**

We enjoyed our first Sunday off in several weeks in Traer, Ia. Most of the folks took advantage of it by getting plenty of sleep.

The new public address system arrived and set up on Dolly Jacobs's panel truck. It will be used on the streets. The Sam Russells are dishing out three meals a day and doing a good job. Homer Phillips, our banner man, has painted his clothes pins red and dares anyone to take 'em. Lee Briggs has been fishing.

Mrs. John Grady returned to Hugo, Okla., after spending several days visiting her parents. Shela Fae Grady went back to school Monday (1). Mrs. Laura Stevens has a new camera. Ray Hedley repaired the doors on the animal cages. Bob Grubbs is doing a good job as big show announcer.

After leaving Reinbeck, Ia., Coy Lee discovered he had lost the bull chain and had to drive back for it. Juan De Avilda is always on the hunt for chili. O'Brien, our boss property man, recently purchased two pups and plans to break them into the dog act.

The boys of the side show recently had quite a get-together. Willie Mitchell did the dances. George Zurline, producing clown, has his boys doing several new numbers. John Matosky's concessions are doing plenty of business.—JOHN GRADY.

**Clyde Beatty**

Sunday off in Tyler, Tex., was welcomed, and a group ventured over to the State park for recreational swimming, diving, motorboat racing, and a picnic.

Mell Rennick and Bob Reynolds traversed half the park's area in search of the festive grounds. Joe and Marge Redding were the camera fiends and Albina Beatty performed on the diving board. Milonga Cline attended the table as husband, John, sat by and watched. Others in the group were Mada and Manuel Velarde, Jo Ann and Elden Day, Rose LaMount and Phil Escalante. Clyde and Harriet Beatty were seen fishing along the shores, but to no avail as reported later.

Car 62 is now possibly the most air-conditioned coach on the road because everyone has purchased his own individual electric fan for his berth. Actually when the fans are turned on it sounds like a B29 overhead and the car leaps as tho jet propelled. Solid comfort, tho during the terrible heat.

From Florida, Graycie Genders writes that the Sara-Circo Club was suggested as a title by Vivian Webster, also that a certain gentleman may be an honorary member providing he assists in the serving of refreshments.

A spider monkey and two deer  
*(See CLYDE BEATTY on page 93)*

**Sparks**

We crossed the Continental Divide August 24 en route between Calgary, Alta., and Revelstoke, B. C. The camera fans were snapping pictures of the snow-capped Rockies. The writer, thanks to J. E. Heywood, Canadian Pacific Railroad conductor, had the best view of all.

Visitors in Lethbridge included Roy Bible, the Lakes and the Brownlees, of Sello Bros. The most unusual faces are appearing these days under cowboy sombreros. Maybe the low price of these hats is the reason.

Lot Lint: Fat Fife is among those missing; also in the where are our wandering boys tonight department are Murray Burt, Harry Brown, Tommy Cropper, Bud Canter and Tom Short. Henry (You pay him, Dave) Kyes and his band are now featured at the start of the program. D. John, the self-styled Paul Whitman of the little tops, is back on duty after an illness. Arnold Maley has a new set of Canadian threads. Master Harry Rittley has new cowboy boots; ditto Tom Kennedy 11. New sign in the pie car: No orders taken until the Duchess is served.—DAVE MURPHY.

**Polack Bros. Western**

New Westminster, B. C., proved a quaint little town. We had a day off so most of us shopped in Vancouver. In the evening the local movie did a big business.

The writer was happy to meet Capt. Tom Richards. He is an ex-showman and renewed acquaintances with Dwight Moore and Cheerful Gardner. Mrs. Altha Nelson, Gene Moore's mother, is traveling with us. Louise Moore celebrated her fifth birthday recently. A visitor in Vancouver was A. K. McMartin, *The Billboard* representative.

Highlight of our Canadian jaunt was the boat ride to Nanaimo. The trip took more than two hours. Joe Siegrist had difficulty with all the stairways on the boat, falling once. He was uninjured, however.

Mrs. Rex Ronstrom and Mrs. Jan Mitchell spent a day in Victoria. While in Canada, Jack Klein acquired an English accent and that, together with his Brooklyn and Southern accents, makes it almost impossible to understand him.—IRENE LAF-FERTY.

**Cole Bros.**

Walter Forbes and Lawson flew over from the Beatty show to pay us a visit and it almost ended in tragedy. Their plane crashed on the field but luckily both escaped with minor bruises. The plane was wrecked and was left for the junk man.

Enid, Okla., birthplace of Hubert Castle, gave us a good day's business. In fact, it has been good all thru Oklahoma. New addition to clown alley is Don Hayden from the Beatty org. Jimmy Ray, wrestler with our show and official photographer, is getting up an album of pictures of the Cole show. It should be something when it is printed.

Birthdays were celebrated recently by Noyelles Burkhart, Marian Partello and Reo Christiani. The chair-loading gang gave Noyelles a surprise, and Marian had a big day on her birthday. As a climax, Americus, Tony, Reo and Vickie Cristiani, who had requested and received a dollar from their parents, went down town and purchased a present for Marian. You should have seen Marian's face when they presented her with the gift! Reo, who is three years old, had a big time on his birthday. There was a party for all the small fry, but I think the grown-ups got a bigger kick out of it than the kids.

Bogonghi is now undisputed king of the free rollers.

Visitors: The Ward brothers, Joe and Bill; Dale Manning, Jim Jeffries, Jack Morris, Ed Birchall, Doc Stuart, Mrs. Thomas, mother of Harry, and Col. Zack Miller.—FREDDIE FREEMAN.

**World Wide Animal Exhibit**

Owner William F. Duggan has replaced Bill Tredwell on the advance and Jim Stutz is managing the org. The 18th and 19th weeks, recently completed, were the best of the season. Torrington, last city played in Wyoming, proved the banner one. It was a three-day stand. Alliance and Kearney, Neb., were the best two spots in the wheat and corn belt.

Mrs. Harry H. Worstall, the former Mary Stutzman, Trenton, N. J., visited her parents, Jim and Mary Stutzman. She was accompanied by her husband. Mary is a sister to Jimmy Stutz, bareback rider with the Nellie Dutton troupe on the James J. Cole Circus. Mary worked for her father one season on Hunt Bros.

Mr. Duggan visited P. N. Branson on the Cole Bros. Show at North Platte, Neb. Recent visitors included M. Levin, of the Denver Novelty Company; R. A. Moorman, former showman from Denver; Frank M. McCoy, Frank Lee and Ken Clarke, the latter two of the Cole show.—JIM STUTZ.

**Gran Circo Americano**

Reason for the absence of this column lately is that the writer was in Ecuador for two weeks. The show is all set to debut in Quito, Ecuador, September 5. Arranging for a circus to leave one country and enter another is a detailed proposition, calling for plenty of advance work.

We are now playing in Popayan, Colombia, to good business. We give only night shows in this spot. On our trip here from Palmira, Colombia, Nico, our producing clown, lost his main wardrobe trunk. In Palmira we set some kind of a record. En route there, one of the trucks was in a mis-  
*(See GRAN CIRCO on page 93)*

**Bond Bros.**

Owner-Manager Edward Schuster plans to carry a menagerie next season. Org, which opened May 3 this year in the suburbs of Camden, N. J., has played along the Eastern shores of Delaware, Maryland and Virginia and is now back in New Jersey. Show's business is okay.—C. E. WARE.

## Cirque Bouglione On Tour of France

PARIS, Aug. 30.—Cirque Bouglione, big tent circus of the Bouglione family, is touring France this summer with a good bill featuring several animal numbers and five acts presented by members of the Camerilla Meyer troupe.

Animal acts include 10 Polar bears, two elephants and a group of Liberty horses, handled by W. and S. Bouglione, the tigers of Benes, and Ernesto Caroli's bucking mules. Medley of acts presented by the Camerilla Meyer troupe are Mlle. Schuretta, wire-walker; three Barrisons, acro dancers; nine Enrico Carolis, bare-back riders; Camerilla Meyer troupe, high wire; three Francescos, clowns, and the mules of Ernesto Caroli.

Other acts on the bill are Six Alexans, tumblers; Negados, hand-to-hand; Arizonas, Wild West; Johnsons, acrobats; three De Riaz, aerial novelty, and the Li-Chung-Zrai, Chinese acrobats.

The Bougliones control the Cirque D'Hiver, big Paris indoor arena, where they stage their circus after close of the season under canvas.

## Flicka, Smoky, Thunderhead Inked by Morton for Boston

BOSTON, Aug. 30.—Bob Morton, in town to arrange for the final details of the Seventh Annual Shrine Circus in Boston Garden October 13-18, announced the headline attraction this year will be Flicka, Smoky and Thunderhead, Hollywood's equine stars.

Other acts will include the O'Neills, aerial ballet; the Berosinis troupe, high wire; the Seven Brannocks, teeterboard; the Hartzells and the Four Zaccinis, flying acts; the Adamson Duo and the Rozelle Sisters, perch; Shirley La Valle and Jean Dawn, contortionists; Florence Lin Lowe, Chinese family; Janet and Paul, aerial; the Loyal Repenskys, riders; the Comedy Bryants; Les Kimris, and Miss Victory, cannon.

## Circus Fans' Association

Mr. and Mrs. C. W. Chapman entertained a number of CFA members at a chicken dinner in their home in Coldwater, Mich. Guests included Glenn and Anna Townsend, Mr. and Mrs. J. C. Munning, Battle Creek, Mich., and R. R. Deuser and John Walker, of Coldwater.

Mr. and Mrs. John G. Kreis caught King Bros. at Waterbury, Meriden and Middletown, Conn., where they visited their friends Mr. and Mrs. Walter Guice. They also caught the Big One in Chicago and again in Milwaukee, visiting with Paul and  
(See *Circus Fans* on page 93)

## Circus Historical Society

Dick Hemphill Jr., Hagerstown, Md., has seen Dailey Bros. three times, James M. Cole twice and Kay Burns, Gangler Bros., Martinez and Bailey Bros. each once so far this year. Fred and Bette Leonard visited Cole Bros. at McPherson, Kan., and had visits with Ted Meyers and Bill Woodcock, CHS. Bill and Arky Scott are practicing a new war dance to be added to the elephant number. The Lerches, of Bellevue, O., visited the Wallenda Circus at Fremont, O. Charlie Doble joined Sparks in Smith Falls, Ont., as front door man on the side show.

Edna McLeod, New Bedford, Mass., a new CHS member, announces her engagement to William F. Machado. (See *Historical Society* on page 93)

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## UNDER THE MARQUEE

Some pushers would rather be mad than satisfied.

Dan Pyne, former contracting agent for Mills Bros. Circus is now general agent for C. R. Montgomery.

Mrs. Ralph Noble is making her home in the Keystone Hotel, Joplin, Mo.

Charles Egoff, known as Pittsburgh Yellow, is seriously ill in the Illinois Research Hospital, Chicago.

Being hep and road-smart doesn't mean you can out-smart a privilege car.

Cristiani Family is featured in a story in the September issue of *Coronet* magazine.

Charles (Kid) Koster, at present doing a few spots for the Edgar Bergen vaude unit on the West Coast, will go ahead of the musical, *Song of Norway*, opening about September 24.

William and Lewis Brown, formerly with Ringling-Barnum, visited Dailey Bros. at Clearfield, Pa., and enjoyed visits with Clyde Sellers, Mario Ivanoff and Frank Kaner.

You can always get the lowdown on a show from an opposition agent.

Tige Hale and His Gold Medal Circus Band will play the grandstand show at the Kentucky State Fair, Louisville, September 7-13. Band will be augmented for the fair date.

H. J. Wills, instructor in Jefferson High School, La Fayette, Ind., reports catching the Big One in Danville and visiting with Red Floyd, Rollie Sherbundy and Lou Bader, ail of the band.

Mrs. Bess Long and daughter, Violet; Sophie Meck and Judy visited

## Hildreth Chooses Press for Calling Probe a "Circus"

WASHINGTON, Aug. 30.—Protesting the continued press reference to the Brewster-Hughes investigation as a "circus," Melvin D. Hildreth, past president of the Circus Fans' Association, issued the following statement to *The Washington Evening Star*:

"It is hard to believe that the editorial, *Circus Leaves Town* appeared in the same paper, which, on June 15, 1946, paid a beautiful tribute to the circus as an institution.

"Says *The Star*, in its editorial on the Hughes investigation, 'the result of this is to discredit the investigation in the public mind, and give the witnesses an opportunity to turn the inquiry into a farce. That is what happened in this instance, and that is why there will be few regrets as the circus leaves town.'

"Just why this investigation should be compared to the circus is, to many, most difficult to understand.

"As *The Star* stated last year:

"Another fact to remember is that the circus is a league of nations—a league which really is effective. Men and women of all races and lands belong to it, live within its boundaries, contribute to its practical success. Co-operation and mutuality are imperative in their work. Nobody pushes anybody around or fences anybody in. It simply is impossible to have an argument with a fellow and then go up on a high wire with him. The discipline of the business is the governing element in the picture."

"But, could the Hughes investigation qualify as a circus according to (See *Hildreth Chooses* on page 93)

Mrs. Helen La Nole in Southbury, Conn., and Gene Graves, KYW, Philadelphia, announcer.

"In the Good Old Summer Time" it isn't practical for the average trouper to worry about the coming winter.

After working the spring season with Mills and Bailey circuses, Carl Balmer has a grab joint on the Gold Medal Shows.

Snell Bros. report good business while playing the fairs at Billings and Lewistown, Mont. They will play the fair at Detroit and the cattle show at Waterloo, Ia.

Owner Ben Davenport, of Dailey Bros., has sent Louis Reed back to India to pick up 12 more elephants, 7 camels and other animals for his menagerie.

All a native has to do to get a short answer from a candy stand agent is to ask him for a drink of water.

Tommy and Etta Henderson and daughters left Reno, Nev., August 18 for their home in Texas to put Hedda in school. They spent eight weeks on a trip to the Pacific Coast.

Harry R. Mueller caught the Jay Gould Circus in Jacksonvill, Ill., and reports visits with Sonny Burdette, who was with Zallee Bros. last year, and Nina O'Dell.

Charles (Jonesy) Jones, Cleveland stagehand and boss property man for indoor circus dates, advises that he will be boss property man for Bob Morton at the Shrine Circus in Cleveland week of October 5.

Isn't it funny that side show customers expect midglets to remember selling them pictures last year?

The circus families of Howard and Gracie Bruce and Elsie and Lew Christensen had a reunion during the Stoughton, Wis., Festival, visiting at the home of Dean and Dorothy Thomas, circus fans.

Jack Smith, formerly with Cole Bros. advertising car and now employed by the General Outdoor Advertising Company, Dayton, O., has been named lot superintendent for the Montgomery County Fair in Dayton.

Now showing Down Yonder where clowns are guaranteed belly-laughs from the colored seat sections.

Frank R. Murphy, former superintendent of reserves and tickets on the James M. Cole Circus, is a patient in Roger Williams Hospital, Providence, but expects to be discharged sometime in September, his wife reports.

Carey C. Emrie, Cincinnati, former trouper, now on a vacation trip in Pennsylvania, caught Dailey Bros. Circus at Stroudsburg, Pa., reporting a big time and a good performance.

Good old Dixie, where the colored gentry argues, "Which can whup—a lion or a tiger?"

J. C. (Tommy) Thomas, Ringling-Barnum railroad contractor, left Chicago August 18 for Dallas to be closer to the scene of the show's operations. It was Tommy's first visit to Dallas since he left there 12 years ago.

Van and Belle (Van Shrum), boomerang act, have combined with Smiling Jack Woodford, who was the leader of the Pistol Packin' Mama Band, and his partner, Smokey Buck Snyder. In addition to boomerang throwing, the act now includes hoop (See *Under the Marquee* on page 93)

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## Batt Reports Pontchartrain Ending Strong

### Season Gross Under '46

NEW ORLEANS, Aug. 30.—The first post-war season, marked by a general absence of servicemen, at Pontchartrain Beach here will wind up only 8 to 10 per cent under 1946, according to Owner Harry Batt.

"The season is ending strong, the way I liked to end it," declared Batt. Night crowds recently have been like week-end crowds, he said.

He attributes this to the three-ring circus attraction which will remain until the park closes September 7. Acts are Cheeta, Tarzan Chimp and Her Pals; Don Dorsey, flying trapeze, and Philmore the Great, juggling act.

A series of promotions also has helped. Sunday (31) will be another Cajun day, featuring guests from Southwest Louisiana French towns; September 3, will be Courtesy Night (two-for-one); September 5, will be Nickel Day; Saturday will feature a bubble gum contest with bicycles and other prizes for King and Queen Bub; and the final Sunday will be Finale Day.

Highlight of the season was the announcement of plans to increase the beach area by approximately eight times in a \$500,000 program. Two rides, the Centipede and Flying Scout, were added this year. The two large navy searchlights, visible for 20 miles or more, were new this year.

Batt said inopportune rains during the summer were partially responsible for the slight decline from last season. Rains broke frequently from 6 to 7:30 p.m., drowning out prospects for the evening. Removal of the merchandise wheels also cut business, the manager said. The wheels were replaced with dart and balloon skill games.

Food and drink purchases were off noticeably, as were receipts on rides, Batt reported. However play in the Penny Arcade was excellent in comparison to 1946, he said.

## Clyde Beatty Says He May Reopen Zoo In Fort Lauderdale

FORT LAUDERDALE, Fla., Aug. 30.—The former Clyde Beatty Jungle Zoo, at the entrance to the city on Northeast 10th Street near Federal Highway, may be reopened and a beautifying project started.

That was gleaned by a Fort Lauderdale Daily News reporter in a telephone conversation in Paris, Tex., with Clyde Beatty, owner of the circus bearing his name, when a rumor was started that a mortgage was to be foreclosed on the grounds. Beatty, in his telephone conversation with The Daily News, branded the rumors as false and said, "I may return at any time and beautify the grounds far better than they ever were." He added, however, that the property is for sale, but said if he could not get his price he would develop the site himself.

During the time when the zoo was in operation, thousands of persons from all parts of the country visited. Complaints of neighbors to the noises created to the occasional escape of animals, however, led to so many restrictions that Beatty closed the place.

## Sitting 'Round the Table

(Editor's Note: The question, "Do you favor a pay gate or a free gate?" continues. A new question will be popping soon, so if you haven't "sounded off" about the pay-free gate, better get your views in now. Just mail them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed here. Here are some more views on the subject.)

### Big Success

The following is an experience I had many years ago in an amusement park which had a gate admission. The park went into receivership right after July 4. I took control of it for the remainder of the season. Upon taking over, I kept charging gate admission but allowed the patrons to use their gate admission ticket for anything of equal value in the park or, if they did not desire to use up their gate admission ticket, they could go to the office and get their money refunded. Nobody ever wanted his money back.

My idea for this scheme was to control anyone who entered the park and exclude anyone of undesirable nature, such as an intoxicated person, and at the same time the admission ticket would stimulate any device that the ticket was used for by getting the patrons going on rides and spending money. This scheme proved a big success. I believe the scheme would work well with any park that has an admission gate. The idea is to get people started spending. It would depend on the conditions and what free attractions were offered. Each locality has its own problems to solve. What may be good for one situation may not be good for another. That has been my experience.—JOSEPH L. CARROLO, Oakland Beach, R. I.

### Billings Gives Reasons

I have been in favor of a pay gate for many years because:

(1) Revenue. It provides funds for buying the attractions and providing free facilities which in turn

make the pay gate possible and should leave a profit.

(2) Because it screens out undesirable (I use the word strictly in a character sense) and increases per capita spending potential.

(3) It provides the opportunity to "play" with the admission price by reducing it for outings and other special occasions to stimulate volume. It can be eliminated altogether for charitable events. No reduction can be made with a free gate. It cannot be given away.

(4) It is extremely important to back up a gate with expensive and sensational attractions. Our policy is to buy the best available regardless of cost. In other words, the gate must be fully justified. A policy of cheap platform and like attractions is likely to fail.

(5) As to applying a charge for admission to a park that has had a long term of free policy, that's something else again and I've run out of ink.—REX D. BILLINGS, Belmont Park, Montreal.

### Sollenberger Expects Big

#### Turnout of Pa. Parkies

HERSHEY, Pa., Aug. 30.—President John B. Sollenberger anticipates a heavy attendance at the annual meeting of the Pennsylvania Amusement Parks Association at Hershey Park here September 4.

Registration in the morning at the Hershey Country Club will be followed by a luncheon there at 1 p.m. A business session and automobile tour will be held in the afternoon. Evening festivities will center in the park.

### Strolling Thru the Park:

## Carroll Installs Radar System Of Cooking at Riverside, Agawam

Ed Carroll, who cracks the headlines with high frequency, again made news when he installed the radar system of cooking in his Parkview Restaurant, Riverside Park, Agawam, Mass.

Carroll made a deal with the Raytheon engineers who have perfected the new system of cooking by radio coils and the product recently was unveiled in the Riverside restaurant. Microwaves are used in the fascinating mechanism which resembles a refrigerator in appearance. Steaks can be cooked in less than a minute, lobsters in less than two, and so on. Only 12 seconds are required for hot dogs.

Carroll will experiment with the single unit and if it proves to be a business builder has made arrangements to add further units to his park system.

Jack Watson, who spent two seasons with the Happyland Shows, is operating the machine gun shooting gallery at Lakewood Park near Bonner Springs, Kan. Bill Catlett, of Kansas City, Mo., has the rides at Lakewood.

Butch Rabinowitz, who formerly managed Wonderland Arcade in Kansas City, Mo., which attracted national publicity in Life magazine, now is managing Sam Bornstein's

miniature train at Swope Park, Kansas City. Bornstein, owner of the Bornstein Concession Company, Kansas City, plans to leave for the West Coast next week to check over his firm's miniature train operation at Griffiths Park, Los Angeles. Train was installed there last April.

Acts booked in various parks in Pennsylvania and New York during the week August 25 by the Cooke and Rose Theatrical Enterprises, Lancaster, Pa., were Layton's Dogs, Conneaut Lake Park, Conneaut Lake, Pa.; Mildred Fallin, high act, Eldridge Park, Elmira, N. Y.; Capt. Speedy Phoenix, high diver, Williams Grove, Mechanicsville, Pa.; Eddy Arnold and Rod Brasfield, radio coral, State College, Pa.; WWVA Jamboree, Sunset Park, West Grove, Pa.; Harry Proud and family, acrobats, Bland Park, Tyrone, Pa.; Tumbleweed Ludy, Rolling Green Park, Sunbury, Pa., and the Glick Sisters, Mount Gretna Park, Mount Gretna, Pa.

Harry A. Ackley was a guest at A. M. Brown's house when fire hit Buckeye Lake Park shortly after midnight August 13 and commented that some publicity on the fire would make the ruins an excellent "free act" now that the season is about over.

## July 4 Records Are Equaled by N. Y. Resorts

NEW YORK, Aug. 30.—Rockaway, Coney Island and all other outdoor spots in the New York area drew attendances last week-end that in most cases equaled the high registered on this year's Fourth of July week-end.

Coney Island drum-beaters refused to estimate the attendance for the week-end but Saturday night's (23) crowd there was one of the biggest of the season and Sunday (24) probably topped it—with unofficial estimate being set at 1,100,000.

Rockaway Beach hit a high Sunday (24), with the crowd estimated at 1,350,000—one of the best days of this season. Jones Beach and Orchard Beach also found attendances in the upper brackets Sunday (24), with 97,000 visitors at outlying Jones Beach, and 90,000 at New York City's Orchard Beach.

Late afternoon thunderstorm Tuesday (26) killed off all outdoor business that night, and Wednesday (28), with chill breezes and ominous clouds, also was a near-blank.

Return of fair weather Thursday (27) and special events at most spots brought a new spurt of business and the forecast of fair weather for remainder of week should hypo week-end business.

### Legion Day at Coney

Coney Island went all out yesterday (29) with Legion Day in honor of visitors to the American Legion convention. Entire amusement area was decked out with flags and legion banners and legionnaires were given a preview of the illuminations along Surf Avenue, set for the resort's Mardi Gras finale week of September 8. An elaborate display of fireworks climaxed the day.

Rockaway's Playland, at Rockaway Beach, and Palisades Amusement Park, in New Jersey, also made a bid for legion trade, with free and cut-rate tickets for rides and attractions. Rockaway's Playland had skedded a legion fireworks display for Friday night (29) but this, under Pepsi-Cola sponsorship, will be held Wednesday (3).

## Cool Weather Brings 18,000 To Riverview

CHICAGO, Aug. 30.—Chicago's intense heat of the last couple of weeks finally let up this week and business picked up noticeably at Riverview Amusement Park. In fact, the first cool night, Tuesday (26), saw 18,000 persons on the midway, which was the best nickel night the spot has had this year.

Officials said it was the change in weather, without a doubt, that brought the onrush of customers Tuesday but they admitted the Mardi Gras, now running every night, had something to do with it. The Mardi Gras is back this year after a wartime absence.

The two-week heat wave raised havoc with attendance figures at the park and it is doubtful now, unless the weatherman co-operates during the remaining week-ends, whether the park will be able to even last year's figures. Up to the time the heat wave struck, figures this year were running very close to last year.

Final night of the Mardi Gras, September 7, will see the finalists in the band contests competing for the grand prize. With a weather break, spot figures to pack 'em that night.



# W. View Battles Borough Heads In Legal Bout

PITTSBURGH, Aug. 30.—Amusement parks thruout the nation are watching with interest the outcome of the legal tussle between West View Park and the Borough of West View over the question of proper assessment of the park property.

The Borough of West View, feeling the assessment made on the park property by the Allegheny County Board of Assessors for the years 1947-1949 was inequitable, filed an appeal to the board requesting the assessment be raised from \$159,145 to \$500,000. The borough alleges the land, building and machinery (rides) would bring a much larger amount than the assessed value if the property was sold.

The borough previously asked the park authorities to grant it permission to inspect the park for the purposes of appraisal. The park refused on the grounds such inspection would interfere with their operation at the peak season. The park officials, thru George M. Harton, president, did agree that such an appraisal could be made after the park season.

The borough then filed a bill in equity with the Court of Common Pleas to compel the park to allow the inspection during the season. Attorney Henry A. Bergstrom, representing the park, filed an answer to the bill alleging that a Pennsylvania court of equity did not have the jurisdiction, under the Act of 1836, to entertain a bill of discovery for evidence to be used before "an administrative agency" (board of assessors). According to Attorney Bergstrom, such a bill of discovery is proper only where there is an action already pending in the court. The court sustained Attorney Bergstrom's objection and dismissed the suit.

As a result, the Borough of West View will have to present its case before the board of assessors and await its decision.

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# Coney Island, New York

By UNO

Name theme for this year's Mardi Gras is to be *Carnival of Song*. I. H. Klein, who has worked in the interest, development and welfare of Coney for many years, was honored by C. J. Hilbert, Coney Carnival Company prexy, with the position of grand marshal. Models for floats are to be furnished by Barbizon School of Fashion Modeling. Pageant reviewing stand will be at Feltman's. Final fireworks for a pre-Mardi Gras display has been set for September 5.

More Steeplechase personnel: Hey Dey is in charge of Harry Primavera and Bernard Calia. Carnival suits are distributed by Owen Kelly. Slides employs Michael Coville, George Ferguson, Pat DeVoy, Robert Holly, William Rigney and Steve Warren. Scooter has Armando Infante and Ambrose Preston. Derby Race, Edward Graf, George A. Hermann, Anthony DiMaio and William Picaro. Gatemen are Charles Hughes, Charles Becker, Joseph Kaufman, Chris Taylor, Ambrose McNamara and Joseph Grillo. Eldorado has Herbert Worth, William Denham and Wilfred Carroll.

New on the Boardwalk this season are 29 poker roll tables within the Auditorium, formerly Childs restaurant, on property now leased to Harry Rifkin, Arzy Toy manufacturer. Spot is operated by Alex Feuerman, who previously ran a similar establish-

ment at Jones Walk and the Boardwalk. Manager for Alex is Milt Marder, with Kenny Davis assisting.

Morris A. Berns, prexy of the HOFFIE System, Inc., who opened last season on the Boardwalk his own idea of a gastronomic venture he labels a Runwich and a Creamwich, consisting of a holed out roll filled with hot dogs or other meats, had launched another branch on McCullough's property on Surf but folded there because of lack of patronage. Entire run of HOFFIE eats totals 21, each a different filler. Other spots are located at Revere Beach, Oneida, N. Y., Miami, and Coral Gables, Fla. Novelty tidbit originated in 1939 when Mr. and Mrs. Berns decided to test the product's popularity upon the public.

### Weissmans Branch Out

Milton and Peter Weissman, who have been operating Ravenhall's Arcade on the Boardwalk the last 15 years, are new owners of another, Steeplechase Arcade, situated a block away, also fronting the ocean, bought this year from Louis Fox, who now centers his attention on his first love, an arcade within Steeplechase walls. Partnered with the Weissmans is William Gaines, formerly chief engineer for Mike Munves, coin machine distributor. Plans are on for an invasion of the Times Square, Manhattan, area, with another. Steeplechase plant tenants 140 machines and Ravenhall's, 125. In the latter, Theresa Weissman is cashier and Charles Applebaum, Raymond Huber, Irving Fink and Stanford Serber, attendants. Bob Uteratil is cashier in the Steeplechase branch.

Shorts: Two balloon racers within a few feet of each other on the Bowery, operated by the Buxbaums and the Reislars, trying to outspeed (See CONEY ISLAND on page 82)

## Riverview Notes

By Hank Hurley

CHICAGO, Aug. 30.—The boys and girls along concession row are counting the days now until it's time to make various fairs and then hike for Florida. The heat of the last few weeks got 'em down and that, plus the fact business was way off, due to the heat, found them a little discouraged to say the least.

The heat broke Wednesday (27) and gave the folks a breather. Once the heat was gone business picked up. Tuesday night (26) was especially good, they said, with more than 18,000 persons on the grounds.

Edna Kaai, who holds forth at the hoop-la stand left for Detroit to play the Michigan State Fair for Adolph Koss. She'll be back before Riverview closes, however. . . . Max Hirsch, who owns more than one stand at the park, purchased some good looking sports shirts the other day and was around, box in hand, showing them to the folks. Maybe it was the excitement of the new shirts, but at any rate Max couldn't come up with a bit of news.

Solly Waxman and Happy Rovitz played the St. Louis Fair. They are part of Lazar's string game at Riverview. . . . The *Toronto Globe* and *Mail* carried a picture and story on Jean Jeanette, Annex attraction here, who is playing the Canadian National Exhibition at Toronto for Ray Marsh Brydon. New addition at Brydon's *Palace of Wonders* here is *Zombie*, anatomical wonder.

Jack Davis, who handles the cash at the Motordrome, gave with the following news about Motordrome personnel: Frank Dukes was hospitalized for a day because of the intense heat. . . . Johnny Paluso, trick rider, was ill one day but kept on working. . . . Nita Nielson, Drome rider, was on the sick list for a day.

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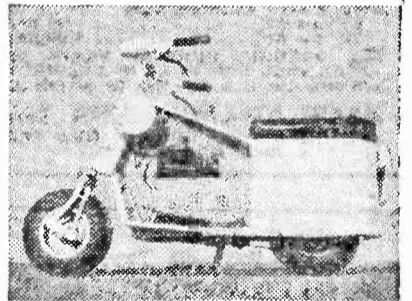
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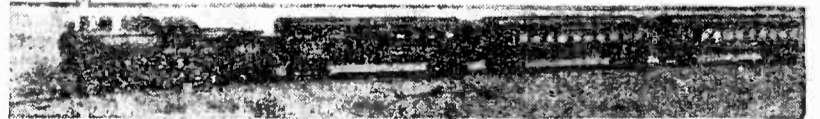
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# Martin Sees Golden Hues On Biz Horizon If You Get Off Your Coattails

**Arena To Open September 10 With High-Power Program**

DETROIT, Aug. 30.—Fred A. Martin, general manager of Arena Gardens Roller Rink here, takes an optimistic view of business prospects as preparations go forward for the rink's September 10 inaugural. On that date the rink begins its 12th consecutive season of skating activities with the full program that has prevailed in the past.

Martin bases his prediction of a banner season on the fact that business held up extremely well during summer operations at Arena Gardens. "While it is true that drops in business are being reported from all parts of the nation," he said, "we noted a fall-off in attendance only on very hot days."

### Build a Program

Martin offers a word of warning to operators who do not plan adequate programs for skaters, in the belief that patrons will beat a path to their doors even the little promotional effort is expended. "Skaters generally get tired of just going around," he said. "The war is over. The rink man who sits and says, 'I have a nice rink' and expects skaters to come in is a thing of the past. We are entering an era in which the experienced rink man, thru hard work, will cash in. Those who feel that all they have to do is open the door to business will have to change their minds or go out of business."

Martin believes that the more pros there are to teach skaters, the more skaters will become interested in good skating. Thus, they will skate more often. He also feels that every rink, regardless of its location, can find skaters who are interested in becoming teachers if given the opportunity to do so. "Therein," he said, "lies the secret of your home-made pros."

### Select Staff Carefully

Great care is given to the selection of a well-balanced staff to serve Arena patrons. This is an important factor, Martin believes, "for so many skaters want to work for you that at times it is almost alarming. Beware of that fellow, particularly the guy who tells you that he will work for nothing," he warns. "Sounds good, doesn't it? Well, that kind of help has ruined a great many rinks. Pay your help—pay them well so that you can be independent and demand the best. That will be the best service you can render your patrons."

Once the season gets under way, Arena becomes a beehive of activity from 9 a.m. to 11:45 p.m. A staff of eight certified RSROA professionals take the floor daily with bookings for private instruction. This is followed by interminable classes held thruout the day for the benefit of young and old. The eight pros are supported by two student pros who work with the teachers for a full year. At the end of the year they are given their tests and, if passed, they become registered pros.

At present, Arena is operating four nights weekly—Wednesdays, Thurs-

days, Saturdays and Sundays—but classes have been eliminated. Summer operation enables large institutions, such as Arena, to maintain its key staff, said Martin. While some of them are always on their two-week vacations, the ones returning are ready to take hold of the necessary work of cleaning, redecorating, re-vamping skate equipment, etc., in preparation for the fall season.

Arena's continuation of elementary classes during June and July this year was something of an experiment, "and to our amazement they proved very popular," Martin reported. "However, we decided to close them thruout August and until September 10 to rest the skaters a bit and create a demand for the classes again when the season reopens."

As in years past, the official opening of Arena will feature a carnival atmosphere, with novelty hats and souvenirs distributed to all. A program of games and contests is also planned to keep skaters entertained and give them the necessary kick-off. "Thereafter," said Martin, "a well-balanced program of activities such as dance contests, racing, masquerades, etc., is planned thruout the season to keep skaters busy and give the announcer something to talk about and sell."

### Clubs Are the Foundation

Arena is the home of Arena Gardens Roller Skating Club of Detroit, one of the oldest and largest clubs in the country. It costs the skater \$1 to register for one year. "This is the club that we constantly plug," said Martin, "for every one of the skaters who carries a card means that we have an advertising delegate. This card does not give the skater any special privileges. In fact, it makes the skater understand the rules of dress and what is expected of him. The prime object of a rink club is to give you the foundation on which you work to improve the skaters' methods and to make them feel that they are a part of the rink itself."

# Rollarena Preps Hi School-Skate Nights for Fall

RICHMOND, Ind., Aug. 30. — Prepping for its fall and winter operations, Rollarena here is formulating a school-skate program, with the campaign being directed at all high school class presidents in the rink's service area. Rink operators are distributing a four-point program pointing out the advantages of staging a high school night.

Operators at the rink also revealed that ladies nights, late skating, bank nights and dance classes in addition to the high school features will be instituted this season.

### Hartford Rollery Burglarized

HARTFORD, Conn., Aug. 30.—Thieves broke into the Friendly Roller Skating Rink here Sunday night (24) and broke open a cigarette machine, taking \$40 in small change. Police said that entrance was gained by forcing a boarded-up window off the fire escape of the building.

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Precision Bearings, All Types	.30 Up
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## Rollercade Hits 4th Anniversary

SANTA ANA, Calif., Aug. 30.—Extensive plans for the celebration of Rollercade rink's fourth annual birthday party to be held September 2 were completed this week, with a huge birthday cake, games, door prizes, favors and races making up a large part of the festivities. E. W. Kunzel said that all connected with the rink's activities expected the event to surpass the huge successes enjoyed at past anniversary celebrations.

Rink also has formed plans for its annual Halloween Party, which has helped considerably in the past in keeping children off the streets on that night. Having recently become a member of the RSRQA, rink has added June Kunzel as the pro. Miss Kunzel recently attended the pro school in San Francisco and is a Bronze and Silver medalist.

Rink is contemplating holding several classes in September, one of which will be devoted to beginners, with roller skating fundamentals making up the agenda. Another class will be given over to advanced skaters wherein Bronze and Silver dances as well as figure dancing will be taught. Another class will be devoted entirely to children up to 12 years old.

Rollercade's organist, Joanne Lee, recently returned from a vacation trip to Big Bear, Calif.

## Spartanburg Judge Refuses Writ to Shutter Rollery

SPARTANBURG, S. C., Aug. 30.—A request for a temporary injunction to close a skating rink on Asheville Highway, operated by S. R. Sherman and Mrs. O. R. Stockman, brought by members of the B. W. Hammett family here, was denied Thursday (21) in an order issued by Resident Circuit Judge T. S. Sease. Action was originally heard in July but the final decision was not reached until last week.

In reviewing the case, Judge pointed out that the Hammetts complained of noise allegedly coming from the rink at night, with the plaintiffs contending that the noise was distracting.

In denying the request for the injunction, Judge Sease said: "The skating rink operators denied that the rink created undue noise and asserted that it was the only place of entertainment for the younger children of the community. At the time of the July hearing, the plaintiffs presented only their own affidavit in support of their position, while the defendants presented 25 or 30 affidavits, some from persons living nearer the skating rink than the Hammetts.

"Several of the affidavits said the skating rink 'was an excellent thing for the community and did much to aid the children and to assist the parents to combat juvenile delinquency.'"

## Salem Palace Draws Well; Party Nights, Skating Club Click

SALEM, Ind., Aug. 30.—East Side Roller Palace, under joint ownership of Mr. and Mrs. Paul Parow and Mr. and Mrs. Charles L. Brown, has been registering sound business returns since its inaugural here July 21. Rink is set up in a new concrete and brick building, 130 by 60 feet and possesses a maple floor. Music is provided by organist Norma Kay.

Rink is promoting private parties on Tuesday and Thursday nights, with Wednesday night being given over to feature attractions. Other nightly features include prize awards for the best dancing couple and best lady skater.

A skating club has been organized and current prospects indicate that it will reveal an expanded membership soon.

## Ding's Pla-Mor Ready

SLEEPY EYE, Minn., Aug. 30.—Ding's Pla-Mor Roller Rink has completed plans for its formal winter opening at Memorial Hall, Comfrey, Minn., with a celebration set for October 2, H. G. Dingfelder said here this week. Dingfelder is currently in his third year with the rink.

He said that the floor is in shape for opening and equipment has been put into top condition.

## PORTABLE ROLLER RINK FOR SALE

45x90 Tent, Floor and Underbracing, 125 Pr. Chicago and Richardson Skates, Amplifier, Automatic Record Changer and four Speakers. This Rink is in operation at Angel Park, Sun Prairie, Wis. Must be sold at once because of other business interest.

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#121—I Wont Be Home Any More	I Can't Get Up the Nerve To		
	When You Call	Kiss You	Fox Trot 92
#122—Sipping Cider by the Zuyder Zee		Ceelia	Two Step 92
#123—Missouri Waltz	One Kiss		Waltz 92
#124—You Are Everything to Me	You Are Always in My Heart		Tango 100
Side A	Non-ASCAP	Side B	
#125—The Whistler's Mother-in-Law	Another Night Like This		Fox Trot 92
#126—There Must Be a Way	A Stranger in Town		Fox Trot 92
#127—Dawn	Girl of My Dreams		Waltz 108
#128—Green Eyes	Perfidia		Tango 100
#129—Stein Song (Univ. of Maine)	On Wisconsin		March 100

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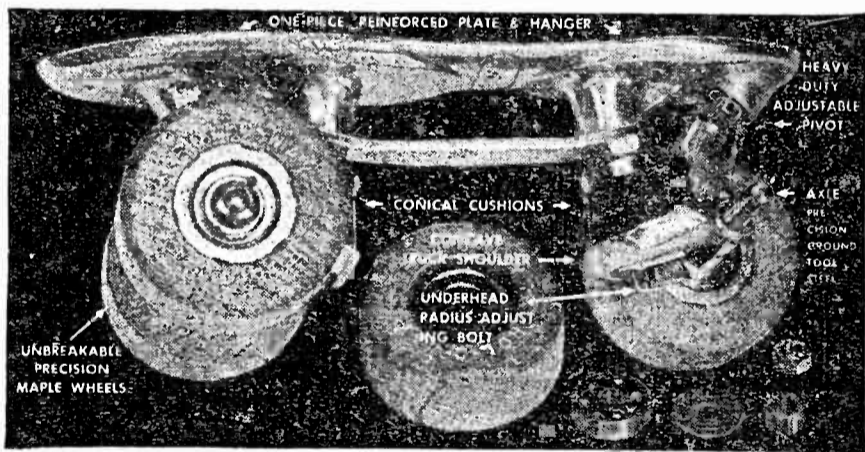
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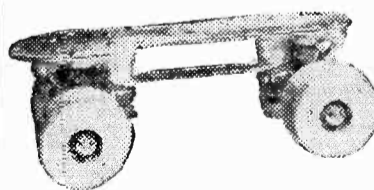
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# HENNIES HEADS FOR RECORD

## Des Moines Up Despite Heat

Sally Rand piles in mobs to set pace—concessions will turn in nifty profit

By a Staff Correspondent

DES MOINES, Aug. 30.—Hennies Bros.' Shows, which set a new net record of \$136,000 here last year, appeared headed for another topper gross of between \$150,000 and \$160,000 as auditors pressed their work after the Iowa State Fair's officials close Friday night (29).

Saturday (23) the org set an all-time high here with a net take of \$31,180.80, despite almost unbearable heat. During the afternoon rides suffered as the customers bounced when they touched the scorched leather seats, and the pipe railings were so hot they could not touch them with their hands.

Sally Cools 'Em Off

The heat, however, didn't keep 'em out of Sally Rand's top, as she smacked 'em over for a net of \$9,032, which means that almost 12,000 folks laid a dollar each on the line to feel the breezes from Sally's fans.

During the first seven days of the operation, thru Tuesday (26), Sally's net take was \$32,526. On the two prevue days she got only \$723 but with the official opening Friday (22) her take jumped to \$3,697. Then came Saturday with \$9,032; Sunday, \$8,700; Monday, \$4,486, and Tuesday, \$5,889.

There is no doubt this is the biggest net take any show ever has had on any carnival midway.

Concessions Cash In

Because of the unusual ground contour here, the front end of the midway was split into four sections, giving the impression it had been designed by a Funhouse creator, and there was sufficient strength to insure operators a nifty gross to add to the money gathered by the shows and rides.

Bingo was barred by city law but three merchandise wheels were in operation along with almost every known type of hanky-pank.

## Hayfork, Calif., Proves Big One For Golden West

McARTHUR, Calif., Aug. 30.—Golden West Shows wind up their third fair of the season here September 1, after playing annuals at Quincy, Calif., August 15-17, and Hayfork, Calif., August 22-24.

Trinity County annual in Hayfork proved a red one. Concessions were packed at all times. Several concessions were so crowded it was necessary to have an agent out front to keep the customers in line. Shows and rides hit the jackpot, with the Crime Show and Octopus setting the pace in the two divisions.

Harry Polish Fisher, owner of the Golden West Shows, reports that Hayfork was one of the biggest of his career. He said Quincy was big, too, with all shows, rides and concessions (See Hayfork a Red One on page 69)

## Daughter of Bingo Operators Identifies Murder Fugitive

SULLIVAN, Ill., Aug. 30.—Linda May Miller, four-year-old daughter of Mr. and Mrs. H. A. Miller, bingo operators with the Blue Ribbon Shows, has a great memory and because she has a great memory and likes to look at pictures, John Francis Tomany, 35, is in custody of the Federal Bureau of Investigation in Springfield.

Linda May was thumbing thru the September issue of *Confidential Detective* magazine Friday (22), just looking at the pictures. All at once she called her father and said: "Here's a picture of John." John, who had come to work for the concession just the day before under the name of Gleason, was outside the trailer home in which Linda May sat. He heard her, came pushing in, seized the magazine and tore out the picture.

Displaying a .38 pistol, he told Miller: "I'll shoot you, your wife and this kid if you tell police about this."

The picture caption identified the man as John Francis Tomany, 35, a carnival worker, charged with unlawful flight to avoid prosecution for murder in Beaumont, Tex. The charge resulted from the beating of Eugene Weaver, another carnival man, to death with a club in October, 1946.

Miller waited until he had a chance to talk to Fitzie Brown, of the carnival, which was playing a Home-Coming Celebration here. Brown went to the Moultrie County sheriff's office.

Sheriff Glen Braden, Chief of Police Carl Weakley and Patrolmen Ed-

ward Reedy and George Harchous trailed Tomany to a tavern early Saturday (23). The man drew the pistol, but was overpowered before he could use it. Police said he admitted he was Tomany and orally confessed killing Weaver.

Oh, yes, about Linda May. She probably will get the \$100 reward offered by the magazine for anyone recognizing the fugitive before his arrest.

## Orleans, Ind. Winds Up Okay For Blue Grass

ORLEANS, Ind., Aug. 30.—Rain the first two days of the stand here hurt the Blue Grass State Shows, which opened Monday (25) and close tonight, but once the weather behaved business picked up and unless all signs are wrong this will go into the books as an okay stand.

Trip here from Brownstown, Ind., was made in good time and the org started setting up around the square late Sunday night (24). Show moves from here to Princeton, Ind., for a two-day miners' union celebration Sunday (31) and Labor Day and then into Hartford, Ky., for the fair. After Hartford org jumps into Tennessee for several fairs and then into (See Blue Grass Gets It on page 69)

## Gooding Org Near '46 Peak At Columbus

Final Count May Be Record

By a Staff Correspondent

COLUMBUS, O., Aug. 30.—Increased earning power, the result of adding five rides and one or two shows, enabled the F. E. Gooding Attractions to equal, if not surpass the 1946 peak midway gross at the Ohio State Fair, which closed here Friday (29).

With crowds off only slightly from last year, the added strength offered by the show's line-up was felt in the money-take. Also helping was the vastly increased illumination cast by the show's upped wattage and the use of more light towers, including, for the most of the run, two which featured colored fluorescent tubing which added much to the appearance. Aiding, too, was the fact this year the area was black-topped.

There was plenty of power in the line-up of rides. And there was plenty to catch and hold the eye. Scanning the brightly lit midway, Gooding beamed with unconcealed pride. He allowed as how it looked good.

Hurricane Pleases

He tried out his new Hurricane ride, and, even tho a defective part caused it to break down three days after it was put into operation, he expressed himself as more than pleased. (See Gooding Big at Ohio on page 69)

# Cetlin & Wilson Dazzles 'Em

## Build Heavily For West Debut

27 rides, 16 shows in line-up for prevue—bosses host to Indiana board at dinner

By a Staff Correspondent

INDIANAPOLIS, Aug. 30.—Cetlin & Wilson Shows erected 27 riding devices, pitched tents for 16 shows on the Indiana State Fair grounds here this week, turned on all the lights Thursday night (28) for a prevue that won the plaudits of the board members and their wives, and then sat back to await the customers on the official opening Friday (29), and to pray they would keep coming thru next Friday.

Izzy Cetlin and Jack Wilson, the proprietors, hosted the board members and their wives at a dinner party in the *Paradise Revue* top, members of the local press and radio also being present. Then the folks toured the midway, and comment by the board members indicated they were entirely satisfied with the appearance and potential earning power of the organization.

It is the first venture into the Midwestern field for Cetlin & Wil-

## Fair Congrats

CHICAGO, Aug. 30.—T. G. Chatten, chairman of the Larue County Fair, Hodgenville, Ky., wired *The Billboard*:

"The Fair Association of the Larue County Fair wants to extend congratulations to Capital City Shows and especially commend Mickey Apple for opening her Motordrome here after her recent serious accident, riding with her right arm in a cast, and packing them in. We, the fair association, and her many friends in surrounding territory, want to wish her the best of luck in handling a motorcycle with a fractured wrist."

son, and it was obvious they spared no expense to have everything ship-shape. The show was freshly painted from stem to stern, and the neon department was still working late Thursday to complete the flashiest midway these gentlemen ever have assembled.

Outstanding in the flash department were the four Ferris Wheels which blocked off the back end. The stars on the wheels are fluorescent, and the entire front of the wheels is faced off with a fluorescent and neon (See Cetlin & Wilson on page 69)

## Wagner Gets Sedalia Mark

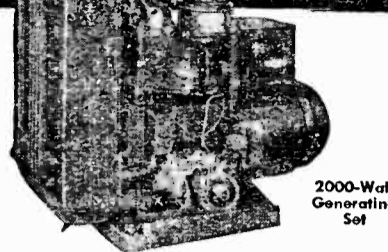
Six days enough to flatten top gross—Paducah opens with encouraging business

PADUCAH, Ky., Aug. 30.—Al Wagner's Cavalcade of Amusements are marked here at the Timmons showgrounds ready for the Labor Day week-end business, encouraged by what has taken place since the opening Wednesday (27), and happy indeed over the final result of the engagement at the Missouri State Fair, Sedalia.

Two big days of the Missouri event had passed before the Cavalcade opened, but thru the next six days the big org garnered enough lucre to knock the all-time records for the spot galley-west, and then some.

Wagner's count showed the record was knocked off in the first three days of action, and it continued big thru Friday and Saturday. The closing day, Sunday, business fell off, evidently all of the folks in the (See Wagner's Sedalia Mark, page 69)

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**Foley & Burk  
Hit Pay Dirt**

San Joaquin County Fair at Stockton, Calif., is big for Chapman's org

STOCKTON, Calif., Aug. 30.—Playing the San Joaquin County Fair for the 23d year, 20 straight years before Pearl Harbor, the Foley & Burk Shows, headed by L. G. Chapman, hit pay dirt on a par with 1946 during the nine-day event.

The 20-car org opened the last week in April and has been playing fairs in the State. About 70 per cent of the dates this year have been fairs. Org moves out of here Sunday night (31) for Oakland. Other fair dates coming up include Ventura County Fair, Ventura; Merced County Fair, Merced; Kern County Fair, Bakersfield, and Tulare County Fair, Tulare. Show winters in Tulare.

Shows make an excellent appearance. Chapman recently installed 18 new light towers. Rides are fluorescent illuminated. Stainless steel is used in quantities, especially on the Merry-Go-Round, with the cars and the enclosure for the motor being of this material. The horses are painted white with colored trimmings.

Line-up includes:  
L. G. Chapman, general manager; R. E. Foltz, secretary; Merry-Go-Round, C. Silva, R. Williams, William Welychko; Ferris Wheel, E. Cardoza, R. Ellis; Whip, G. Pauscek, W. Pauscek, J. Ferguson; Octopus, J. Gomez, J. Terry, R. Owens; Seaplane, R. Langfield; Dive Bomber, A. Carlson, R. Sutton, Phil Porter; Fly-o-Plane, B. Summers, H. Young; Tilt-a-Whirl, A. Pauscek, A. Welychko; Barrel Roll, S. W. Shepherd, D. A. Davis; Flying Saucer, S. Harrison, E. Marley; Junior Auto Ride, R. Nobriga; Junior Merry-Go-Round, Mrs. S. W. Shepherd and W. Kendall.  
Pony Ride, Mr. and Mrs. F. W. Cook. Superintendent of rides, J. Murphy; electric department, Ray Lampman, Chub Murray. Tower crew, Carl Presley, J. Wells; Bob Beers. Tickets, Mrs. R. Lampman, Mrs. B. Summers, Mrs. E. Cullens.

Shows: Thimble Theater, M. Lee Barnes, F. Cartwell. Side Show, Vic Lopez, Carol Dawson, Thomas Dawson, Mr. and Mrs. Thomas Price, D. Burlingame; Crime Car, Joe Glacy, Mr. and Mrs. E. Dodson; wild horses, Mrs. Cal Lipes, Joe Bones; giant reptiles, Cal Lipes, W. Ellis.  
Searchlights: George Morray, R. Lampman. Train, Jesse Gomez.

Concessions: Charlie Albright, owner; Jane Albright, manager; M. H. (Mush) Ellison, secretary; Arthur (Red) Pearson, stockman. Penny Arcade, Robert Dignan, manager; Jack Young, cashier and boss canvasser; Robert Belt, assistant mechanic; Hoyt Coggins penny pitch; bingo, Ray Munro, manager; Joe Hart, assistant; Charles Stennett, ball boy; bottle game, Jerry Cirincione, operator; Larry Logan, Ed Lamont; cat rack, Robert Holste, operator; ham and bacon, Council Raiford, Swede Linstad; string game, Robert Iseld, operator; Pat Francis. Radio and clock wheel, Larry Dunlap, operator; back duck and bird wheel, Charles Edison; short range gallery, Tom Robertson, Bert Allen; long range gallery, Mr. and Mrs. Harry Ahart; watchla, Gilbert O'Toole, operator; balloon dart game, James McLaughlin; cookhouse, Dave McCarron, Sheldon Smith, Harold Budde, Joe Bish, Harry Starr, Jimmy Smith; sandwich stand and sno-cone, Carl Richardson, manager; George Sickles, K. C. Class, E. H. Nelson.

Independent concessions: Coin pitch, Joe Krug; grocery wheel, Martin Silver; watchla, Mae and Billy Stone; balloon game, Vincent Cirincione; hand paintings, Eva and Joe Silva; cork gallery, Ed Gomez; photos, Gene Cardoza; chip toss, Joe Krug; candy wheel, Tommy Rhodes; clothes pin game, B. Pauscek; race horse, George Wyler; scale and cigarette wheel, Bill Presley; ice cream sandwiches, Charlie Carter, and candy floss, Earl J. Wright; No. 2, W. W. Wright.

**FOR SALE**

Arcade, just right for winter store, about 40 large, late model machines, Hockeys, Golf, Skee Ball, Guns, Bowlings, 10 Pins, Grippers, Punch Bag, Athletic, etc. Cost about 7 or 8 Thousand, first \$1,000 gets them, or will trade for good ride, large or small. No crating, bring Semi, load here.

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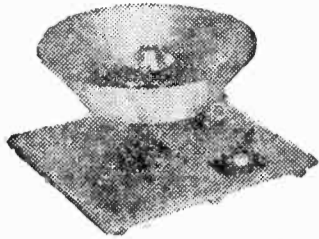
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## MIDWAY CONFAB

"Hot soup and see-gars," the 40-miler season is on.

Ralph Rothrock writes that he has joined the James E. Strates Shows to do billing.

John R. Boyle, owner of the *Caravan of Wonders*, recently underwent an operation in a Frederick, Md., hospital.

There is such a thing as outgrowing both a fair and its grounds.

C. B. Kidder, builder of outdoor show properties, reports that he is back home in Pilkinton, Va., after being away since last November.

Catherine Madigan, who was ill for 10 months and who recently underwent an operation, reports she is now recuperating in her home, 317 Coleman Street, Bridgeport 4, Conn.

During their stay in Weeping Water, Neb., Jewell and Odis Cannon, who have the custard and shooting gallery on the Central States Shows, drove to Avoca, Ia., to visit Jack Barnes.

C. C. (Conkie) Zimmerman, with Gold Medal Shows, recently took delivery on a new tractor and trailer on which he will transport his cook-house during the fair trek.

Sandra Lee, annex attraction on Sailor Katzy's Side Show, purchased a new house trailer while playing

the New Bethel, Ind., fair and then joined the Buff Hottle Shows in Gallatin, Tenn.

Sam, Western restroom man, advised that due to the drought his biz fell off 30 per cent.

Edgar (Red) Hart passed around the cigars on the John R. Ward Shows on the birth of a son to his wife August 20 in St. Louis. Hart arrived in St. Louis the morning the baby was born and remained two days before rejoining the show.

Ray Turrentine, former mug joint operator who has been seriously ill in the State Hospital at Sanitorium, Tex., has been moved to his father's home at 314 College Street, Sulphur Springs, Tex.

Howard J. Jones, concessionaire, assistant manager, general agent and what have you with the M. A. Srader Shows, reports he will sail for Hawaii October 25 for a much needed rest. He will be back in the States in time to book his concessions and show for next season.

Alamo Exposition Notes: Joe Murphy passed around the cigars, the occasion being the birth of a daughter to his wife. . . . Betty Jo Ulicar, daughter of Joe and Babe Ulicar, is working the ball game during her summer vacation from Texas University. . . . Joe Rosen, bird and pet store operator, keeps 500 pairs of love birds on hand at all times. . . .

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2	E. J. Casey	Canada	No. 5	789.10
3	H. S. Shows	Minn.	No. 5	783.75
4	H. Klein	S. Dak.	No. 5	706.50
5	Elliman's	Wis.	No. 5	690.00
6	C. Park	W. Va.	No. 5	686.25
TOTAL				\$4,540.85
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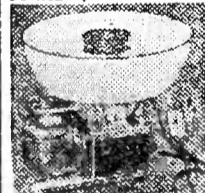
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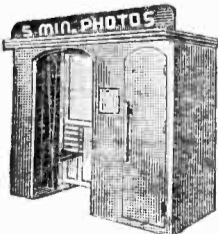
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### PEARL CITY RIDES & SHOWS

Wanted for following Street Celebrations: Streator, Ill., Aug. 30-31 and Sept. 1; Geneseo, Ill., Sept. 4-5-6; Monmouth, Ill., Sept. 11-12-13, and Forreton's, Ill. (Sauerkraut Day), Sept. 17-18. Concessions not conflicting with what we have. Also want Mechanical Show for above spots. Wanted for above Celebrations: Kiddie Ferris Wheel and Kiddie Swings, also Live Pony Wheel Ride. Contact us at once as per route.

### FOR SALE

The Most Beautiful and Complete Long Range Portable Shooting Gallery in the Country New in June, 1947. Built on 24-foot Van Trailer, pulled by 1942 G.M.C. 6x6 Tractor. Gallery is built on rear 12 feet of trailer, living quarters on front 12 feet. Gallery has 33-foot steel walls, 7 feet high, steel counter, canvas canopy, 7 new Remington 211 automatic rifles, 50,000 rounds of ammunition. Can be set up in 4 hours, down in 2 hours. Complete—nothing else to buy—ready for the road now. Price \$4,250.00. Phone 23608.  
**H. T. URQUHART**  
BOX 1183, MONTGOMERY, ALA.

### STOCK CONCESSIONS WANTED

**KALIDA, OHIO, SEPT. 4-5-6 — ANTWERP, OHIO, SEPT. 11-12-13**  
#5 Eli Wheel for sale. Can be seen in operation at above locations. **A-1 Shape. New Airplane Kiddie Ride.**  
**NORTHWESTERN AMUSEMENT CO.**

### AMERICAN EAGLE SHOWS OPENS SEPTEMBER 8 LOUISIANA, MISSOURI

**WILL BOOK SHOWS, RIDES AND CONCESSIONS THAT DO NOT CONFLICT.**  
**HAVE A GOOD ROUTE—SHOW BOOKED UNTIL CHRISTMAS.**  
Address **Danny Arnett, Owner-Mgr.**  
Louisiana, Mo., now and until September 14

### 20TH CENTURY SHOWS CAN PLACE

For 5 Kansas and Nebraska Fairs.  
**A Live Pony Ride.**  
Address St. Paul, Neb., this week.

# WHEELS OF ALL KINDS

Tickets—Paddles—Laydowns

Complete BINGO Outfits  
FAIR AND CARNIVAL  
SUPPLIES AND EQUIPMENT

- DEVIL'S ALLEY
  - CANDY RACE TRACK
  - JUMBO DICE
  - SKILLOS
  - COUNTRY STORE WHEELS, 42'
  - ALUMINUM MILK BOTTLES
  - CHUCK CAGES
  - WATCH-LA BLOCKS
  - HOOPLA BOXES
- Write for Catalog

**H. C. EVANS & CO.**  
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## ALL ALUMINUM



**12 QT. POPPER**  
Equipped with Lifetime Micro Precision Heat. Only Treated Gears. **\$16.00**

**8 Qt. Popper, All Aluminum Gearless. \$10.00**

**NEW ATOM POPPERS**  
ALL ELECTRIC.  
FOR IMMEDIATE DELIVERY.

PORTABLE GASOLINE UNITS.  
USED EQUIPMENT OF ALL KINDS.  
POPCORN SUPPLIES.

**B & B POPCORN CO.**  
1017 WOODLAND  
CLEVELAND, OHIO  
MA 4838

## HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts.  
State salary and all particulars in first letter.



**TURTLES CHAMELEONS**  
BOXES — FOOD — PINS and CHAINS  
Write for Prices.  
**TROPICAL TURTLE CO.**  
HOUMA, LOUISIANA

## Available After Sept. 15

### THREE KID RIDES

Consisting of Mangel's Roto-Whip, Kiddie Ferris Wheel and Kiddie Chairplane. Prefer Carnival going South. Have own transportation. Write or wire

**JOHN DePALMA**  
1006 N. Third St., Jeannette, Pa.

## CARNIVAL WANTED

FOR SEBASTIAN COUNTY FAIR  
GREENWOOD, ARK., SEPT. 11, 12 and 13  
Contact: A. L. CARR, Greenwood, Ark.  
Phone: 53

**FOR SALE—BRAND NEW ELECTRO-FREEZE FROZEN CUSTARD MACHINES**  
Immediate delivery; guaranteed. Write or wire for details.

**Samuel D. Lipman**  
Flag Park, P. O. Box 596, Jacksonville Beach, Fla.  
Phone: 9202

PRODUCING AMERICA'S BEST  
Carnival and Circus Show

## BANNERS

**SNAP WYATT STUDIOS**  
1608 Franklin St. TAMPA, FLA.  
Phone: M-63562

Albert Wright, legal adjuster, keeps his station wagon spic and span.

Paul L. Kerwin, secretary of Rogers Greater Shows, reports that when the org played Greene County Fair at Worthington, Ind., August 11-16, the midway was flooded August 15. "The weather bureau reported that 5.6 inches of rain fell in less than three hours," Kerwin said.

Concessionaire wants to know where he can locate one of those fairs that claim to be "non-profit corporations?"

Sam R. Childers, concessionaire, postcards from Bad Axe, Mich., with the contention that the words "free fair" should never be used in advertising a fair. "It confuses the patrons," Childers insists. "It should read 'No admittance charge,' then the people might not leave their pocket-books at home," he says.

A birthday party was given by Joe Ross for his wife, Agnes, at the Grandview Inn, Carlisle, Pa., August 20. Present were Mr. and Mrs. Joe Prell, Dorothy Miller, Patty Finnitery, Mr. and Mrs. Paul Prell, Mrs. Pat Burke, Abe Gross, James Sackie Sr., and Mr. and Mrs. Tony Barrass.

Then there is the concessionaire that calls all adjusters "crazy quilts" because they're patches.

Virginia Barnes, concessionaire on the Hyalite Shows, visited her parents in Grinnell, Ia. She also visited Mr. (See MIDWAY CONFAB on page 64)

## GIRLS WANTED CAN PLACE

Two more Girls for Dancing Girl Show. If you will stay sober and work you can earn \$65 to \$70 a week here. We furnish costumes. Those who write before, please write again, as I lost letters. Address:

**JERRY THORNE**  
c/o Rogers Greater Shows  
Marion, Ill., this week; Covington, Tenn., next week.

## WANT

Ride Help for Wheel, Tilt, Fly-o-Plane, Roll-o-Plane and Octopus. Electrician that can wire 10 Rides, 10 Shows and 40 Concessions. Address

### William T. Collins Shows

Marshall, Minn., Sept. 2-5; Bird Island, 8-10; or per route in The Billboard.

## FOR SALE MINIATURE STREAMLINE TRAIN

Addison built, all steel trailer for transporting same. Ticket Box, Fence, Lights, and all accessories. Outfit complete. Guaranteed A-1. Can be seen in operation at Hart, Mich., Fair, this week. First \$2,500.00 takes all. Reason for selling, other interests. Address:

**J. L. DOUGLAS**  
F. E. GOODING SHOWS  
Hart, Mich., Fair, this week.

## Royal Amusement Shows

### WANT

Rides and Girl Show, Wild Life Show, Hillbilly Show and Grind Shows of all kinds. Bingo, Concessions of all kinds, come on for long list of fairs. Portal, Ga., Sept. 1-6; then per route in Billboard.

### BLACKIE GILMAN

## FAIR

Bedford, Indiana, Sept. 8th to 13th, Incl. To be held around the square.

Can use Pitchmen, Demonstrator, Jewelry and Wire Workers. This fair to be held day and night. Concession Manager—**HOMER M. GINTHER**  
Greystone Hotel BEDFORD, IND.

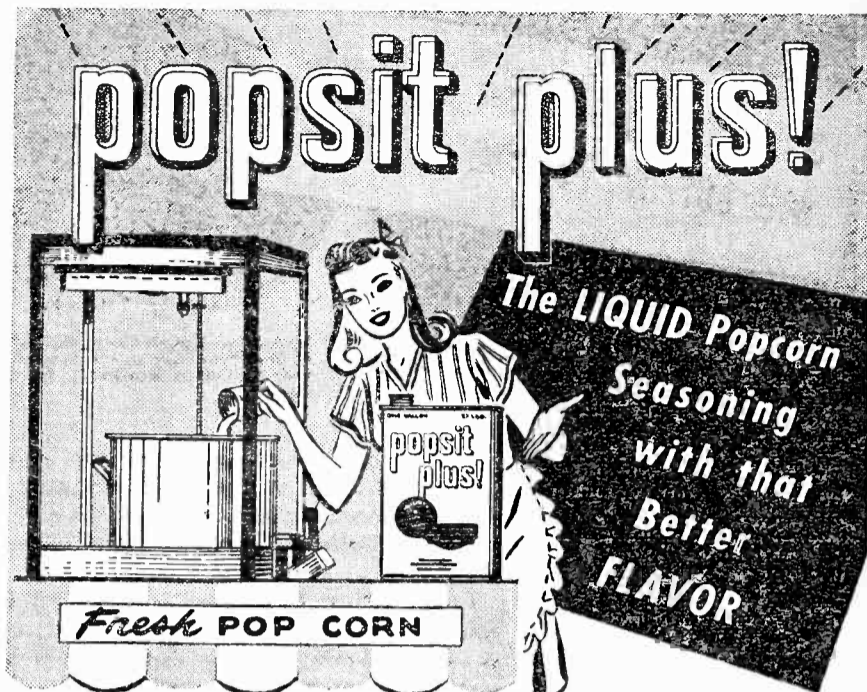
## TWO ELECTRO-FREEZE CUSTARD MACHINES, MODEL #25

### FOR SALE

With front freezing compartments. Practically brand new. Water-cooled job.

### Victory Lunch

c/o Mardi Gras, 1544 Broadway, N. Y. C.  
Wisconsin 7-9580



**popsit plus!**  
The LIQUID Popcorn Seasoning with that Better FLAVOR  
Fresh POP CORN

STILL the most economical because . . .

- . . . it is always liquid and requires no melting.
- . . . there is no waste. Every drop pours with ease from the handy gallon can.
- . . . it gives you bigger profits by popping more bags of corn per batch.
- . . . its delicious flavor brings repeat customers.
- . . . there are 70 years of "know how" behind the refining of this modern seasoning.

Warehouses in principal cities — coast to coast

**C. F. Simonin's Sons, Inc.**  
Refiners  
ESTABLISHED 1915

3450 N. BELGRADE ST.  
PHILADELPHIA 34, PA.

## SEASONING SPECIALISTS TO THE NATION

## WANTED

For Several State Fairs, Including Kansas State Fair, Hutchinson, Sept. 13 to 19, and Texas State Fair, Dallas, Oct. 4 to 19. Midgets, men and women; also small Dwarfs. Have space for a few first-class Shows with A-1 equipment. Caldwell, wrote you to Cedar Rapids, no reply; wire me at once. Also want to hear from Heron and Sharp Walton; wire me. Can use Fat Show. All reply until Sept. 7, Hotel Royal Oak, Toronto, Can.; then until Sept. 13, Hutchinson, Kan., care Fair Grounds.

## RAY MARSH BRYDON

## WANT

Ferris Wheel Foreman. Want Girl Show with or without outfit, also Grind Show. Wire

**ROGERS GREATER SHOWS**  
MARION, ILLINOIS

## W. S. CURL SHOWS

WANT FOR LAWRENCEBURG, IND., FIREMEN'S ANNUAL FALL FESTIVAL

On Streets, Sept. 15-20; then Blanchester, Ohio, Annual Fall Festival, on Streets, Sept. 22-27, and other good Street Celebrations to follow. Legitimate Concessions of all kinds, Bingo, Penny Arcade, Photo Gallery, Candy Apples, Soft Drinks, Ice Cream, High Striker, Ball Games, Scales, Pitch-Tilt-Win, Popcorn and Caramel Corn. Want Shows that put on Streets. No Girl Shows. Want Ride Help that can drive Semi Trailers, Trucks, Second Man for Ferris Wheel, Second Man for Chairplane. All reply  
**W. S. CURL SHOWS, Millersburg, Ohio, this week; Marysville, Ohio, next week.**

# Safe Rigging—Faster and Easier with COFFING PULLING EQUIPMENT



Inset shows Hubert Castle, wire artist of Cole Bros. Circus, and long time user of Coffing Equipment for his rigging.



Shown above is Coffing Safety-Pull Ratchet Lever Hoist Model A-G for 1/2 ton capacity. Other models available to handle up to 15 tons.

Whether you're working the big top, small carnival or booth on the midway, rigging is a mighty important job . . . both to the rigger and to the performer whose life may depend on it.

Coffing Hoist Equipment is preferred by many circus and carnival rigging experts because they know they can depend on it for quick, easy operation, and for safety under all conditions. Coffing equipment cuts hours off a hard job, yet gives dependable, always safe rigging.

Why not check your rigging routine today? See how much easier and faster the job would go with a Coffing Safety-Pull Ratchet Lever Hoist or a Coffing Midget Puller. Whatever your rigging job is, there's a Coffing Model to help you.

Send postcard today for Bulletin C-100-C with complete information on Coffing Equipment!



## COFFING HOIST COMPANY

DANVILLE, ILLINOIS

# POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.  
5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.  
Immediate Delivery Star Poppers, Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

## CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER      HANK THEODORE      JOE MOSS  
231 N. Second St.      2908-14 Smallman St.      1261 E. Sixth St.  
Philadelphia 6, Pa.      Pittsburgh 1, Pa.      Los Angeles 21, Cal.

# PEERLESS CELEBRATION

Amusements

PLAYING COMMUNITY SPONSORED EVENTS AND FAIRS

Heading South for the Tobacco Markets  
**BIG V. F. W. CELEBRATION**  
Romney, W. Va., Sept. 8 to 13. First show in eight years.

WANT good Bingo Man, Henry Palmer, contact. CONCESSIONS—Neat Cook House or Grab, Fish or Duck Ponds, Shoot Till Win, Pitch Till Win. Any Grind Stores or Games contact if you want a LONG SEASON. SHOWS—MONKEY, SNAKE, TEN-IN-ONE ACTS, Shows with own transportation. RIDES—OCTOPUS, TILT OR FLAT RIDE. Good Ride Help and Drivers, come on or contact. All address:

**Wm. J. Mespelt or Fred Hedrick**  
PEERLESS CELEBRATION AMUSEMENTS  
MOUNT UNION, PENNA., THIS WEEK

## WANTED

Can place Mitt Camp with 2 to 4 Concessions, Fish Pond, Hoop-La, Darts, Photos, Coke Bottles, Bumper, Ball Game, Lead Gallery. Shows—Ten-in-One with own outfit, Wild Life or any other suitable Show. October 1 to 6, DANDRIDGE, TENN.

**STANDARD AMUSEMENTS**

**ALBERT L. ANDRE, General Manager**  
Executive Offices, 1421 Hamilton National Bank Bldg., Knoxville, Tenn.

## Midway Confab

(Continued from page 63)  
and Mrs. Fred Miller, Mr. and Mrs. H. Helton and Mary Jane on the Alamo Exposition Shows, and Mrs. Ester Davis on the Veterans United Shows, and her husband, Jack, who is general agent for the Veteran org. Her son, Jimmie Howard, left for Avoca, Ia., to enter school.

"Those were the days," reminisced an old-timer, "when there were nothing but day fairs at \$1 per foot, and we'd have \$300 in by sundown."

Ladies on the Penn Premier Shows gave a surprise birthday party in Binghampton, N. Y., for Mrs. Lloyd Serfass, wife of the owner of the Penn org. Attending were Sara Barfield, Mrs. Betty Dusharm, Grace Bouman, Lloyd Serfass, Stach Goldberg, Mr. and Mrs. Pattie Rosino, Mrs. Braun, Betty Braun and Dotty Braun, Mr. and Mrs. Johnny Reis, Mr. and Mrs. Dell Barfield, Ann Anita, Helen Hanson and Mrs. Hoffman.

Mrs. Jake Aughtman, known as Bobby, the dog-face girl, and Mrs. Dick Davis were treated for minor injuries and shock at the Wilson County Fair, Lebanon, Tenn., when the steel platform in front of Sealo's Side Show collapsed. Other performers on the platform at the time were not injured. They were Dick Davis, Audrey and Laura Johnson, Jimmy Fay, Ray Rayette and Jake (Sealo) Aughtman.

Remember those early-day arguments between show and fair managers over independent concessions with the showmen winning their points by sending their wagons back to their trains?

Stockton, Calif., Squibs: John T. Backman, who had the glass-blowing stand at the San Joaquin County Fair, moved on to Sacramento to the California State Fair. Backman says he'll make the Santa Clara County Fair in San Jose and go to the barn for the rest of the year. . . . Jack Glassman and Ed Kennedy, with the

## GOING SOUTH

Want Shows, Rides and Concessions; also Ride Help. Route Marion, Illinois, then Covington, Parsons and Huntingdon, Tennessee. All fairs.

## ROGERS GREATER SHOWS

Wire Marion, Illinois, This Week

## "BEST ON EARTH"

Want Wrestlers and Fighters, liberal proposition; Flying Frenchman in charge. Orchard wants Skill Grind Agents for Lancaster; Wheel, P.C., Ball Game, Bingo Counter Men for south. Any Show of merit not conflicting wire. Ride Helpers, clean, sober (only). We never close until woodchuck chucks in November. We have best Southern route on bicycles.

**DYER'S GREATER SHOWS**  
Lancaster, Wis., Free Fair this week; Vandalia, Mo., Free Fair next week.

## NEW SIDEWALL

10-ounce waterproof and flameproof. 7x100', \$56.00; 8x100', \$64.00; 9x100', \$72.00.  
New Tent Top, 20x52, \$95.00.  
1/3 deposit required.

## MAIN AWNING AND TENT CO.

230 MAIN STREET      CINCINNATI, OHIO

## 1 SCALE FRAME, 1 BUMPER COMPLETE

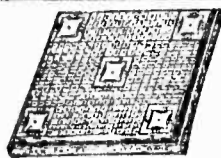
Top new last year. 1 1942 Army Cargo Truck, S. W. B.: 1 Bird Cage Chuck; lot of odds and ends, including stock. First \$1,000.00 takes all.

## STANDARD STATION

HORTON, MO.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$10.00 Beautiful Wax Female Heads with hair.  
\$15.00 Large Tom Tom for Girl Show. Bargain.  
\$20.00 Genuine Buffalo Robe, good cond. Bargain.  
\$20.00 Velvet Drop, 8'6"x15", fine condition.  
Rink Skate Plates, Wheels & Parts cheap. Write us.  
WEIL'S CURIOSITY SHOP  
12 Strawberry St. Philadelphia 6, Pa.



## PENNY PITCH GAMES

Size 48x48", Price \$37.50.  
Size 48x48", With 1 Jack Pot, \$45.00.  
Size 48x48", with 5 Jack 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 . . . \$8.00  
100-Player Complete . . . 8.00

1/3 Deposit on All Orders.

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116-122 W. Illinois St. CHICAGO, ILL.

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All Readings Complete for 1947  
Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$6.00  
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs.  
Any Quantity. Each . . . 1 1/2¢  
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Samples of the 4 Readings, Four for 25¢.  
No. 1, 35 Pages, Assorted Color Covers . . . 85¢

## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polity. 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.** . . . 50¢  
Answers All Questions, Lucky Numbers, etc. 80¢  
Signa Cards, Illustrated. Pack of 38 . . . 15¢  
Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$8.00  
**MENTAL TELEPATHY, Booklet, 21 P.** . . . 25¢  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. 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.

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19 West Jackson Blvd. CHICAGO 4, ILL.  
Send for Wholesale Prices.

America's Pioneer  
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Corn-Popping  
Machines  
**CRETORS**  
Since 1885

SHOOT THE GUNS  
**SHOOTING GALLERIES**  
Complete line of portable and stationary galleries for immediate delivery. Have beautiful streamlined truck and semi-trailer bodies with built-in galleries. Have new rifles, loading machines and tubes for sale. Write for catalog.  
**King Amusement Company**  
32 Orchard Street Mt. Clemens, Michigan

**READER WANTED**  
For Midway Camp for balance of season, starting Topeka Fair. Bill Larkin, contact me at once.  
**PAULINE MEYERS**  
**TEMPLE OF KNOWLEDGE**  
Royal American Shows, Topeka, Kan.

**FOR SALE**  
**KIDDY ROTO WHIP**  
Like new, used six months, can be seen in operation. Box NY-93, The Billboard, 1564 Broadway, New York 19, N. Y.

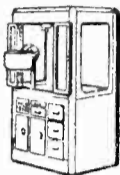


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COCONUT OIL, 5 GALS. .... \$11.00  
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 CORN, S. A. Yellow, 100 lbs. . . 10.95  
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 SALT, 24/2-lb. pkgs. .... 1.95  
 GLASSINE BAGS, 1 lb. sq. M. . . 1.95

## VIKING POPCORN MACHINE

NEW and USED POPPERS OF ALL TYPES



LOW PRICES — IMMEDIATE DELIVERY

APPLE STICKS, COLORING, ETC. ALL CARNIVAL SUPPLIES

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### ★ OUTDOOR COMMITTEES, NOTICE ★

Entourage CHARLES LA CROIX, original Outstanding Platform Trapeze Act. Available now for outdoor celebrations, fairs, etc.; also indoor events. Attractive equipment, wardrobe, and a real act. Big drawing card. Can furnish references galore. (A platform is required for outdoor events. For full particulars, price and literature address:

**CHARLES LA CROIX**  
 1304 South Anthony Blvd.  
 Fort Wayne 4, Indiana ★  
 P.S. This is not an ordinary act. I carry 1250 pounds of baggage, 8 pieces, and I use the railroads for transportation.

### AGENTS WANTED

For Percentage, Pea Pool, Pan Game, Over and Under, also for Fish Pond, Dart Balloons, Ball Games and Penny Pitch.

WILL BOOK ALL CONCESSIONS NOT CONFLICTING.

### HAROLD EUTAH

c/o Model Shows, Inc., Jefferson, Iowa, this week; Audubon, Iowa, next week, then south.

### GALLERY AMMUNITION .22 SHORTS, \$61.50 CASE

SPATTERLESS, \$66.60 CASE  
 NEW RIFLES, Winchester 62 Gallery Pumps . . . . . \$37.50 Ea.  
 Send 1/2 deposit, balance C. O. D.

**SHOWMEN'S EXCHANGE**  
 707 Gee Street, N.W., Washington, D. C.

### CLOSING OUT! 16mm. & 35mm. SOUND PROJECTORS

Dozens of standard makes: ROA, Bellhowell, Ampco, Victor, Simplex, Holmes, DeVry, \$89.50 up. Send for price lists. PA Systems with mikes, \$44.75 up. S. O. S. CINEMA SUPPLY CORP., 449 W. 42nd St. New York 18.

### Concessionaires and Gift and Novelty Shops

Make 100% profit. Buy direct from established manufacturer beautiful exclusive line of Fishscale and Shell Costume Jewelry and Novelties. \$2.00 brings 3 samples, returnable. Free illustrated folder on request.

**WONDERLAND STUDIO, INC.**  
 P. O. Box 709-B St. Petersburg, Fla.

### FOR SALE

Jack Pot Short Range Lead Gallery, perfect condition, ready to go. Two new 121 Pump Action Winchester Rifles, 10 cases special Krammel Cartridges, plenty Targets for season, 225; fifteen loading capacity; with 7 ft., two-way capacity. Price, \$1,200.00, or with 5 cases Cartridges, \$875.00. TAYLOR BROS., c/o Penn Premier Shows, this week, Fairgrounds, Lehighton, Pa.

### MOVED

### Baker's Game Shop

8108 Desoto Ave. Detroit, Mich.  
 Phone: Un. 2-0464 No nite calls.

guess-your-weight stands, moved out for Sacramento. Al Barber will work with them. Glassman and Kennedy have been in the scale business 25 years. Following Sacramento, they plan to play Puyallup and Yakima, Wash., and Dallas. . . . Al (Winnie) Wakeling visited the concessionaires in Stockton preparatory to opening in Sacramento. . . . Joe Glacy was up from Long Beach for a visit. . . . Cal Lipes is in his fourth year with the Foley & Burk Shows. . . . E. K. Fernandez, of Honolulu, visited the fair. . . . Mr. and Mrs. Carl Mills stopped off at the San Joaquin event on the way to Angeles Camp from Santa Cruz. . . . Harry and Mary Taylor visited en route from Venice to Sacramento.

On a fair's first day a 40-miler confided to a midway concessionaire he'd had a big day. Meeting again the next night the 40-miler cried over only grossing 40 cents. What'd you gross yesterday?" asked the midwayite. "Yesterday," answered the miler smiling, "I took in \$1.25."

**DETROIT NOTES**—Russell Viani, plaster manufacturer, is leaving for six months' stay in Italy with his wife and four children. He will spend part of his time with his brother there, and will return here next spring to re-enter the carnival business. . . . Thomas Fowler, Charlton Wright, John and Cleophus Johnson and Leon Forrest are setting up a partnership under the name of Fowler Enterprises to operate a string of novelty concessions. . . . Ben H. Liddon, who has been ill a year, has returned to work, opening eight concessions at the Eaton County Fair, Charlotte, Mich., and following with the Michigan State Fair. . . . Charles G. Stapleton, son of Charles H., is handling his father's special trailer and complete stock on the grounds at the State Fair. . . . Mannie Brown, just out of the hospital, returned to Jackson to resume charge of his concessions. . . . Harry Adams, formerly with Lee United Shows, left to play a string of fair dates independently with his three concessions. . . . Harry B. Kelley, Hillsdale, is receiving verbal orchids from concessionaires for the job he's doing at the State fair. He's already lost 20 pounds.

### RIDES FOR SALE

1947 Looper, four months old, \$12,000. Super Roll-o-Plane, rebuilt, new motor, top and lift, new chains, seats, backs, floors, all neon panels, better than new ride, \$3 500; now in Palisades Park, available Sept. 7. Also 1946 Flying Scooter, like new, playing fairs, \$3,000.

### EARL PURTLE

1025 Palisades Ave. Palisade, N. J.

### WANT TO BOOK BINGO

Going south. Flashy 24x40 new flameproof canvas. All replies:

### R. S. BUFFINGTON

Fairgrounds, Lewiston, Maine, this week.

### WANTED

### Gay New Orleans Hep Cats

Colored Musicians, Chorus Girls, Dancing Boys, Novelty Singer, Snake Dancers, Comedies. Following people get in touch with me at once: Baby Seals, Toots Hoy, Pee Wee Dink, Robert Terrell, Jessie Brown, Jack Jackson, Grace Jackson, Shorty Harris, Happy Talley, Elbert Green, Tommy Moorals. All wire me. FRED SAWYER, World of Mirth Shows, Rutland, Vt., this week; Brockton, Mass., to follow.

### EDDIE ELKINS

### WANTS

Swinger Agents, also Over Twelve Pan Game Agents and Man to drive Truck.

### EDDIE ELKINS

c/o National Showmen's Association  
 1564 Broadway New York City

### 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  
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**PEANUT OIL**  
 Orders shipped within 24 hours  
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**S. A. YELLOW HYBRID POPCORN**  
 Best Quality Corn  
 Guaranteed  
 FOR POPPING VOLUME  
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 Popcorn Machines Paper Cones

**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO 5

## Wants-JACKSON AMUSEMENT CO.-Wants

Free Act for Chesterfield Cotton Festival, Chesterfield, S. C., Sept. 8. Dave Winnie, answer.

Can use Stock Concessions. No P. C., no Mitt Camps. Bennettsville, S. C., to follow; out until Nov. 11. We positively have contracts for real spots. This show has five Major Rides. Can use Ferris Wheel Foreman on Twin Wheels. Boose hounds, don't answer. Can use good Second Men on all Rides; also Snake or Monkey Show.

Address all mail

### MURRAY JACKSON

Fairmont, N. C.

## VIRGINIA GREATER SHOWS

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"THE BIGGEST LITTLE FAIR IN THE SOUTH"

Ball Games, Penny Pitches, Hoop-La, American Palmistry and any legitimate Concessions. Wire for space immediately. Want Griddle Man at once.

SUFFOLK, VA., this week.

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"THE Best IN THE WEST"

<p><b>WANT SHOWS:</b>                  Want Side Show, Mickey Mouse, Funhouse, Snake Show, or any clean show with own transportation.</p>	<p><b>CONCESSIONS:</b>                  Can place Candy Floss, Snow Cones, Novelty, High Striker, Bumper, Fish Pond, Pan, Arcade, Ice Cream, Slum Stores, Stock Stores, or any LEGITIMATE Concessions. What have you? Wire immediately.</p>	<p><b>RIDES:</b>                  Want Chairplane, Tilt, Spitfire, Ponies, or any other non-conflicting MAJOR or KIDDIE Rides with own transportation.</p>
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CEDARVILLE FAIR, Sept. 5-7; ANDERSON FAIR, Sept. 11-14; ORLAND FAIR, Sept. 17-20; RED BLUFF FAIR, SEPT. 26-28; WATSONVILLE FAIR, Oct. 2-5. All in California. WIRE, DON'T WRITE.

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Ohio's Mystery Man, found dead near Sabina, Ohio, June 6, 1929. Seven hundred fifty thousand people have viewed this body at the Littleton Funeral Home, Sabina, Ohio, in the past eighteen years. This exhibition is available for Homecomings, Street Fairs and Carnivals in Ohio thru September, October and November. Displayed in twenty-six foot trailer.

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For the Great Bethel, N. C., Fair, Sept. 1-6; Big Lions' Club Fair, Princeton, N. C., Sept. 8-14; Kenly Firemen's Agricultural Fair, Sept. 16-22; Great Tarboro Colored Agricultural Fair, Sept. 24-30. Concessions—Bingo, High Striker, Duck Pond, Shooting Gallery, Coke, Hoop-La, Heart Pitch, String Game, Bucket, Country Store, any legitimate 10¢ Concession. Custard, Snow Ball and Apple, small Cook House or Sit-Down Grab. All Eating and Drinking Stands open at fairs. Shows—Any kind that does not conflict. Rides—Tilt, Roll-o-Plane. On account of disappointment will book #5 Wheel balance of season. Ride Help in all departments. P. C. Agents. Clyde Benton, Chester C. Harner, call us at once. Everybody Address:

Everybody's Address:

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BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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khaki, blue, olive, baker bold stripe

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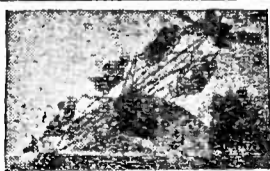
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**SPITFIRE**

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ &amp; CO.

SALEM, ORE.

**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.**

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Cincinnati 2, Ohio

**CLUB ACTIVITIES**

**National  
Showmen's Association**  
1564 Broadway, New York

NEW YORK, Aug. 30.—Walter K. Sibley, executive secretary, visited the Max Gruberg World Famous Shows Thursday (21) on St. Nicholas Avenue, the Bronx. Business appeared to be excellent. A visit to Ferncliff Cemetery revealed that work on the monument is progressing rapidly and that everything will be in readiness long before the time for dedication.

Sibley visited Coney Island Saturday (23) where he met Mr. and Mrs. Harry Nelson. Nelson promised to contribute to the monument fund and to sign up a number of new members before the season closes. He also chatted with Charley Smith, one of the resort's best talkers, despite the fact that he is one of the association's oldest members in point of years. Later at Long Beach he talked with Ben Merson, operator of Kiddie Parkland, who promised to contribute to the monument fund.

Max Hoffman, general counsel, has returned from a three-month automobile tour which took him to many sections of the country and Canada. He was accompanied by his daughter and a friend. Hoffman is now searching title on property that the association may desire to purchase as permanent headquarters. Dr. Jacob Cohen, club physician, has returned from a month's vacation on the West Coast.

The following applicants for membership were recently accepted by the eligibility committee. Sam Applebaum, sponsored by W. C. Fleming; Paul A. Erickson and Joseph Buckner, by L. James Quinn; Louis La-Pointe, by Justin Van Vliet; Charles Weiss, by Max Hummel; Danish N. Tsukalas, by John McCormick and Jack Kaplan, and Edward Feldman by Al Burt.

Letters have been received from P. J. Ringins, Dr. Ferd Walter Callison, Bligh Dodds, William Glick and Harry Illions. Visitors were Alex Janpol, Morris Brown, Barney Ber- man, Nathan and Ike Weinberg, Sam Stillman, Jack Harris, Ben Rosenberg, Stanley Wathon, Jack Lichter, Harry Mirsky, Dadda Simmons and many Legionnaires attending the national convention.

D. D. Simmons, chairman of the entertainment committee, recently concluded arrangements to stage the annual President's Party in Leon & Eddie's, November 24. Dinner will honor Jack Wilson, past president, and David B. Endy, president.

Recent contributors to the monument fund are William Lynch, William Glick, Izzy Cetlin and Rocco Trupiana. First fall meeting will be held September 24.

**Pacific Coast****Showmen's Association**

1106 S. Broadway, Los Angeles 15  
LOS ANGELES, Aug. 30.—Past President S. L. Cronin conducted the Monday (25) meeting. Chaplain Jack Hughes and Secretary Ed Mann also were on the rostrum.

Stuart (Eddie) Tait, visiting here from San Francisco, attended the meeting and gave a short talk. He bought a book of building fund tickets. Eddie will return to Manila in November and expects to come back to the States in February.

Jack Hugnes and Harvey DeNeau were present, the former back from vacation.

Harry Rawlins conducted a campaign to sell building fund tickets. Capt. Eric Kelly, who has been ill with a lung ailment, is recovering at a desert resort. Ed Walsh reports he is feeling fine after spending a month at a summer cottage in Redondo Beach.

**Michigan Showmen's Association**

3153 Cass Avenue, Detroit

DETROIT, Aug. 30. — Bernhard Robbins, secretary, and Arthur Frayne, publicity director, visited the World of Pleasure Shows at the Midland (Mich.) Fair, where they were hosted by Owner John and Mrs. Josephine Quinn. Rudolph (Fat) Nathanson proved an efficient mid-way escort.

Members noted on the midway included Chickie Bohdan, Dan W. Leslie, Sam Stone, Peggy and Gil Cohen, John P. Bynum, J. R. Carroll, Thomas J. McManus, W. Earl Weekly, Eddie Gold, Sam Gregory, Mr. and Mrs. Ed Douglas, Pete Phosti, Natele Perfile and Jerry Fish.

The Ladies' Auxiliary raffle book sale for the benefit of the building fund has been handled by Jo Quinn, on this show, and she reported a complete sellout and turned \$250 over to Secretary Robbins.

Lot Superintendent Edgar C. May raised another \$250 thru the sale of advertising space to the show office and midway concessions in the club's year book.

World of Pleasure folks had to commute daily from Saginaw to Midland, 20 miles away, as the only hotel in the latter town had been torn down.

Robbins and Frayne also visited Lee United Shows in Bay City Mich. Shows, rides and concessions were getting a good play, and Owner Charles Lee reported the addition of a new Tilt-a-Whirl and a Caterpillar has served to boost his daily grosses over last year. Alice and Bill Porter expressed satisfaction over the play given their bingo and blanket jam. Tommy Paddles reported his string of concessions as getting their share in every spot.

Art prepared by Walter (Wingy) Shafer for Lee United Shows' advertisement in the club's year book program is calculated to set the folks to talking. Included among the new membership applications is Harry G. Taylor, general manager of the Lee org.

Robbins visited the Canadian National Exhibition in Toronto. Roscoe T. Wade, chairman of the membership committee, reports the membership drive is going full steam ahead. Penny Powers, three-year-old daughter of Belle Powers, office manager of the club, was injured Friday (15) by a car. She is recuperating in Highland Park General Hospital.

Wauna Jones is passing out cigars on the birth of a daughter to his wife, Barbara, a member of the auxiliary.

**C. P. UNITED**

Wants for Hinton Dist. Fair, Aug. 31-Sept. 6, other Fairs to follow.  
Rides—Chairplane, Loop or any Ride not conflicting with 4 we have. Shows—Want Athletic, Crime, Geek or any Show with own transportation. Concessions—Bingo, Grab, Scales, Fish Pond, P. O. open, Candy Floss, Penny Pitch, Jewelry, Grind Stores. All wire.  
TABOR & UNDERWOOD, Hinton, Okla.

**WANTED**

Agents for Long and Short Range Lead Gallery, Hit-Miss Cats, Sets, Penny Pitch.

**L. C. MARSHFIELD**

Columbia, Mo., Sept. 1-6.

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NEW LORD'S PRAYER ON PENNY MACHINES.

**W. L. BERG**

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**PROMOTER WANTED**

TO HANDLE ESTABLISHED PROFESSIONAL BOXING AND WRESTLING GYMNASIUM. ALSO TO BOOK SHOWS IN SURROUNDING TOWNS; SETUP ON 60-50 BASIS. Write: Box 285, Kansas City, Missouri

### Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, Aug. 30.—Secretary Milton S. Paer has been on a visiting campaign. On August 11 he caught the J. J. Kirkwood Shows in South Richmond, Va., visiting with Owners Ralph Decker and Tommy Carson, Clyde Toler, Al Beck, Arthur Ludwig, James Stover, Irving (Swizzle) Mosias, Jack Stone, Walter Tyski, Bob Martin, Hyman Feldman, Oscar and Louis Margolies, Bert DeWitt, Pete Christians, Johnny Miller and Ban Eddington.

Prell's Broadway Shows were next. Paer visited the org in South Philadelphia, chatting with Sam Prell and sons Joe and Abe; Jack and Lewis E. Russell, Henry (Snoozy) Goldberg, Harry Matisoff, Sam Burd, Jack Barth, Louis Condell, Henry Trabes, Lewis Giacobello, Carl Stash Lee, Harry Stephens, Paddy Finerty, George Barnett, Nick Locardo, Paul Prell, Mack Klein, M. E. Schoemaker and Allen Travers. Sam Prell purchased a \$100 subscription to the 1947 year book.

The Gerard Greater Shows were caught August 16. Paer saw Mr. and Mrs. Charlie Gerard, Ralph Endy, Johnny O'Rear, Sam Murphy, Herman Smith and Art Paugh. On August 18 Paer visited the I & T Shows at Morristown, N. J., where he met Co-Owners Phil Isser and Izzy Trebisch and Harry Sussman and Morris Brown. Isser bought a \$100 year-book subscription.

When Endy Bros. played Washington, Paer was on hand and reports seeing Owner Dave Endy, Jack Gilbert, Louis Rice, Hal Eifort, Con Weiss, Joseph Hoffman, Jimmy Hurd, Charles Beardon, Hardy Brady, James Snyder, Al Burt, Antonio Buzzela, William Hammond, Joe Cennane, Murray Fells, Paul Rogers, Neil Burke, Art Eule, George Vogstad, Steve Savitski, Ernest Felici, James Zabriskie, Mike Sullen, Ernest Buzzela, Joe Liberty, Del Crouch, Joe Rowan, Lew Lange, Fred Di Aiello and Red Hicks. On August 23 a visit was made to the Barney Tassell Shows where Paer contacted Barney Tassell, Marty Weiss, Brayton Seamans, Sam Serlin, Jimmy Short, Capt. Jack Perry and Tommy Rice. Jack Gilbert bought a \$100 subscription and proposed James A. Snyder for membership. Sam Prell proposed Allen A. Travers and Kerwin A. Gillen and Barney Tassell proposed Martin Weiss.

### Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Aug. 30.—First Vice-President Neil Robideaux, who was on the sick list with an eye infection, presided at the meeting Thursday (21). Al and Olga Weber and Fred and Helen Smith, who have been absent for some time, were invited to sit on the rostrum.

The next meeting, September 4, has been designated as Bazaar Night and each member is asked to bring an article. Tillie Palmateer volunteered to do any hand work needed. She also offered to take care of clippings and pictures for the album donated by Charles and Emily Blair.

Babe Miller was operated on at Cedars of Lebanon Hospital and is reported coming along fine.

Called on for short talks were Al and Olga Weber, Fred and Helen Smith, Cecelia Kanthe, Charles and Emily Blair, Nora Bagby, Nancy Meyers, Eve Scott, Lucille Dolman and Ethel Krug. Letters were received from Johnny Castle, Virginia Kline, Rex Boyd and Frank and Rita Yagla.

### Show Folks of America San Francisco

SAN FRANCISCO, Aug. 30.—Regular meeting was held August 18 with President Harry Seber presiding. The president declared it Ladies' Night and invited the following ladies to the rostrum: Rely Castle Berglun, Euenna Mack Hanna, Nellie Baker Ramsey, Pearl Grant, Helen Artz and Mrs. Anderson.

Communications were read from Joe Borell, Helena, Mont., and P. Charles Camp. Euenna Mack reported a letter from Ethel Weidmann who reported the Wedimanns would be home soon. Dr. Mannheim reported post cards from Dolores Coronada and Estelle Sherman.

Elected to membership were Mrs. Glanna Queen, John Krause, Rhoda Beachy and James Thomas. Two of the new members present, Mrs. Queen and John Krause, were introduced. Welcomed back were Estelle Sherman, Lola Cox, Cecelia and Harrison Fitch and George Botto.

Treasurer Milt Williams was unable to attend the meeting because of illness.

Mrs. Glanna Queen was winner of the pot of gold.

### Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Aug. 30.—The membership drive, for which a gold life membership card will be given the winner, is gaining momentum. L. K. Carter leads, with Buck Ray second.

Frank Capp visited the Jack Ruback's Alamo Exposition Shows in Lawrence, Kan. Fairyland Park officially will close Labor Day, and George and Hattie Houk will return to the city for the winter. F. M. Shortridge reports his most successful season with fair and celebration bookings.

Sam Benjiman, who has been at Walled Lake Park, Detroit, for the summer, soon will return to the city and start his banquet and ball committee working.

Secretary McGinnis calls attention to the fact that 1948 dues are due.

### Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Aug. 30.—Regular monthly meetings of the board of directors will be resumed in September, first meeting being scheduled for September 4. Darrel Lyall, who has been vacationing at Cullom Lake, will preside. Monthly meetings of the board, thru the winter, will be the first Thursday of each month.

The annual Halloween barn dance, Show Folks' Charity Ball, will be held October 31 in the Grand Ballroom of the Midland Hotel. Guy Colby and His WLS Barn Dance orchestra will furnish the music. Warren Warren and Thomas J. Coulthard are co-chairmen. A souvenir program will be printed in connection with the dance and will carry complimentary ads of members and their friends.

Nellie Grosch, welfare chairman, reports many cards have been sent Laura Roth Young, patient in Cottage 9, Municipal Tuberculosis Sanitarium, Chicago. The welfare chairman also reports Mr. and Mrs. Al Hunt and Mazie Waite, injured in a car mishap, are okay again. Miss Wait recently was discharged from Henrotin Hospital.

Anyone knowing the address of Erwin Schubert (Little Pipifax) should get in touch with Arthur Freund, SFA corresponding secretary, 1838 West Monroe Street, Chicago.

### Seek Mrs. Olive Pfeuffer

CINCINNATI, Aug. 30.—The Billboard here received a telegram today from Mrs. Cleo Bondele, Warren, Ill., asking the whereabouts of Mrs. Olive Pfeuffer and stating that Herbert Bondele had died.

**BLUE GRASS STATE KENTUCKY SHOWS**  
WANT . . . WANT  
FOR MADISONVILLE, TENN., MONROE COUNTY FAIR, WEEK SEPTEMBER 8, AND FOLLOWED BY LONG ROUTE OF GEORGIA FAIRS.  
CONCESSIONS—Legitimate Stock and Slum Outfits of all Kinds. SHOWS—Special proposition for Shows with own outfits and transportation. Will place Girl Shows, Posing, Side Show or any good Grind or Bally Show. Will book several Rides, such as Caterpillar, Spitfire, Tilt-a-Whirl. Can also place Billposter at once; must have car. Will book a Sound Car. Can place a Man to take charge of Front Gate and sell tickets. Want Sensational Free High Act. Can place Help on all Rides. Place Wives to sell tickets. All wire  
**C. C. GROSCURTH, General Manager**  
Hartford, Ky., all this week; then Madisonville, Tenn.

**HARRISON GREATER SHOWS**  
*a clean modern midway*  
WANT FOR NINE OF THE BEST FAIRS IN NORTH AND SOUTH CAROLINA  
American Legion Tobacco Festival, Sept. 8-13, Danville, Va.; Person Co. White Fair, Sept. 15-20, Roxboro, N. C.; Rutherford County Colored Fair, Rutherford, N. C., positively the biggest in Western North Carolina, Sept. 22-27; Clinton, S. C., V.F.W. Cotton Festival, on the street, Sept. 29-Oct. 4; Hartsville American Legion County Fair, Hartsville, S. C., Oct. 6-11; Orangeburg Co. Colored Fair, Orangeburg, S. C., Oct. 13-18; then positively the biggest thing in the South, Charleston Co. Free Negro Farm and Business Men's Fair, Charleston, S. C., Oct. 20-25; then the big one, South Carolina State Colored Fair, Columbia, S. C., Oct. 27-Nov. 1; with three more Fairs in Georgia following. Ones joining now have preference at Fair.  
Can place Grab, French Fries, Frozen Custard, Snow Balls, Pop Corn, Candy Apples, Candy Floss. All Concessions open, no exclusive for this line of Fairs. Can place one or two more Grind Shows, such as Wild Animal, Monkey Speedway or Monkey Show. Will sell exclusive on two Mitt Camps.  
REID McDONALD, Bus. Manager, South Boston, Va., this week; then as per route.  
P.S.: Harry Heller, get ready for this route, starting in Roxboro, N. C. Anne Lee King, look this route over and get in touch with me. Good opening for Roll-o-Plane for balance of season. Want Musicians and fast-stepping Chorus Girls, salary out of office and percentage; Trumpet Players preferred. All wires to FRANK HARRISON, Owner.

## DON FRANKLIN SHOWS

WANT RIDE HELP—Foreman Baby Q Merry-Go-Round, Second Men all Rides, No. 5 Wheel, New Tilt, Spitfire; Wives for tickets. Want Searchlight Operator, Night Watchman. Jimmy Ross wants Help new Fly-o-Plane.  
CONCESSIONS—Can place at the Wharton Fair, September 9 to 13 and balance season, Novelties, Duck Pond, String Game, Slum Blower, Bowling Alley, Basket Ball, Cane Rack, Jewelry, Dart Game; all others booked.  
BOOK Roll-o-Plane. Have long string of the best Fairs thru November 11. Now showing Floresville, Texas, Peanut Festival on the Courthouse lawn. No grift on this show.  
Will book shows not conflicting, 25%.  
**DON FRANKLIN, Owner-Mgr.**

## CENTRAL IOWA FAIR

MARSHALLTOWN, SEPTEMBER 8 TO 12  
Can book Novelties, Long Range, Milk Bottles, Punks, Hoop-La, Penny Pitch and Hanky Panks. Will book Glass or Fun House, Animal, Unborn, Iron Lung, Wild Life or other Independent Shows.  
REDWOOD FALLS, MINN., UNTIL THURSDAY, SEPT. 4;  
Contact MARSHALLTOWN, IOWA, AFTER SEPT. 4.  
**SUNSET AMUSEMENT CO.**  
K. H. GARMAN

## FIRST . . . IN 1948 . . . FIRST

### BUFFALO SHOWS MIGHTY MIDWAY

Eleventh year under same title and same management. Always reliable and a great show to be with. This show will be enlarged next year, but it will never be overbuilt. In 1948 we will book any of the following Rides: Whip, Tilt, Caterpillar or Merry-Go-Round. In October will book all Concessions for next year. No beginners wanted and all must sign contracts. Address as Per Route or P. O. BOX 809, BUFFALO, N. Y.

**WONDER CITY SHOWS**  
Want Shows, Rides and Concessions for Poinsett County Fair, Harrisburg, Ark., Sept. 15-20; Drew County Fair Horse Show, Monticello, Ark., Sept. 22-27; Legion Fair Home Coming, Lake Village, Ark., Sept. 29-Oct. 4; Desha County Fair, Dumas, Ark., Oct. 6-11. These are bona fide Fairs, best in the Delta. Can guarantee Fairs until Mobile, Ala., Horse Show, Nov. 15. Pat Murphy wants Griddle Man and Waiters for Cook House. Address:  
**JOE KARR, FULTON, KY., THIS WEEK; THEN AS PER ROUTE.**  
P.S.: Doc Ward, lost address; advise at once.

### HERALDS

THEATRES, CARNIVALS, FAIRS, ETC.  
Another odd lot purchase of 6,000,000 Sheets 8 1/4 x 12 Yellow Herald Paper, printed F.O.B. Cato, at prices of \$3.95 first thousand, \$2.50 additional thousands. Just send us copy and amount of order. We'll do the rest.

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Cato, New York Phone: Cato 86

# QUARTER MILLION FOR RAS?

## Figures Say 'Tis Possible

**Opening day's take \$24,568 after taxes—film glorifying show bows Thursday**

ST. PAUL, Aug. 30.—A midway gross of \$250,000 (after taxes) appeared well within the realm of possibility for the Royal American Shows here at the Minnesota State Fair this morning as the 10-day Minnesota State Fair entered its traditionally big Labor Day week-end wind-up.

Thru Thursday (28), it was estimated the Royal American net take for the first six days was over 150G. Basis for this was the fact shows' gross for opening day, Saturday (23), was \$24,568, a day when the fair's attendance hit 61,511.

Each day thru Thursday (28), the fair's attendance exceeded the opening day's total by an average of between 15 and 20 per cent, and it follows that the midway take was up in about the same proportion, so that thru Thursday night, an estimate of 150G to that point would appear conservative.

### 24C Opening Day

The opening day's take of \$24,568 represented an increase of \$3,742 over the corresponding day in 1941, at which time Royal American piled up a total of \$128,000 for the full run of the fair.

The \$128,000 constituted the largest gross registered up to that time by any carnival at any fair in this country. Last year, however, the Royal American bettered its own record at the Florida State Fair, Tampa, only to have Hennies Bros. come along and eclipse it the same year at the Illinois State Fair with a net of \$146,000.

Top-money getter among the shows here this year has been the side show, operated by the Lorow brothers. Typical of its business was the \$4,200 net registered opening day, and then it came in with two grosses of over \$6,000 each.

Royal American execs are plenty happy about the business being done and also about the forthcoming pre- (See *Bonanza for RAS* on page 74)

## Film on Sedlmayr In Topeka Review

(Continued from page 3)

and its owner, Carl J. Sedlmayr, is being shown for this one special performance only on the eve of the opening of the 1947 Topeka Fair. Invited guests include the governor, the mayor, Sen. Arthur Capper and other civic notables, as well as the entire personnel of the Royal American Shows.

*King of the Carnival*, like *A Day at the Fair*, which was filmed by Warner's at the Iowa State Fair in Des Moines, will be released nationally later in the season as soon as the technicolor company can supply the prints. The Iowa fair picture also was previewed recently in Des Moines.

On their general release, the pictures will be shown in more than 13,000 theaters thruout the country.

A third big outdoor event, the Calgary Exhibition and Stampede, also was filmed by Warner's this year for release next season.

## Frank Elliott Family Returns To Road With Traditional Org

ST. JOHN, N. B., Aug. 30.—Back in circulation this season, the Frank Elliott Shows really have the family complex—plus. Established about 20 years ago as the Bluenose Shows, with its base at Amherst, N. S., by Frank J. Elliott, it met with disaster in the war years when soldiers from Camp Debart, N. S., wrecked the equipment, while it was showing at Truro.

Elliott, known in the amusement field as "the short man," had his wife, five sons and two daughters with him on the road. His wife was secretary-treasurer. The oldest son,

Frank E., was assistant manager.

After two years of absence, the Frank Elliott Shows returned this season, having opened at Summerside, P. E. I., May 24, with Frank E. in charge and assisted by his mother, four brothers and one sister. Frank J. Elliott died in the winter of 1946.

The permanent address of the org is the Big Top Restaurant, in Amherst, which was founded by the late F. J. It was continued by the oldest son until the spring of 1947, when a fire caused severe damage. Two months later this business was re-summed but was leased to another.

The Elliott outfit now consists of a Whip, Chairplane and Ferris Wheel, a dozen concessions and a cookhouse.

The 1947 tour is limited to Nova Scotia, Prince Edward Island and New Brunswick. The outlook, according to Manager Elliott, is that the finale will be at the Port Elgin (N. B.) Fair. Week stands have been made at communities within 75 miles of Amherst. For Labor Day, and the past week, Sackville, N. B., about eight miles west of Amherst, was played under Canadian Legion auspices.

## Montana Spots Big for Meeker

MISSOULA, Mont., Aug. 30.—Meeker's Shows are doing good business in Montana, Ralph Meeker, owner, reporting business at Bozeman good, with Butte tops and Missoula and Kalispell good.

Shows' line-up follows:

Staff: Ralph Meeker, owner-manager; Mrs. Ralph Meeker, secretary-treasurer; Sheila and Paul Meeker, "The Billboard" agents; George French, general agent; Ed Arthur, special agent; Edwin Bartley, lot superintendent; Joe Wallace, electrician, and Louie Lupin, chief mechanic.

Ridemen: Merry-Go-Round, Glenn Corey, foreman, and Frank Covey and W. H. Swight; Octopus, Dale Thompson, foreman, and J. C. Harvey and R. H. Duncan; Rolloplane, Don Osenton, foreman, and B. H. Tuer; Ferris Wheel, Eddy Kenny, foreman, and Joe Stanchet; Jeep, Harry Green; Rocket, Don Kent and Jim Clifford.

Shows: Athletic Show, Amil Callo and George Neil (Chief Lone Wolf); Al Miller's "Follies Revue," Al Miller, manager; Pit Show, Frank Forest; Jungland, Bartley, owner, and Floyd Nowning and Dan Eager; Leo and Cleo, two-headed babies, Bartley owner, and Edwin Jackson and Deacon Jones.

Concessions: Joe Steinburg and Howard Bishop, bingo, derby race, and slum skillo, and Art Anderson, roll-down blower; Charles Handwerk, ball games, cork game and slum skindle; Marvin Jameison, ham and bacon, blanket wheel; Madge and Joe Wallace, duck pond and balloon dart; K. C. Price, hoop-la and glass; Jack Shaffer, rat, bumper, pan, darts; Ruth White, nickel pitch; Mr. Armstrong, lollypops; Bartley, hi-striker; shooting galleries, Fritz Hinkle; Pat and Louie Tupin, photos; Helen and Al Miller, nail store; Gene Rosen Crane, novelties; Don Kent, guess-your-age.

Bill Camp and Red Bilt have the free act, Hollywood Sky Kings, with Morris Grissen on the front gate and Frank Brady at the calliope. Al Hagne has the cookhouse, with Ernie Shanier and Bob Goss assistants.

Demand for space for industrial and commercial exhibits at the Rutland (Vt.) fair this year is so great, according to Arthur B. Porter, secretary-manager, that outdoor space has been sold and a building, closed for years, has been reopened for such exhibits.

## NSA Memorial Raises \$7,500

NEW YORK, Aug. 30.—Total of \$7,500, to be used in construction of a memorial on the National Showmen's Association burial plot in Fernclife Cemetery, has been collected, James E. Strates, chairman of the monument committee, announces.

The goal of approximately \$11,000 is expected to be reached by mid-September. A complete list of contributors will be submitted to the contractors so their names may be inscribed on the monument. Walter K. Sibley, executive secretary, will devote most of his time during the next few weeks soliciting additional contributions of \$100, the amount in which all offerings must be made.

The Rev. Dr. Allen E. Claxton, Broadway Temple Methodist Church, will have charge of the dedication ceremonies, scheduled Sunday, November 23. Architect Stuart Constable last week supervised the pouring of 90 tons of concrete to form a base. Clemens F. Schmitz is sub-chairman, in charge of construction.

Contributors are Harry Agne, Bucky Allen, Vincent Anderson, Leo Bistany, Morris Batalsky, Frank Bergen, George Bermen, Thomas Brady, Oscar Buck, Richard J. Coleman, Tom Carson, Frank Caravella, John J. Carlin, John F. Carney, James M. Cagle, Ralph Decker, Eddie Davis, David B. Endy, Ralph Endy, John Gecoma, A. Joseph Geist, Jack Gilbert, Richard E. Gilsdorf, Floyd E. Gooding, Jerry Gottlieb, Jack Greenspoon, Max Gruberg, George A. Hamid, Mrs. Bess Hamid, Morris Hannum, Harry Heller, Philip Isser.

H. W. Jones, Harry J. Kahn, Mrs. W. C. Kaus, NAS Ladies' Auxiliary, Art Lewis, Louis Light, Morris Lipsky, Joseph McKee, Ross Manning, Frank C. Miller, Paul Miller, William Moore, William E. Muldoon, Jack Perry, Sam Prell, Tom Quincy, Lon Ramsdell, King Reid, Louis A. Rice, Irving Rosenthal, Jack Rosenthal, Charles Rubenstein, Max Schaffer, Clemens F. Schmitz, William F. Schork, Walter K. Sibley, D. D. Simmons, Samuel Spitz, James E. Strates, Isadore Trebish, Pat Valdo, Morris Vivona, Ben Weiss, W. J. Wendler, John W. Wilson, William Cowan, Justin Van Vliet Sr., E. Guralsky and Rocco Trupiano.

## Trenton Biz Off

TRENTON, N. J., Aug. 30.—Dumont Shows ended a week's engagement here Saturday (23) to poor business for the entire date.

## Princeton Fair Gives Young's R.C. Org Big Wk.

PRINCETON, Ind., Aug. 30.—Gibson County Fair, which opened here Monday (25) and closes tonight, proved a red one for E. L. Young's Royal Crown Shows, forcing even Owner Young to wear a big smile.

Annual opened for a prevue Sunday and that day's attendance, combined with the record opening day turnout, accounted for 28,000 persons. By Tuesday night (26), as early as 5 p.m., Fair Secretary Clifford Steele was predicting the week's attendance would reach an all-time high.

Rides did near capacity business all week. Shows enjoyed excellent business and the Circus Side Show, managed by Mr. and Mrs. Fred Bancroft, garnered top money for the shows with *The Vanities* next.

The Royal Crown org, all repainted and the Motordrome completely rebuilt for this annual, had 12 rides, 12 shows and 36 concessions here. Along concession row one saw nothing but smiles as the boys and gals were kept busy each day.

Owner Young looks forward to a big fair season. Royal Crown got away to a great start with the Germantown (Ky.) Fair which topped last year's gross.

E. H. (Tex) Smith is a grandfather. His daughter, who resides in Jacksonville, Fla., recently gave birth to a son. Harry (Irish) Gaughn added two concessions for the fairs, giving him seven in all. Dolly Young was kept busy entertaining the many visitors, including Fizzie Brown, of the Blue Ribbon Shows, Mr. and Mrs. Joe Gallupo, Mr. and Mrs. W. Stein and many fair officials from Indiana and Kentucky.

Royal Crown moves from here to Bowling Green, Ky., for the Shrine and follows with the Huntsville (Ala.) Fair.

## Ivan the Great Files Tort Action Against Coleman Bros. Owne

PITTSFIELD, Mass., Aug. 30.—John Ivan, known professionally as Ivan the Great and the human cannon ball, has filed in Superior Court, thru attorney Albert S. Silverman by removal from District Court, a \$500 tort action against Richard Coleman, of Middletown, Conn., doing business as Coleman Bros.' Shows.

Ivan says he has been greatly annoyed and suffered loss of reputation thru alleged "fake advertising" on the part of the defendant. The plaintiff claims he started work for the shows June 1 and quit July 19. On July 26, Ivan says, the defendant caused to be placed in Berkshire store windows advertising that he (Ivan) was to perform at the Lanesboro carnival, which was not true, he says. The plaintiff also says Coleman owes him \$1,000 for two weeks' service.

In his offset answer, filed thru attorney Edwin F. McLaughlin, the defendant says Ivan has been paid in full. He says that on April 28 he made a contract with Ivan for a "single man cannon act." He claims, however, that the plaintiff "wilfully and intentionally refused to perform the act as advertised and he has been damaged to the extent of \$2,500."

# Cetlin & Wilson Primps Up for Western Debut

(Continued from page 60)

arch, the centerpiece being a miniature wheel that turns.

In addition to the four wheels, the ride line-up includes two Merry-Go-Rounds, Rocket, Caterpillar, Scooter, two Octopuses, Tilt-a-Whirl, Chair-plane, two Rolloplanes, two Spitfires, five kiddie rides (grouped near the entrance), two pony tracks, Looper, Tunnel of Fun, Fly-o-Plane and pony sleigh ride.

Five of the duplicated rides were booked from W. R. Geren's Hoosier State Shows, including a Merry-Go-Round, Whip, Spitfire, Rolloplane and pony track.

The show line-up, and each is graced with an attractive front, includes *Paradise Revue*, Side Show, Hillbilly, Monkey, Gorillas, Iron Lung, Unborn, Motordrome, Posing, two Funhouses, Glass House, Singer's Midgets, Minstrel, Buck Lucas's Rodeo and Hirohito's horse, White Frost.

### Layout Well Handled

Pete Thompson, lot superintendent, did an excellent layout job, and he utilized a lot of space which in recent years was used to park wagons. The additional space gives the midway more room and should enable the operators to work better on the big days.

The midway is decorated with six huge light towers, panels being of colored fluorescent which extend to the tops of the towers. Two new army anti-aircraft lights were added a week ago, and the way the midway is set the powerful lights flash the front end while the battery of Ferris Wheels will catch the grandstand audiences.

The prevue dinner was declared a success as the meal was of unusual quality and quantity. Al Dorso, cook-house operator, prepared it and served it in a first-class manner. The menu included Italian style salad, spaghetti, chicken cacciatori and filet mignon wrapped with bacon. Izzy and Jack supplied each lady with a corsage and the tables were well decorated with flowers. Incidental music was furnished by the band from the *Midget Revue*, and the *Paradise Revue* was presented after the dinner. Features from the midget and the side shows were introduced.

Wilson announced that everything on the midway, with the exception of Geren's rides, will be taken East when the org moves to Reading, Pa., September 7 to resume its regular route.

As there are few secrets in show business, it is not tipping a mitt to report that R. C. McCarter, general agent, was busy most of the past week making hotel and transportation reservations for fair executives from both the East and the Middle West who will be here to have a look-see.

### White Star Attractions Poised for Long Hop South

SANDUSKY, O., Aug. 30.—White Star Attractions are heading for the sunny South, according to Al Kaufman, owner. First Southern date will be in Tennessee September 15.

White Star has been playing dates in Lake Erie region of Ohio during past two months with biz running from 50 to 70 per cent of 1946 high marks, Kaufman stated at Huron, where rides and concessions were set up this week under Legion sponsorship.

Kaufman will play Labor Day in Stryker, O., with two other stops planned in Southern Ohio and Kentucky to help pay the nut for the long trip south.

### BLUE GRASS GETS IT

(Continued from page 60)

Georgia until Decoration Day. At Brownstown attendance was big all week. Crowds were the largest of the present season, except for the opening at Owensboro, Ky. Concessions, rides and shows all got well. The Salem, Ind., fair proved very good. It was a free fair and the natives came out in droves, especially at night. Business during the day was only fair because of the intense heat.

Mr. and Mrs. John Russell, who have been with the shows the last two years, were forced to leave for their home because of illness. A joint birthday celebration for Doc Arlington and Mrs. Bud Dunavant was held in Brownstown, with Owner-manager G. C. and Mrs. Groscurth as host and hostess. Also in Brownstown, the ladies gave a shower for Mrs. Reales Harper. Reales Harper has charge of the Rolloplane and trucks. Jack Atkinson moved up to foreman of all major rides.

The Groscurths left for the South on business. While they are away, Wilbur Groscurth, Owensboro, Ky., brother of the org's owner, will look after the show.

At the start of the season this year there were four docs around the lot, namely, Doc Hoy, who left the org some time ago, and Roy (Doc) Rice, who left recently for his home in Owensboro. The remaining docs are Doc Angel, office and *The Billboard* agent, and Harvey (Doc) Arlington. Brownie Woodward left for his home in Owensboro because of illness. The Woodwards run a hotel in Owensboro.

### GOODING BIG AT OHIO

(Continued from page 60)

He had a new part toolled here, shipped the ride to Detroit and operated it at the Michigan State Fair.

Commenting on the business at fairs for his many units this year, Gooding expressed satisfaction over the results. He said the drop-off from last year was only about "from 5 to 10 per cent," adding it might have been as good, if not better, had it not been for the heat wave which gripped the area for three weeks.

While here he announced he had closed contracts to play Hannibal, Mo., September 30-October 5 at a street celebration billed as the Merchants and Manufacturers' Exhibit and backed by civic interests. Recalling the last time he played Hannibal, he voiced the opinion this year's date should be big.

Two unit managers, Johnny Enright and George Bouic, were here, assisting Gooding. Mrs. John Chapman, the former Mrs. E. C. Drumm, also helped out in the office.

### WAGNER'S SEDALIA MARK

(Continued from page 60)

territory having had a whirl at the fun and frolic.

A slow railroad moved delayed the opening here until Wednesday (27) and more than 5,000 turned out for the kick-off, which police declared was the largest carnival crowd they had ever seen in Paducah. It was the first big show to visit the spot since Royal American played it about six years ago.

The Cavalcade will remain here thru next Wednesday and will then en train for the Kentucky State Fair, Louisville.

### HAYFORK A RED ONE

(Continued from page 60)

having more business than they could handle.

At Hayfork, color films were taken of the fair and carnival and will be shown thruout the State. F. Merrill, general manager of the Western Fairs Association, and Carl Mills, secretary-manager of the Calaveras County Fair and Jumping Frog Jubilee, visited at Quincy.

An Animal Show, complete with callope and five-man band, joined at Quincy.



### READING FAIR

Reading, Pa., Sept. 7th to 13th Inclusive

Can place all legitimate Merchandise Concessions and Eating and Drinking Stands

### HAGERSTOWN INTER-STATE FAIR

Hagerstown, Md., Sept. 15th to 20th Inclusive

Can place all legitimate Merchandise Concessions and Eating and Drinking Stands

### NEW JERSEY STATE FAIR

Trenton, N. J., Sept. 21st to 27th Inclusive

All Games address Cetlin & Wilson Shows as per route. All Eating and Drinking Stands address McCormick at Fairgrounds.

ALL ADDRESS

### CETLIN & WILSON SHOWS

This Week Indianapolis, Ind., Fair; Then As Per Route

# LAWRENCE

## GREATER SHOWS

amusements of to-day plus a bit of tomorrow

Want for the 11TH ANNUAL HARVEST FESTIVAL, Roanoke Rapids, N. C., Sept. 8 to 13

Sponsored by the Exchange Club, then all FAIRS till NOVEMBER 8TH. Showfolks and Concession Operators, you know what ROANOKE RAPIDS is. What are you waiting for? SHOWS—Monkey Show or Chimp, Fat People and Mechanical City. RIDES—Spitfire and Kiddie Auto. CONCESSIONS—Penny Arcade, Diggers, Guess Your Age and Weight, Novelities, Basket Ball, Coca-Cola, Long and Short Range Gallery, Jewelry and any Concessions that work for stock. All CONFECTION STANDS open for these Fairs. Can also place one more capable Percentage Dealer and two Grind Store Agents.

### WILL BOOK FIRST-CLASS BINGO

HELP—WILL ALWAYS PLACE CAPABLE, SOBER SECOND MEN ON RIDES. Place your wives in Ticket Boxes or on Concessions. ACTS—Want sensational HIGH ACT, starting Roanoke Rapids, Sept. 8th, and for balance of season. Replies to

### LAWRENCE GREATER SHOWS

Fredericksburg, Va., now; then Roanoke Rapids, N. C., Sept. 8th to 13th.



Now Booking for MARION COUNTY FAIR, JASPER, TENN., SEPT. 10 THRU 13

RIDES—Will book Octopus or Roll-o-Plane for this Fair and balance of season. SHOWS—Will book any Show of merit with own outfit not conflicting with Wild Animal Circus and Snake Show. CONCESSIONS—Want Stock Concessions of all kinds, no X. Want Photo, Jewelry, Frozen Custard, Lead Gallery, String Game and others. We carry no P.C. or grift. HELP—Want Second Men on all rides. Top salaries paid. Prefer semi drivers. All replies and wires to WILLIAM O. HAMMONTREE, General Manager, Albany, Ky., this week; Jasper, Tenn., next.

### GEORGIA AMUSEMENT CO.

THE OLD SHOW WITH NEW TITLE

### WANTS

Beat the Dealer, Pan Game with Hanky Panks. Want Kiddie Auto Ride, other Rides not conflicting. Book Mitt Camp, must join this week. Social Circle, Ga., Sept. 1 to 6.

H. G. COFFEY, Legal Adjuster C. G. DANIEL, Gen. Mgr.

### QUEEN CITY SHOWS

WANT FOR SABINA, OHIO, ON THE STREETS

Any legitimate Concession that works for stock. No gypsies, no flats, no P. C. Want Ride Help. Wire Curly Little. Charles Doersam wants Bingo Help. Bill Few wants Agents for Stock Stores. Wire.

PEEBLES, OHIO, ALL THIS WEEK.

Prices Effective March 1, 1947

### ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B. SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000  
\$25.00

10,000 ..... \$ 8.50  
20,000 ..... 10.25  
50,000 ..... 15.75

W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

**CONCESSIONAIRES: If You Want 3 weeks of the best spots in Indiana, read the following:**

Madison, Indiana, sponsored by Madison Park & Playground Committee; backed by the City of Madison the week of September 8-13.  
Greensburg, Indiana, around Court House Square, sponsored by the American Legion the week of September 15 to 20.  
Seymour, Indiana, on the main streets, sponsored by the Seymour Chamber of Commerce. Contact W. C. Brinkman, Seymour, Ind.  
Free Acts, Parades, Contests. These spots are red ones. Then I have 7 weeks of small spots on the streets of Ohio, Kentucky and Tennessee. On Madison, Greensburg and Seymour no X. Come on, I will place you, space limited. Only legitimate concessions, no flats or gypsies. This show has 10 office owned rides. All replies this week to

**W. G. STOKES, Concession Mgr.**  
No. 2 Unit, Crothersville, Indiana

FREE GATE

FREE GATE

## C. I. O. FALL FESTIVAL MONROE, MICH., SEPT. 7-13

Want Penny Arcade, Photos, French Fries, Long and Short Range Gallery, Ball Games and Merchandise Concessions of all kinds. Ride Help for Merry-Go-Round, Tilt, Wheels, Caterpillar and other rides. Semi drivers preferred.

## WORLD OF PLEASURE SHOWS

Wauseon, Ohio, September 1-5;  
Auburn, Ind., Street Fair follows Monroe.

## BILL HAMES SHOWS

WANT WANT WANT

**RIDES THAT DO NOT CONFLICT  
SHOWS THAT DO NOT CONFLICT**

**FOR THE CREAM OF TEXAS FAIRS — 9 ALL TOLD**

Starting Gainesville, Texas; then Paris, Abilene, Amarillo, Lubbock, Marshall and others in East Texas. Houston, Fort Worth, Tulsa Fat Stock Shows next winter and spring. All address

**Bill Hames, Mgr.**

Gainesville, Texas, this week; then per route above.

# Zacchini Bros.

## FEATURING FAMOUS CANNON ACT

Now showing Mansfield, Ark., Live Stock Show and County Fair; week Sept. 8, Booneville, Ark., Logan County Live Show and Free Fair; week Sept. 15, Ashdown, Ark., Little River County Fair; with 5 more to follow.

Wanted—Popcorn, Candy Apples, Bingo and all kinds of Stock Concessions. Wanted—Arcade, Shows with own transportation, especially Girl Show. Any Ride that does not conflict. Special Concession to rodeo; arena and seats up and ready to open. Answer per route.

**HUGO ZACCHINI**

P.S.: Filomeno Serrano needs Agents for 10-Cent Stores and P.C., also Grind Stores. Cotton and Willi the Wizard, come on. Open all winter.

## MAKE THIS YOUR WINTER ADDRESS SALES—REPAIRING—SUPPLIES—PARKING

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RAY MYERS**



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## E. K. FERNANDEZ WANTS FOR HONOLULU GIRL MOTORDROME RIDERS and PERFORMING DOGS

Contact **E. K. FERNANDEZ**

c/o THE BILLBOARD, 6000 SUNSET BLVD., HOLLYWOOD 28, CALIF.

## FROM THE LOTS

### Hill's Greater

STERLING, Colo., Aug. 30.—Show made a circus move from Golden, Colo., where the organization played the 4-H Fair and Golden Days Celebration, which was another red one, to Sterling for the Logan County Fair. Show was up and ready Monday for the kids' day and biz was good thruout the fair.

Rides in operation on the midway are the Pretzel, Flying Scooter, Octopus, Ferris Wheel, Merry-Go-Round, Whirl-a-Way, Dipsy Doodle, Silver Streak, miniature train, kiddie cars and airplanes.

The leading shows are McDonner's Hawaiian Show, George Hershey's Side Show, Mickey's Athletic Show and the Wild Life Show.

Among concessionaires reporting good biz are Art Martin, popcorn and candy apples; Mrs. Pete Wilson, snow cones; Nick Evans, candy floss; Liz Chisholm, balloons; Katie Reeves, guess-your-age; Jean Spencer, novelties; Pearl Byers, penny pitch; Neal Jones, ball games; Mrs. Carl Byers, ball games; Bobby Jacobs, bingo; Whitie Liblie, fish pond; Bonnie Holifield, sets; Mrs. E. C. Reed, short-range gallery; Heavy Guyton, glass and pan game; Dick Havens, shooting gallery.

The show personnel deeply regrets the illness of little Deby Havens, who with her mother and sister left last week for San Antonio where she will enter a hospital. Dick Havens had the misfortune of his car burning up, a complete loss, while en route to Canada to play a few spots. Mrs. Larry Woods returned home to San Antonio to await the arrival of the stork.

### Imperial Exposition

VANCOUVER, B. C., Aug. 30.—In Bellingham, Wash., we had plenty of time to get things up for the Canadian spots. Business in Bellingham was all but nil. This org was the fourth show to play the spot. In addition we bucked the Lynden Fair, 15 miles away, plus a circus. The weather, especially at night, was on the cold side.

In Bellingham Miller Adams celebrated the purchase of a new tent and entertained with a Gypsy festival. While the event was under way, Maggie, the chimpanzee, escaped. Mrs. Dave Main saw the chimp leave Adams' old tent and shortly after the tent burst into flames. The Monkey Show top and Tex White's skillo tents were dropped and all other tents near by were saved. The fire department was called and put out the grass fire. Some believe Maggie set the fire because she was a cigarette smoking chimp. But how she obtained a match or lit the cigarette is a mystery.

Mrs. Wayne Best has taken over the basketball game. The writer was visited over the week-end by her parents, her sister and two nephews. Clyde Godding joined with his midget twins and Kawaba, two grind shows. Org purchased a searchlight, mounted on a four-wheel trailer, giving us a total of three searchlights. —MONA VAUGHN.

### Catlett Greater

LEAVENWORTH, Kan., Aug. 30.—We pulled in here after a hazardous trip, which saw the semi hauling the Tilt demolished and the Tilt damaged to the extent it was off the midway for a week.

Owner G. W. Catlett is back on the shows, having to leave his park at Bonner Springs, Kan., and come on because of the serious illness of General Manager Clyde V. Shubert.

Pat and Ginger Patterson added novelties to their line of concessions and the Wolf brothers joined with bingo. We day and dated Mills Bros. Circus here August 23.—P. L. PATTERSON.

### Bright Lights

TYRONE, Pa., Aug. 30.—Show opened to fair business Monday (18) which increased thru closing, Saturday (23) with all units getting a share. Committee handling the Firemen's Celebration, press and public officials were extremely co-operative.

Show lost its first full night here Wednesday (20) because of a continuous drizzle; a unique record for this season, according to the tales of other showmen.

Visits were exchanged with personnel of the Paramount Exposition Shows playing near-by Hollidaysburg. General Manager John Gecoma and his assistant, Lew Heck, were praised for the appearance of the show by Lieutenant Price, of the State Police; Sheriff Sommers, Paul V. Reed, chief deputy sheriff; James Hutchinson, Tyrone police chief, and Mayor Robert Hagaman. Heck's brother journeyed from Buffalo to visit. Another visitor was John Canole.

Secretary Frank Hyde's son will enter medical college this fall. F. C. Norton, show electrician and an avid circus fan, was disappointed when he was unable to visit Dailey Bros. which exhibited in this vicinity. Bobbie Heck, son of the assistant manager, has a new Lincoln coupe. Mrs. Mickey Vagall was hospitalized at Lewistown, Pa. The Ketchem family and Rose and Bill Roberts have new Buicks. Latter plan a West Coast trip when the show closes.—MRS. K. N. KETCHEM.

## SIDEWALL

**NEW WATERPROOF  
FLAMEPROOF**

Following finished sizes, complete with Grommets. Made of double filled duck or twill.  
8'x100' ... \$54.56 8'x100' ... \$90.00  
7'x100' ... \$3.04 10'x100' ... \$8.48  
Made in any length at the above rate per running foot.  
● Satisfaction Guaranteed - Prompt Delivery.  
"If It's Made of Canvas, We Make It!"  
25% deposit—balance C. O. D.

## MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.

## COOKHOUSE

**WANTED**

For the balance of season. Have 12 weeks of Fairs and Celebrations. Must be neat and cater to show people. Preference for 1948. No time to write, wire.

## Peppers All State Shows

ERWIN, TENN.

## STAR AMUSEMENT CO.

Can place for good fall route, with spots including Elaine, Crittendon County Fair, Marion, Ark.; Perry County Fair, Perryville, Ark.; England, Ark., and others. Rides that do not conflict. Shows and Concessions. Want capable people for Cook House or will book same or Grab, and Agents for office-owned Concessions. Also capable Athletic Showman for Athletic Show. No trucks wanted. Write or wire **KID BURNS, Gould, Ark., Sept. 1-5; Elaine, Ark., Sept. 8-13, or Rt. 2, Box 143, Judsonia, Ark.**

## D. M. KERR MFG. CO.

# TENTS

1954 W. GRAND AVENUE  
CHICAGO 22, ILLINOIS

## FOR SALE

1 Parter Two-Abreast Merry-Go-Round, in perfect shape. Guaranteed shipment by freight. 1 Wur-litzer 125 Style Band Organ. 1 Mangels 16-Seat Chair-o-Plane, perfect shape. MUST BE CASH. Address replies to **BOX 119, c/o The Billboard Pub. Co., 155 N. Clark St., Chicago 1, Illinois.**

# 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 2 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 or 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, 50¢. Ping-Pong Balls, printed 2 sides \$30.00 Replacements, Numbered Balls, Ea. .58 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
M. L. 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 Cardboard Strip Markers. 10 M for .75  
Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00  
Thin Transp. Plastic Markers, Bwn., 3/8 M 1.00  
Red or Green Plastic Markers, scalloped edges, transparent, size 3/8 inch. M. 2.50  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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| 60'x120' | 40'x100' | 40'x80' |
| 30'x90'  | 30'x60'  | 20'x60' |
| 20'x50'  | 20'x40'  | 20'x30' |
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Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopars Flameproofing Compound.  
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2315 21 W. Huron CHICAGO 12  
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"AMERICA'S FINEST SHOW CANVAS"  
PRACTICALLY NEW!  
24x36 BINGO TENT—USED 1 WEEK  
IMMEDIATE DELIVERY!

**QUICK CONCESSION TENTS, DELIVERY.. AND BANNERS**

The Best Flameproofed Available. ● Forest Green ● Royal Blue ● Orange ● Khaki  
**BERNIE MENDELSON—CHARLES DRIVER**

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**SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS**  
**CENTRAL Canvas Company**  
HARRY SOMMERVILLE—FOREST GILL  
121 West 8th Street Kansas City 6, Mo.

**TENTS—SIDEWALL**  
New and Slightly Used for rent and for sale. Quick Delivery.  
**INDIANAPOLIS TENT & AWNING CO.**  
430 W. 13th St., Indianapolis 6, Ind.  
P. O. Box 433. Phone: RI. 6655

**ROGERS & POWELL WANTS**  
Ferris Wheel Operator, Saturday, \$60.00.  
Contact **AUSTIN MILLER**, Sebastopol, Miss., Sept. 1-6; Collins, Miss., week Sept. 6.

# Crescent Amusement

GREENEVILLE, Tenn., Aug. 30.—Org moved here from Newport, Tenn., where we enjoyed a good week. Playing here under auspices of the Veterans of Foreign Wars, ours was the first show in Greenvillage in two years. Business was good from opening night thru to the wind-up.

On arrival here we discovered a double-header baseball game was scheduled in the city ball park where the show was to locate. Business Manager George Smith got busy and in a short time had the entire fleet of trucks and house cars parked on a near-by lot. Show was up and ready before dark.

Charles Roy and Johnny Howley reported excellent business with their kiddie rides. New concessionaires joining here were Chris Jernican, N. E. Hine and Mabel Amy. Robert Harris has the short range shooting gallery and Al Newood the long range. Dan Stewart is clicking with his new cookhouse. Joe and Lucille Adams report business with their popcorn, candied apples and show cones is good.

Mr. and Mrs. L. C. Henry, Mr. and Mrs. Dan Stewart and the writer visited the James M. Cole Circus in Morristown, Tenn.

Visitors noted here were O. C. Decker, manager of the Union Fair, Union, S. C., and the Taylor brothers, of the American Legion rides.—**LOUIS BRIGHT.**

# Grimes United

SANTA RITA, N. M., Aug. 30.—We have been playing the Indian powwows and the mining towns of New Mexico and soon will head for East Texas. Line-up includes Charlie Grimes, owner-manager; three p.c. stores, owned by Bennie Rice; bingo and penny pitch, owned by Mr. and Mrs. Morris Steinbeen; an Unborn Show, operated by Jack Mason; *Follies of 1948*, owned and operated by Paul W. Richmond; Mickey Mouse Show, operated by Mrs. Grimes; a kiddie ride, operated by Bob Grimes; two ball games, operated by Helen Mason; two slum stores, owned by Blackie Winfield, with Big Mitt Braun and Harold Davis as agents.—**BERNIE RICE.**

# Brady & Leedy

SUTTON, W. Va., Aug. 30.—Shows played their first fair date of the season at Marlinton, W. Va., biz being satisfactory but not up to last year.

A 95-mile jump was made here for the county fair. Business was slow opening night but remainder of the week was satisfactory. The Aerial Novacks and the Charleston Hillbilly Jamboree were the grandstand attractions.

A new truck and two new spotlights have been purchased by L. P. Brady. Bobby and Frank Lane have added several new acts to their side show. Melvin Novack, free act, has added a breakaway to his routine. His brother, who fell in Wellsburg, W. Va., is coming along okay and will join in Web-ter Springs, W. Va.—**MELVIN BENNETT.**

# Thompson Bros. No. 2

AUSTIN, Pa., Aug. 30.—Org moved here from St. Marys, Pa., and was set up in plenty of time. The new Looper arrived and is playing to good business. Leo Thompson is foreman and Elmer King second man. Opening night found the rides and concessions doing bang-up business. Rain two nights didn't hurt because the rest of the week the weather was ideal and business big. We had four matinees in St. Marys, plus a big firemen's celebration. The Skyscraper Girl was the free act.

The Looper and Octopus topped the midway for the week, with the Fun-house pacing the shows. The writer's candy apples scored.—**BUD WIEGAND.**

# GREAT ALLEGHANY COUNTY FAIR

COVINGTON, VA., WEEK OF SEPTEMBER 8-13



WANTED—Eating Stands, Grab Outfits, Custards, Candy Floss, Pop Corn, Potato Chips—any kind of Eating Stands.  
WANTED—Novelties, Scales, Guess Your Age, all types Merchandise Concessions. All other Concessions wire, wire, wire.  
WANTED—Looper, Tilt, Octopus, Fly-o-Plane or any Ride that will not conflict.  
WANTED—Fat Show, Hill Billy Show, or what have you?  
WANTED—All types Cook House Help, come on.  
WANTED—Ride Help of all types; those driving semis preferred.  
Wire—Wire—Wire

**SAM E. PRELL, Prell's Broadway Shows**  
Ebensburg, Pa., Sept. 1-6; then as per route.



FAIRS FAIRS FAIRS FAIRS  
**WANT FOR THE FOLLOWING EIGHT FALL FAIRS AND CELEBRATIONS**

Cross County Fair, Wynne, Ark., Sept. 8 to 13; Chicot County Fair, Lake Village, Ark., Sept. 15 to 20; Red River Parish Fair, Coushatta, La., Sept. 22 to 27; Beaugard Parish Fair, De Ridder, La., Sept. 29 to Oct. 4; Northeast Louisiana District Fair, Olla, La., Oct. 6 to 11; Franklin Parish War Memorial Fair, Winnsboro, La., Oct. 13 to 18; Dallas County Fair, Fordyce, Ark., Oct. 20 to 25; West Carroll Parish Fair, Oak Grove, La., Oct. 27 to Nov. 1; along with four good still dates until Dec. 1.

WANT STOCK CONCESSIONS OF ALL KINDS. AGENTS FOR PIN STORE AND RAZZLE DAZZLE. Good, clean Cookhouse that can get up and down and will cook meals. (No grease outfit.) Want good Ferris Wheel Man for Second Wheel. Want to book Spitfire and Chair-o-Plane for above dates. Want to book Shows with own outfits except Girl Show. General Carnival help, come on. No drunks or agitators need apply, as they will not last around this Show. WRITE OR WIRE:

**SOUTHERN VALLEY SHOWS**  
Trumann, Ark., this week; then as per above route.

# MAJESTIC GREATER SHOWS

CAN PLACE FOR  
RICHMOND, VA. (PETERSBURG PIKE LOT), SEPT. 8 THRU 13; TROY, N. C., FAIR, SEPT. 15 THRU 20, AND 6 MORE FAIRS AND CELEBRATIONS  
CONCESSIONS of all kinds. Opening for few choice Wheels and Grind Stores.  
WANT immediately, Spitfire and Merry-Go-Round Foremen. Address **SAM GOLDSTEIN RICHMOND, VA.**

**Account of Health**  
WILL SELL OR LEASE MY COMPLETE SHOW  
Reasonable terms to reliable party. Have 12 weeks of Florida dates booked. The best fair route in Florida, and a Show with a good reputation. Show should pay for itself this winter, the price I'm asking. Contact this week at Eastman, Ga; Brunswick, Ga., week of 15th.  
**HOWARD INGRAM, Florida Amusement Co.**

**J. R. LEERIGHT SHOWS**  
WANT For Fairs and Celebrations in Nebraska, Kansas, Oklahoma, Texas Shows with own set-ups, sober Ride Help, Photos, Fish Pond, Scales, Bumper, Popcorn, Age, Basket Ball, Coke Bottles, Clothes Pins, Glass Pitch, Hoop-La. Booked until December in Texas cotton. **Bridgeport, Neb., Sept. 1-2-3; Lewellen, 4-5-6.** P.S.: Harper, answer.

WANTED AT ONCE—GENERAL AGENT WITH CAR  
Must know the State of Georgia thoroughly. Placed only through personal interview. Only high type man need apply. For appointment wire **C. C. Groscruth, Gen. Mgr. Blue Grass State Shows**  
Harford, Ky., this week; Madisonville, Tenn., next week

TICKETS PRINTED TO YOUR ORDER **100,000—\$24.70**  
ROLL — FOLDED — CASH WITH ORDER — SAVE  
Minimum Order Each Wording, Price of Order 10,000 TICKETS  
**DALY TICKET CO.** COLLINSVILLE, ILL.  
10,000 Each Additional 10,000  
Same Order Price Change 3.00  
Color Change .80

# CARAVELLA AMUSEMENTS

THE SHOW OF THE YEAR

## GRATZ FAIR, SEPT. 15-20

7 SOUTHERN FAIR DATES TO FOLLOW IMMEDIATELY

ALL CONCESSIONS OPEN — LIMITED SPACE

CAN PLACE FOR FAIRS AND BALANCE SEASON

**FREE ACT:** Want good Free Act. Join immediately.

**CONCESSIONS:** Photo, Custard, Cookhouse, Basketball, Duck and Fish Pond, String Game, Devil's Bowling Alley, Scales.

**SHOWS:** 10 in 1 or 5 in 1. Manager with acts. Happy Jack Decker, Chas. Hildreth, contact. Minstrel Show, Johnny Reddick or Prof. Valdalia. Hot "Poppa" Turner, we have complete outfits for above. Snake Show, Doc Anderson. Organized Girl Show, Monkey Show.

**AGENTS:** Can place Agents for Stock Stores; good proposition. Can place P. C. Dealers. Buffington Bros., Chris, Lefty, Slim Kelley, wire. Will book 2 choice Wheels, Slum Skillo.

**RIDES:** Will book any Ride not conflicting for good route of bona fide Southern fairs.

**RIDE HELP:** Can always use sober, reliable men, semi drivers preferred. Best wages. Burt Edwards, contact.

We have enjoyed a successful season financially since April 26th. Our season officially ends Nov. 15th—close it with us for your winter bank roll.

All Wire

**CARAVELLA AMUSEMENTS**  
PHILIPSBURG, PA., THIS WEEK

## MAGIC EMPIRE SHOWS

All Fairs until the middle of November in Tennessee and Mississippi. Show positively will be out until the first of the year.

Can place Shows of all kinds. Will book you for committee money. Will book legitimate Concessions of all kinds.

Can place Wheel and Tilt-a-Whirl Operators and other Ride Help. Will buy or book any Ride that does not conflict with what we have.

What have you?

Can place Hanky Pank Agents.

Red Appleby, contact Bob Meyer. Joe Goodwin wants Skillo and Count Store Agents.

Providence, Ky., this week; then as per route

## The mighty WAIN IDYKIE shows

**CAN PLACE**

**CONCESSIONS:** Guess Your Age and Weight, Jewelry, High Striker, Candy Floss, Novelties. All types of merchandise. Frank Shell can use Grind Store Agents.

**SHOWS:** Wild Life, Motor Drome, Monkey Circus, Fun House. Other shows of merit.

**RIDE MEN:** All departments; semi-drivers given preference.

**BOOK: BINGO** for remainder of season and Florida fairs. Must be attractive. **FREE ACT**, must be sensational.

GET ON A WINNER — FLORIDA FAIRS SOON

THIS SHOW CARRIES 7 RIDES AND 4 SHOWS

**JACK PERRY** SOUTH HILL, VA. **LEO BISTANY**

Manager

THIS WEEK

Ass't Manager

## McBRIDE BROS.' SHOWS

**WANT**

Cook House, Fish Pond, Duck Pond, Cork Gallery, Bumper or any Hanky Pank. Train Ride, or any flat ride. We are now carrying five Rides. Good proposition for High Act. Answer at once. Angier, N. C., this week; Clayton, N. C., 8th to 13th; Nash County Fair, 15th to 20th, Nashville, N. C.; King Fair, 22d to 27th, King, N. C. Booked through October. All replies to McBride Bros.' Shows, Angier, N. C.

## From the Lots

### Heart of Texas

STILLWATER, Okla., Aug. 30.—Folks are still talking about the big stand at the American Indian Exposition in Anadarko, Okla. It was Harry Craig's org's fourth straight year at the event and it was signed for 1948. Org had 14 rides, 10 shows and 125 concessions in Anadarko.

Mr. and Mrs. Charlie Bailey and Dollie joined with three concessions. Barney (Tate) Rambo, off the road for three years, is back, joining in Anadarko. He has his seeing-eye dog and is doing okay with his guess-your-weight. Mrs. Rambo has taken over the duties of secretary, replacing D. C. McDonald. Curtis Henderson took his wife, Dimples, and son, Ray, home to Lubbock, Tex., so Ray could enter school.—L. L. RAMBO.

### B & H

LATTA, S. C., Aug. 30. — Shows moved in here Sunday (24) from Minturn, S. C., where we played to the largest crowds of the season and everyone enjoyed top business.

Mrs. W. E. Hobbs, wife of the manager, is okay again and back on the shows. Mrs. James Anderson added a new frozen custard. A bingo and hi-striker also have been added. Roy Waters celebrated his birthday recently and Helen was busy serving cake and punch.

P. Shields, *The Billboard* agent, has his house trailer in tiptop shape. Rely Bell, electrician, keeps the midway well lighted. The writer, who has been having foot trouble, continues on the job. Mrs. Eleanor McCune was in the office last week.

Recent visitors: Mrs. Babe Scott and party, of the shows bearing her name, and Lewis Fowler, Marion Greater Shows.—FRED OWEN.

### Mighty Van Dyke

RICHMOND, Va., Aug. 30.—Mighty Van Dyke Shows chronicled continuing good business here during the first half of a two-week engagement, the 10th stand of their initial tour. Shows, organized by Jack Perry and Leo M. Bistany at Cambridge, Md., include 6 major rides, 2 kiddie rides, 4 shows, 2 light towers, searchlights Diesel generators and 40 concessions.

Staff includes Red Kelly, general representative; Jackie Ledbetter, secretary and treasurer; Harry Lewis, business manager; Jack Grady, billposter; G. E. Grubb, sound equipment; David Wright, ride superintendent; Harry Rooks, electrician, and Neal Butters, mechanic.

Ed Diebert has the corn game; Mother Glenn, the cookhouse; Mr. and Mrs. Eddie Davis, shooting gallery and penny pitch, and Mike Belder, popcorn. All percentage is office owned.

Visitors included three general agents: Ben Braunstein, Paramount Exposition Shows; Bob Hallock, Majestic Greater Shows, and Herb Shive, Lawrence Greater Shows.

## WANTED

FERRIS WHEEL FOREMAN AND OTHER RIDE HELP

**JOHN KEELER**

**MODERNISTIC SHOWS**

Pittsville, Md.

## STREAMLINE TRAIN

**FOR SALE**

3 months old, factory built. Will sacrifice for cash. Can be seen at Le Roy, Ill., Celebration, Sept. 4-5-6.

## CONCESSION TRAILERS



"Calumet Built" by Experts who know your needs!  
 ● All-Clad Airplane Aluminum and Non-Breakable Plexi-Glas Exterior.  
 ● Flashy Translucent Roof Corners.  
 ● No Set-Up Required—Always Ready to Operate.  
 ● 2 Large Vending Windows.  
 ● Unequaled Customer Handling Efficiency.  
 ● Smooth Rolling on the Road.

**PROMPT DELIVERY**

Size, 7 1/2 Ft. Wide, 12 Ft. Long. Interiors Set Up to Your Specifications. Write and State Your Needs for Further Details and Prices.

**THE CALUMET COACH CO.**

Special Vending Trailers for Carnivals

11575-77 S. Wabash Ave.  
Phone: COMmodore 7251  
CHICAGO 28, ILL.



## JIMMY ANNIN

**WANTS**

Two Six Cat Agents. Also man to take care of new framed Six Cat Joint. Wire care Anderson Greater Shows, Westmoreland, Tenn.

## Fairs and Celebrations

**ARKANSAS and LOUISIANA**

Have six Rides, Shows, 40 Concessions, Band and Free Acts. Few dates open in Oct. and Nov. Place Shows, Rides and Concessions. Address all mail and wires:

**BILLIE C. MARTIN**

Unionville, Mo., this week, and as per route.

## SAM'S FUNLAND SHOWS

**WANT**

For week Sept. 8th

**ST. PAUL, N. C., FREE FAIR**

Bingo that works for stock. Also Grab Joint or small Cookhouse. Any ten-cent Grind Stores. Grind Shows with own outfit. Roseboro, N. C., this week.

## SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries.

WRITE FOR CIRCULAR.

**H. W. TERPENING**

137-139 Marine St. OCEAN PARK, CALIF.

## FREE ACT WANTED

Prefer an Aerial Act.

For the Concordia Fall Festival, October 2, 3 & 4.

Contact **ALLIE GRACE**, Chairman  
Concordia, Missouri

## WANTED

Useful Side Show People. Fire-Eater, Pincushion, Sword Swallower, Bally Girls, Mind Reading Act, Tattoos.

**CLAUDE BENTLEY**

STRATES SHOWS BATH, N. V.

**WANT**

STOCK CONCESSIONS OF ALL KINDS FOR Odd Fellows' Celebration, Leadwood, Mo., Sept. 3-6; Bonne Terre, Mo., Legion Fall Festival, Sept. 8-13; other good spots coming up. This unit going to the cotton. WRITE, WIRE OR COME ON.

**MOUND CITY SHOWS**

Per Route Above

## FOR SALE

Super Roll-o-Plane and Truck, no junk, in operation.

**PETE JOSEPH**

c/o Barney Tassell Unit Shows  
Culpeper, Va.



**QUICK DELIVERY**

**ON NEW AND IMPROVED, BIGGER AND BETTER 1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN**

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.



Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

**SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.**

Member, Tampa Chamber of Commerce

**FLORIDA amusement company**

Shrine Celebration on the streets, heart of city, Valdosta, Ga., next week, Sept. 8. Want Concessions of all kinds, space limited. The biggest date in Georgia. Get your winter bank roll. Brunswick follows Albany and K Street lot. Wire, no time to dicker. All replies to

**HOWARD INGRAM**

Fair Grounds, Eastman, Ga., This Week

**Wants—MODEL SHOWS, Inc.—Wants**

**RIDES:** Fly-o-Plane, Roll-o-Plane or Spitfire.  
**SHOWS:** Ten-in-One, Five-in-One or any Shows not conflicting.  
**CONCESSIONS:** Stock Concessions of all kinds.  
Ride Help and Help in all departments.

All Fairs as per following route: Jefferson, Ia., this week; Audubon, Ia., next week; Baxter Springs, Kan.; Russellville, Ark., then Texarkana

**PIONEER SHOWS**  
*high class midway attractions*

**WATSONTOWN, PA., SEPT. 8-13**

Can place French Fries, Custard, any legitimate Concessions and Shows. Week Sept. 15-20, Toga, Pa., Firemen's Celebration, Fireworks and parades.

Answer: Western Union, Galeton, Pa., Sept. 1-6.

**MICKY PERCELL**

**MOBILE IRON LUNG FOR SALE**

Beautiful and impressive semi unit Fruehauf Trailer, International D-40 Tractor. First-class equipment. Finished interior, Emerson lung, four mounted fans, fluorescent lighting inside, flood lighting outside, chrome guard rails. A real hospital operating room. Two P.A. systems, one with record player. This exhibit has worked fairs and on the streets for the past two years without rest. Retiring from road to enter import field. I will turn over balance of fairs plus street set-up. Get your money back in a few weeks. Cost over \$7000.00. PRICE \$4750.00. This unit can be seen at Ebensburg County Fair, Pennsylvania, September 1 to 6 (this draws over 200,000); week September 9 to 12, Plymouth, New Hampshire—largest fair in State.

**GEORGE E. LAMBERT**

Gen. Del., Ebensburg, Penna., Sept. 1 to 6; Gen. Del., Plymouth, N. H., Sept. 8 to 12.

**SOUTHERN STATES Shows**  
**"AMERICA'S CLEANEST CARNIVAL"**

**WANT**

FOR LONG, SURE SEASON IN SOUTH GEORGIA AND FLORIDA  
Ride Help in all departments. Experienced Electrician. First-class Mechanic. Few more Stock Concessions. Good opening for Bingo, Hoop-La, Fish Pond, Clothes Pins, Ace and Scales. One more sensational Free Act for Fairs. Will consider a couple of good Shows with own equipment. No Girls or Snakes. We own and operate ten Rides and pay every week. All answers to

**JOHN B. DAVIS, Mgr.**

HOMERVILLE, GA., THIS WEEK

**ROYAL RIDES**

**Announce**

**WILL BE OUT ALL WINTER DOWN SOUTH**

Want Grind Stores of all kinds, low privilege. Will book Ferris Wheel after the week of the 8th for balance of season. Will book Side Show with own transportation. All people that are capable of producing come on. Want Merry-Go-Round Foreman that can handle Parker, Don Butters and Wife, get in touch with me. For Sale—One 25 Kw. 220-110, 2300 Voltage Transformer, perfect condition. Price \$175.00.

This week, Warrior, Ala.; Flat Creek to follow. All wire to **JOE SALADINO, 302 N. 17th, Birmingham, Ala., or Warrior, Ala.**

**PLACE**

Couple for Ice Cream stand. Also man or woman, Pop Corn. Must understand how to make Carmel Corn and Apples.

**AL WAGNER**

Paducah, Ky., until Sept. 3d, then Louisville, Sept. 5-13

**WALLACE & MURRAY**

**WANT FOR FAIRS**

Shows with or without transportation, very low proposition, but must be worthwhile. One or two Free Acts. Stock Concessions of all kinds. No coupons. Want Roll-o-Plane, Spitfire or Caterpillar. Will book Ferris Wheel.

Answer Mountain City, Tenn., Bean Festival, this week; Morristown, Tenn.; Elberton, Ga., Fair; Manchester, Ga., Fair, and others to Armistice Day.

Blinky Bernstein wants for closed midway, Rolldown and Clothes Pin Agents for fairs and balance of season. Address

**JACK MURRAY, Gen. Mgr.**

**Groves Greater Shows**

**AMERICA'S CLEANEST MIDWAY**

**BUNKIE, LA., SEPT. 1-7, AUSPICES BUNKIE LIONS' CLUB.**

Can place for the following Fairs: Jonesboro, La., Sept. 22-27; Marksville, La., Sept. 29-Oct. 5; Tallulah, La., Oct. 6-12; Ville Platte, La., Oct. 13-19; Sulphur, La., Oct. 20-25. Legitimate Concessions of all kind. Scales, Age, Blower, String Game, Hi-Striker, Frozen Custard. Want Agents for Ball Game, Penny Pitch, Cook House Help, Bingo Caller. Want Second Men on Merry-Go-Round, Wheel and Tilt. Good salary, good treatment, good equipment to work with. Those who can handle semis preferred. Good proposition to Shows with own outfit. Illusion, Mechanical, Wild Life, Fun House, Fat Show or Freak Show. Man to take charge of office-owned Snake Show.

All replies to

**ED GROVES**

BUNKIE, LA., SEPT. 1-7

**EDDIE L. WHEELER SHOWS**

**WANT FOR ARAGON, GA., THIS WEEK**

**BUCHANAN TO FOLLOW**

Stock Concessions of all kind, \$20 week. Will sell ex on two Mitt Camps. Agents for Roll Down, Swingers and Ball Game. Want experienced, sober Secretary.

**GULF COAST SHOWS**

**Want for Best Fairs and Celebrations in Arkansas**

**OCTOPUS, ROLL-O-PLANE, TILT, FUN HOUSE**

**SHOWS THAT HAVE OWN OUTFITS.**

**WANT BALL RACKS AND STOCK CONCESSIONS. NO GYPSIES.**

Address: Neosho, Mo., Sept. 1-6; then the Cotton Country

**WANT TO JOIN at Everett, Wash., Sept. 3rd**

Cookhouse, Candy Apples, Floss, Girl Show Operator and Electrician for Long Season. Long in California. Answer to Everett, Wash., or per route in Billboard.

**IMPERIAL EXPOSITION SHOWS, INC.**

**MANISTEE COUNTY FAIR**

**ONEKAMA, MICHIGAN, SEPT. 10-11-12-13**  
Want Concessions of all kinds. Shows—Girl Show, Posing Show, Pit, Fun House, Penny Arcade. Harold Brow, contact me.

Brown City Fair, Sept. 18-19-20. Wire this week:

**C. J. BENNETT**  
**PLAYLAND UNITED SHOWS**

Romulus, Michigan

**AMERICAN EAGLE SHOWS**

WANT MERRY-GO-ROUND FOREMAN to join Louisiana, Mo., Sept. 6. Man must drive semi. 32-ft. Little Beauty. Loads all on one trailer. Will furnish House Trailer for man and wife. CONCESSIONS WANTED—Corn Game, Photos, Snow Cones, Candy Apples, High Striker, Basket Ball, Short Range Gallery. Good proposition for Bingo. WILL BOOK KIDDIE RIDES OR OCTOPUS AT 25%. RIDE HELP, COME ON. Drunks and chasers, stay where you are. This show will be out until Christmas. Need Advance Man who knows the South for spring bookings and fair meetings. Address:

**DANNY ARNETT, Owner-Mgr.**

LOUISIANA, MO., SEPT. 8-14; THEN PER ROUTE.

# JJJ HITS ST. LOOEY JACKIE

## Ride, Concessh Take Top Hole

Shows get it only on heavy days—Wallendas offering okay but location is poor

By a Staff Correspondent

ST. LOUIS, Aug. 30.—Johnny J. Jones Exposition took a flier and booked the St. Louis County Fair and Exposition, the first event of this kind in these parts since Hector was a pup, and the results have been gratifying to E. Lawrence Phillips, Morris Lipsky and the concession operators.

On the back end, the show operators had little to cheer them after the first two days, Saturday (23) and Sunday (24), but they were looking hopefully to Labor Day week-end.

This promotion event, staged with the blessing of the county judges, offered a lot to publicize and to see, and the first two days attracted in excess of 100,000 people. This meant business was all right for the show folks, top hole for the rides and jam-up for the concessions.

For some unusual, and virtually unknown reason, the Wallenda Circus was spotted outside the regular midway, and it took a beating despite a satisfactory altho short performance.

Carl Wallenda's new high wire feature, a seven-person three-high, was as beautiful as it was thrilling and was well worth the 60 cents admission even if pretty Dorita Konyot had not worked her horses and if the other features had been eliminated.

Among the various and sundry reasons why Wallenda was spotted outside the midway trap was to enable the management to advertise midway features, a complete circus and arena attractions. Had the grounds been laid out more advantageously, all hands would have fared better, even on the light mid-week days, as the grounds as they stand are so spacious it is lonesome around here when less than 20,000 people are on hand.

This territory has long been noted for the willingness of the populace to plunk it down for thrill rides and to make a determined effort to win a shotgun or a radio or a panda bear. Ride business was brisk even on the light days, and it seemed the folks

## Michigan Showmen Set Big Jam Session for Fair Week

DETROIT, Aug. 30.—A jamboree for the Michigan Showmen's Association is planned for September 4 during the Michigan State Fair in the girl revue top with most of the side show and feature acts giving their talents.

Robert Templeton, of Wall Lake, and F. E. Gooding, of the Gooding Amusement Company, are co-chairmen. The money raised will be used to pay off the mortgage of the Michigan Showman's building at 3153 Cass Avenue.

Roscoe Wade, of the W. G. Wade Shows, and chairman of the membership committee, will be present to distribute applications.

Assisting on the committee are Bernhard Robbins, secretary; Harry Stahl, past president; Arthur Frayne, chairman of the entertainment committee; Jack Gallagher, Herbert Pence and Jack Dickstein, first vice-president and acting president in the absence of Al Wagner.

didn't care to leave the stores as long as they had something left to keep in action.

George Reinhart, veteran cook-house operator, anticipated a little extra business and built an addition to his regular establishment. It is well that he did because by the time he finished caging in his regular restaurant to meet with local regulations there wasn't any room for customers.

Harold (Buddy) Paddock and Boots made their annual visit to the show here, Buddy working overtime one night to entertain visitors. He was ally assisted by Euby Cobb, secretary of the International Showmen's Association.

## BONANZA FOR RAS

(Continued from page 68)

miere of a two-reel technicolor short, produced by Warner Bros., titled *King of the Carnival* and devoted to the Royal American Shows and Carl Sedlmayr Sr., the org's owner.

The premiere has been set for September 4, at Topeka, Kan., where the picture was filmed last year during the org's engagement at Maurice Jenck's Fair. Shows will open the following day at the Topeka Fair. They close here Monday.

According to Bob Lohmar and Herb Pickard, general agent and press agent, respectively, the film will build good will not only for the Royal American Shows but for the carnival field as a whole.

## A Tribute to Lillian Sheppard

In Sacramento, Calif., June 28, Lillian Sheppard was so badly burned in a fire that destroyed her house trailer that she died later at the Sacramento Hospital. Lil was one of the old-time show folks, but she was also a present timer, too, and had friends every place she ever worked and on all the shows with which she ever traveled.

When I was a girl, Lil and my oldest sister, who later was Ota Patterson but was then Ota Brainerd, were close friends. They posed together on my father's prismatic electric fountain. They enjoyed trouping then even when it meant getting up rainy nights and digging a ditch around the sleeping tent to keep the water from carrying away their clothes, bedding and other belongings. The show (Patterson-Brainerd carnival) had one car then that belonged to the owners. That one car carried all the show, the band, the performers and the general show personnel, and often when there were nights off there were dances in this car. It all brought the show folks closer and made for a sort of family gathering.

I remember a little story that illustrates the charm and personality that Lil was never afraid to display. She had been back to Joplin, Mo., where her home was at that time, for a little visit. She rejoined the show at a little town in Iowa which had two depots. My sister Ota and Lil's friends went to meet her at 3 a.m. at one depot and Lil arrived at the other depot. When she got off the train with her heavy suitcase she found the depot deserted except for a man in working clothes sleeping on a bench. Lil decided he had been sent to meet her, so she shook him awake and laughed, "Come on now, shake your pillow and show me where the lot is." The man dazed by sleep and Lil's smile and friendliness got up and took her suitcase and they got out to the platform before he stopped and explained that he did not know what she was talking about or where any lot was located. They finally got straightened out, but he said afterwards that he did what Lil asked because she was so friendly.

Lil often visited at my home in Kansas City, Mo. She always entertained my mother, who was hard of hearing, by playing the piano. There were no radios then or hearing aids, and my mother loved music. Lil learned a difficult piece, *Silvery Waves*, to please mother. It was full of little trills and runs that delighted them both. She also played and sang an old ballad, something about a wonderful place and time when the work would be all done and she could sleep under the trees when the weather got warm. Mother loved this song and always asked Lil to sing it, and Lil never minded because she said she, too, wanted to sleep under the trees when her work was done.

I know she is sleeping now under God's trees and has no more worries or cares, but we all miss her and her ready smile and helpfulness.—VIRGINIA KLINE.

## Cummington, Mass., Adds Day, Attracts Record Gate

CUMMINGTON, Mass., Aug. 30.—Despite 95 degrees temperature, the recent Cummington Fair drew a three-day total of more than 6,000 for an increase of 1,700 over the 1946 two-day fair. Jump in attendance justified the decision to make the annual a three-day affair for the first time in its history, execs pointed out.

## BOB PERRY

WANTS DROME TRICK RIDER

Join Nashville on wire. Salary, still dates, \$125.00; fairs, \$150.00.

## JOHN R. WARD SHOWS

Fifth Ave., Nashville, Tenn., this week

## STEBLAR GREATER SHOWS

WANT

MANAGER and GENERAL AGENT

Wire Thomas, W. Va.

## Midway of Mirth Shows

WANT

FERRIS WHEEL FOREMAN to join on wire. CAN PLACE SLUM JOINTS with own outfits, also STOCK CONCESSIONS. Address: Mt. Pulsaki, Ill., this week; Portageville, Mo., Sept. 10-18.

## WANT WANT

Concessions—Candy Floss, String Game, Punk Rack, Ball Games, Watch-La, Louc or Short Lead Gallery, Huckle Bucks or any other Stock Concessions. Any Show of merit with own outfit. Rides—Kiddie Rides or any major Rides not conflicting with what we have. Want Help for Chairplane. Out all winter. All Street Celebrations.

## FRED'S AMUSEMENTS

Gratts, Ohio, this week.

## WANT

Cookhouse Help; John Dix, wire.

## Lawrence Greater Shows

Fredericksburg, Va., this week.

## ROLL-O-PLANE FOREMAN

Join at once. Salary or percentage.

## Fays Silver Derby Shows

Rutland, Ill., 3-7

## FOR SALE

## 1947 Flying Scooter Ride

(Portable) Used One Season

## JOHN COMFORT

7 HOWE RD. NAHANT, MASS.

## Majestic Greater Shows

Can place for Richmond, Va., Petersburg Pike lot, Sept. 8 thru 13, and 7 Southern Fairs to follow. Complete Side Show with or without equipment or Act. for office-owned Side Show. Address: SAM GOLDSTEIN, Majestic Greater Shows Richmond, Va.

## MERRY-GO-ROUND FOREMAN

Want Merry-Go-Round Foreman for 42-ft. Parker machine. Salary no object if you can cut it. Address:

## HETH EXPOSITION SHOWS

Columbia, Mo., this week; Boonville, Mo., next week.

## WANT AGENTS

For Skillo, Razzle Dazzle, Cigarette Shooting Gallery, Balloon Dart. Agents that know. Wire or call

## JOHNNIE STABLES

New Regal Exposition Shows, Tabor City, N. C.

## WANTED RIDEMAN

That drives semi trucks, Shows for Fairs in Arkansas.

## MOUND CITY SHOWS

WEST PLAINS, MO.

# BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

Rocky Mount Fair, Rocky Mount, Va., Week Sept. 8th.

Can place Concessions of all kinds; positively no racket. Good opening for Motor Drome, Penny Arcade or any Shows not conflicting. This show will stay out till last week in November. Write or wire

JOHN GECOMA or L. C. HECK

Luray, Va., this week; Rocky Mount, Va., next week.

# John R. WARD'S

AMERICA'S NEWEST and FINEST RAILROAD SHOW

WANT Girls for Girl Revue, Feature Dancers, Strip Tease and Specialties; top salaries, long season. Candy Butcher, Talkers and Grinders. Want Ride Foremen for Merry-Go-Round, Tilt-a-Whirl and Ferris Wheels. Want Train Help and Tractor Drivers. Place Concessions, Scales and Age. Want Special Agent that can lay out lot.

5TH AVE., NASHVILLE, TENN., THIS WEEK.

# W. E. KAUS SHOWS

*Pride of the Piedmont Country*

**HENRY COUNTY WHITE FAIR, MARTINSVILLE, VA., SEPT. 8 TO 13**

Our 7th year and always a red one. Played to over 70,000 here last year. Six big days and nights. Special features and events daily. All our Fairs are proven and bona fide. North Carolina, only where tobacco is at its best. Our season ends Nov. 15th. Will book for Martinsville, Va., and balance of season Organized Minstrel Show, we have beautiful front, top, seats for same; Side Show, Fun House, Glass House, Wild Life or any Walk-Thru Show having own outfits and transportation. Concessions—American Palmistry, any Concessions working for strictly merchandise only. Will give a Custard two weeks' work. Write or wire

**RUSS OWENS, Gen.-Mgr.**

Tri-County Fair, Leaksville, N. C., this week; Henry County White Fair, Martinsville, Va., week Sept. 8th to 13th; the Great High Point Fair, High Point, N. C., Sept. 15th to 20th; Central Carolina Fair, Asheboro, N. C., Sept. 22d to 27th.

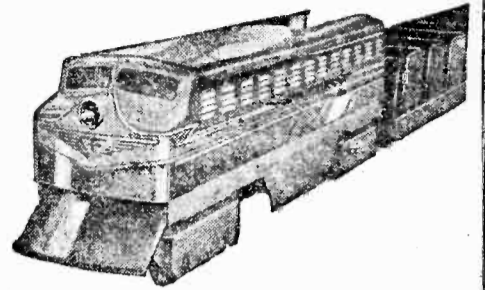
## NOW YOU CAN SECURE IMMEDIATE DELIVERY ON The Famous CENTURY FLYER

Locomotive, Cars and Portable Track on hand ready for immediate shipment.

**HERE'S A GOOD BUY  
IN A USED OUTFIT**

Gasoline Locomotive and three Four-Seated Cars, newly painted and in good running condition.

**Priced To Sell**



**NATIONAL AMUSEMENT DEVICE CO. Box 488, VAF, Dayton 7, O.**

## SHOWS WANTED

for the  
**BRANCH COUNTY 4-H FREE FAIR  
COLDWATER, MICH., SEPT. 9-13**

Excellent event for Penny Arcade, Monkey Circus, Funhouse, Mechanical City and other educational displays. Contact

# W. G. Wade Shows

**UNIT NUMBER TWO**

Fowlerville, Mich. (Fair) this week; Bourbon (Ind.) Fair follows Coldwater

## GREAT SUTTON SHOWS

IS PROUD TO ANNOUNCE THE BIG FALL ROUTE OF FAIRS AND CELEBRATIONS IN THE COTTON COUNTRY, REGARDLESS OF SHOWS, SMALL, LITTLE OR INDIFFERENT

Sikeston, Mo., Sept. 1-6, American Legion Fall Carnival.  
Poplar Bluff, Mo., Sept. 8-13, American Legion Fall Celebration.  
Dexter, Mo., Sept. 15-20 (2 Kid Days), American Legion Fair, Downtown on Streets.

Charleston, Mo., Sept. 22-27, American Legion Watermelon Carnival.  
Gideon, Mo., Sept. 29-Oct. 5, Legion Fair and Fall Festival.  
Aberdeen, Miss., Oct. 6-11, Monroe County Fair.

With Grenada, Indianola, Canton and 2 other Mississippi Fairs pending, to follow the above dates.

Can place Roll-o-Plane, Octopus, Scooter, Looper, Chair-o-Plane or any major Rides not conflicting, also Kiddie Auto and Pony Ride. The midway is open for a few more legitimate Stock Concessions. Also will sell "exclusive" on Frozen Custard, Diggers, French Fries, Pronto Pups and Wonder Bars. Help wanted for Side Show, Cook House, Ferris Wheel, Merry-Go-Round and Tilt-a-Whirl.

**COME ON IN—WILL PLACE YOU**

LEO ALLEN WANTS AGENTS FOR LEGITIMATE STOCK CONCESSIONS for the above list of Fairs and Celebrations and for the Southeastern World's Fair at Atlanta, Ga.

All Address: **F. M. SUTTON JR., Mgr.**  
SIKESTON, MO., this week; then per route above.

### FOR SALE

### FOR SALE

### FOR SALE

THE FOLLOWING CARNIVAL EQUIPMENT IS IN FIRST-CLASS CONDITION AND CAN BE SEEN OPERATING ON THE CAPELL BROS. MIDWAY AT THE CUSHING, OKLA. FAIR THIS WEEK, AND AT THE HUGHES COUNTY FREE FAIR, HOLDENVILLE, OKLA., NEXT WEEK. 1 JONES MIX-UP—24 seats, fence, front arch and plenty of lights. Loads on bob-tail truck. Up or down in one hour. PRICE \$1500.00. 1 8-CAR ALLAN-HERSCHELL KIDDIE AUTO RIDE—New top and motor. Nice ride. PRICE \$2000.00. 1 KIDDIE AIRPLANE—Hauls 16 passengers. A bargain. PRICE \$800.00. 1 DOUBLE LOOP-O-PLANE—Late model. New motor, fence, front arch. Perfect shape. PRICE \$1500.00. 1 12-CAR RIDGE-O—In perfect condition. PRICE \$3500.00. 1 35 KW. LIGHT PLANT—A dandy at a bargain. PRICE \$1000.00. ALSO HAVE SEVERAL TRACTORS and SEMIS FOR SALE. HAVE 10 CONCESSIONS—Size 10x14, new canvas this year. Pin hinged. Made of fir. Stocked. Nicely flashed. They include Devil's Bowling Alley, Blower, Pin Joint, Skillos, Count Stores, new Wheel, Fish Pond, Ball Games, etc. The above listed equipment is in the best of shape. Am replacing with new and different rides. If interested come and see them and bring the cash with you. Am still in good health.

Address:

**H. N. (DOC) CAPELL**

CUSHING, OKLA. (Fair), this week; HOLDENVILLE, OKLA. (Fair), next week.

# TRIANGLE SHOWS

**WANT**

Side Show Manager with Performer and Freaks. Have 120 feet top banner line and transportation. A. Aldrich, answer. Need organized Minstrel Show. Hanky Panks all open, reasonable privileges. 8 weeks of fairs Alabama and Georgia. Wire now.

**TRIANGLE SHOWS, Attalla, Ala., this week; then Bessemer, Ala.**

### FOR SALE

## WILD WEST SHOWS

### FOR SALE

Complete Wild West Show, including 22 head of the best Bucking Stock in the business. Horses, Brahma Bulls, Steers, Clown Mule. This stock is R.C.A. registered. The Show consists of 800 ft. of new 10 ft. Side Wall, 50x200 Arena, 70 ft. Front with new Banners, with plenty of lights and flash. Have 35 Kw. Light Plant and the best of transportation for same if you want it. This Show was built new this year. All new equipment, saddles, rigging, etc. SHOW NOW OPERATING ON CAPELL BROS.' SHOWS. WILL SELL AND BOOK FOR THE BALANCE OF THE SEASON IF YOU WISH. COME AND SEE IT AT CUSHING, OKLA. (FAIR), THIS WEEK; HOLDENVILLE, OKLA. (FAIR), NEXT WEEK, OR PER ROUTE. Address:

**H. N. (DOC) CAPELL, Mgr., CAPELL BROS.' SHOWS, Cushing, Okla., this week; Holdenville, Okla., next week.**

## CAVALCADE OF AMUSEMENTS

**WANT—NEON MAN—WANT**

One who understands all forms of Glass Blowing. Leroy Hunter, come on. POLERS FOR TRAIN. (Salary \$45.00 PER WEEK.) CAN ALSO PLACE TRACTOR AND MULE DRIVERS. All Address:

**AL WAGNER, Mgr.**

**PADUCAH, KY., until Sept. 3; then LOUISVILLE, KY., Sept. 6-13.**

### FOR SALE

## SPITFIRE RIDE

\$6500.00 In good condition. Has been operating in park.

**T. A. FUZZELL**

5300 Edgewood Road Little Rock, Ark.  
(Phone 37280)

## GREAT SUTTON SHOWS

**CAN PLACE**

CORN GAME, DIGGERS and FROZEN CUSTARD AFTER SEPT. 6. Knockers and agitators, don't bother to answer. SEE FAIR AND CELEBRATION ROUTE IN OUR OTHER AD THIS ISSUE.

**GREAT SUTTON SHOWS**

# FAIR Silver Derby SHOWS

### WANTED

### WANTED

### WANTED

Concessions—Ball Games, Spindle, Hi-Striker, D. B. Alley, Big Six, Clothes Pin, Hoop-La, Floss, Cookhouse, Snow, Watch-La, Short Range, Pan or any Grind Store not conflicting. Shows—Can use Shows with own outfit. Ride Help—Can always use good Ride Help. If you drink, don't answer. We will be in the cotton at the right time, then all winter in Florida. Forty-milers, drunks and agitators, stay where you are.

**E. J. FAY, Mgr. Rutland, Ill., 3-7; Golden, Ill., 10-13**

## BRIGHT LIGHTS EXPOSITION SHOWS

**DANNIE DONNINI WANTS**

**Count Store, Clothes Pin Wheel, Pan and P. C. Agents.**

**Luray, Va., week Sept. 1; Rocky Mount, Va., week Sept. 8.**

## MIGHTY MONARCH SHOWS WANT

**WANT**

For Fairs, Celebrations and Miami, Florida, all winter Place Ferris Wheel, Tilt, Octopus or any Flat Ride. Shows of all kind. Place for more legitimate Concessions. Show now has five Rides. Hold contracts for Georgia and Florida fairs and churches, schools and legion dates. All winter Miami, Fla. Leo Simon, get in touch with me (Art) here. Place high-class Free Act. Address:

**N. P. ROLAND**

**EDISON, GA., THIS WEEK, OR GORDON HOTEL, ALBANY, GA.**

## WANTED

Slum Concessions, Hanky Pank Agents, Girl Show, Man Diggers, Scales, Age. This Show will stay out all winter. Playing Oklahoma, Texas. St. Joseph, Mo., Sept. 3 to 13. First show in all year. Nine Fairs to follow. Wire to

**FREAR'S UNITED SHOWS**

**ST. JOSEPH, MO.**



Thomas Joyland: Summit, Ill.  
 Tidwell, T. J.: Perryton, Tex.; Borger 8-13.  
 Tinsley, Johnny T.: (Idle Hour Park) Phenix City, Ala.  
 Tivoli Expo.: (Fair) Webster City, Ia.; Fayetteville, Ark., 8-13.  
 Triangle: (Fair) Attalla, Ala.; Bessemer 8-13.  
 Turner Bros.: (Fair) Albion, Ill., 2-5; (Fair) Olney 7-12.  
 20th Century: St. Paul, Neb.  
 Twin City: (Fair) Versailles, Mo.; (Fair) Cole Camp 8-13.  
 United Expo.: Denison, Tex.  
 United States: (Fair) Webster Springs, W. Va.  
 Van Hooten: (Fair) Hawkesbury, Ont., Can., 1-5; Cardinal 8-11.  
 Veterans United: (Fair) Guthrie Center, Ia., 2-5.  
 Victory Expo.: (Fair) Bethany, Mo.  
 Victory United: Platte, S. D., 4-6; Menno 12-14.  
 Virginia Greater: Suffolk, Va.  
 Wade, W. G., No. 1: (Fair) Alpena, Mich.; (Fair) Petoskey 9-13.  
 Wade, W. G., No. 2: (Fair) Fowlerville, Mich.; (Fair) Coldwater 9-13.  
 Wallace Bros.: Central City, Ky.; (Fair) Cape Girardeau, Mo., 8-13.  
 Wallace Bros. of Canada: (Fair) Quebec City, Que., Can.; (Fair) Lindsay, Renfrew, Ont., 8-13.  
 Wallace, I. K., Attrs.: Bedford, Va.  
 Wallace & Murray: Mountain City, Tenn.; Morristown 8-13.  
 Ward, John R.: (Fifth Ave.) Nashville, Tenn.  
 West Coast: (Fair) Yreka, Calif., 2-7; (Fair) Lodi 9-14.  
 Wheeler, Eddie L.: Aragon, Ga.; Buchanan 8-13.  
 White Star Attrs.: Stryker, O., 2.  
 Wilson Famous: Melvin, Ill.; Nauvoo 10-13.  
 Wilson Greater: Hanna, Wyo.  
 Wolf Greater: (Fair) Montevideo, Minn., 1-3; (Fair) Cambridge 4-6; Springfield 7-9; (Fair) Willmar 10-13.  
 Wolfe Am.: Augusta, Ga., 1-13.  
 Wonder City: Fulton, Ky.; (Fair) Shawneetown 9-12.  
 Woodin, C. A.: Lehr, N. D., 4-6.  
 World of Mirth: Rutland, Vt.  
 World of Pleasure: Wauseon, O., 1-5; Monroe, Mich., 7-13.  
 World of Today: Junction City, Kan.; Miami, Okla., 8-13.  
 Wrigley, J. C.: (Cotton Carnival) Taylor, Tex., 6-13.  
 Zacchini Bros.: Mansfield, Ark.; Booneville 8-13.  
 Zeiger, C. F., United: (Fair) Gordon, Neb., 3-7; (Fair) Julesburg, Colo., 9-12.  
 Ziegler: Grandview, Wash.

## WOM Registers \$150,000 Gross At Ottawa Fair

OTTAWA, Aug. 30.—Frank Bergen's World of Mirth Shows garnered a phenomenal estimated \$150,000, the biggest gross in its high-scoring history, at the post-war revival of the Central Canada Exhibition which closed its six-day run here Saturday (23). Altho Bergen was mum when it came to revealing specific figures, other sources said approximately \$75,000 was handled by the office wagon during the first three days, to surpass the best pre-war midway gross. With attendance figures expected to top the 300,000 mark the midway could point to exceptionally good per capita spending.

### Above Expectations

Concession row had the same proportionate play thruout the week. Manager Bucky Allen had anticipated big doings but even his fertile imagination couldn't conjure up anything approximating the actual play, with the result the stores ran out of stock by mid-week. Replenishing was accomplished, however, and little or no play was lost. At times the chance-hungry crowds were banked eight-deep in front of concessions, eagerly awaiting an opportunity to win merchandise. Old-timers, who thought they had seen everything, admitted this was a new one.

An estimated 15,000 kids stormed the gate opening day, Monday (18). From then on shows and rides were taxed to capacity with many of the rides facing a lineup of several hundred patrons. For once, thousand dollar days for all units were the rule rather than the exception.

### Plenty of Press

The midway figured prominently in all press notices of the exhibition. The Canadian Broadcasting System aired a show featuring a Guess-Your-Age unit.

Paid attendance figures released by H. H. McElroy, exhibition manager, follow:

	1947	1941	1939
Monday .....	42,607	69,500	64,419
Tuesday .....	42,982	23,366	27,115
Wednesday ...	61,999	49,099	36,741
Thursday .....	62,296	31,574	32,205
Friday .....	51,855	25,239	27,175
	261,739	198,788	188,655

Shows, coming here from the Skowhegan (Me.) Fair, arrived in plenty of time for opening. Move was expedited by sending the show train thru in two sections.

Grounds were in good shape and had regained most of their pre-war attractiveness, despite the fact many changes took place during the lengthy army occupation. Even the flower beds had been restored under the direction of McElroy and Alderman E. A. Band, president of the exhibition.

## Braunstein Resigns Paramount Expo Job

HUNTINGDON, Pa., Aug. 30.—Ben Braunstein announced his resignation as general representative of the Paramount Exposition Shows this week during the show's engagement at the Huntingdon County Fair. Braunstein, who joined the org during the Chicago meetings immediately following its formation, said his leaving was completely amiable. The show is booked for the remainder of the season, according to Braunstein. He did not announce his future plans.

Show opened here Monday (25) to good business. All equipment was repainted in preparation for the org's first fair date here. A new lighting plant was added.

## Horse Had Enuf

STOCKHOLM, Aug. 30.—After performing for more than 15 years, Gordon, the Danish diving horse, balked at plunging with his boy and girl riders from a 50-foot board into the pool at the Fun Palace here. Following demonstrations by the audience, the police banned the act on the grounds of cruelty to an animal.

## Five Brahma Bulls Killed

RAPID CITY, S. D., Aug. 30.—Five Brahma bulls, used in the Days of '76 celebration at Deadwood, S. D., were killed in a highway accident near here while being trucked to Newcastle, Wyo. L. H. McDonald, driver of the truck, was forced into a ditch when he tried to avoid hitting four cars on the highway. The animals, owned by Russ Madison, were killed when the truck overturned.

## Sandy Creek, N. Y., Sets Gate Records

SANDY CREEK, N. Y., Aug. 30.—with a paid attendance of 20,073 and an actual attendance estimated in excess of 30,000, the 90th annual Sandy Creek Fair chalked up new records in every department for its five-day showing ended here Saturday (23).

A one-day attendance record was established Saturday when more than 5,000 attended. Night grandstand show, Frank Wirth's *Make Mine America* revue, played to a sell-out crowd of 1,500. A firemen's parade, with 15 companies participating, was an afternoon feature.

A record number of exhibits were displayed in almost every department. King Reid Shows were on the midway.

Daily news broadcasts were aired direct from the grounds by Radio Station WWNW.

**WANT FOR**  
**MADISON COUNTY FAIR, Huntsville, Ala., Sept. 8-13**

CONCESSIONS—Photos, will sell "X" on Palmistry, Penny Arcade, String Game and Ball Games. SHOWS—Monkey, Wild Life, Snake or any kind of Grind Show. RIDES—Fly-o-Plane, Fun-in-the-Dark or Spitfire. All answer to **E. L. YOUNG, Mgr.**

**Eddie** Crown **Young's**

**Royal** "AMERICA'S FINEST CARNIVAL" **Shows**

Bowling Green, Ky., this week; Madison County Fair, Huntsville, Ala., Sept. 8-13.

**SAM HOLMAN SUNSHINE SHOWS**  
**WANT FOR PARKS AND ROAD**

Open now and all winter, playing Florida, Jinney, Ferris Wheel, Bingo, Tilt, Spitfire, Caterpillar, Scooter Car, Skating Rink; legitimate Concessions only. All replies to

**SAM HOLMAN**  
 2505 East Chelsia Tampa, Florida

**ANDERSON'S**  
**GREATER SHOWS**  
*the fine old show with the grand old name*

**WANT FOR 8 MORE FAIRS**  
**BINGO AND DIGGERS**

Luther Sandlin, have special proposition for you.  
 Westmoreland, Tenn., Fair, this week; Lebanon, Tenn., Fair, week Sept. 8-13

**C. A. STEPHENS SHOWS**  
**WANT FOR**

**SPENCER, TENN., FAIR, Sept. 10 to 13; FAYETTEVILLE, GA., FAIR to follow**

Want Concessions—Eating, Drinking, Cotton Candy, Snow, Duck Pond, Jewelry, High Striker and Blower. All Concessions working for stock come on. SHOWS—Will book a couple of Grind Shows with own equipment. RIDES—Good opportunity for Flat Ride. Have for Sale—Contract on Williamsburg, Ky., Fair, Sept. 22-27. Contact Show. Address: c/o Fair, Clintwood, Va., this week; Spencer, Tenn., Fair, Sept. 8-13.

**WANT WHEEL FOREMAN**

And Second Men for Twin Wheels, prefer those driving semis, to join at once. Address

**E. L. YOUNG, Mgr. Royal Crown Shows**  
 Bowling Green, Ky., this week; Huntsville, Ala., Fair, week of Sept. 8-13

**Want Capable Talker and Riders for Motordrome**

To join at once. Have one of the finest Motordromes in show business. All reply to

**TED SNYDER, care Royal Crown Shows**  
 Bowling Green, Ky., this week; Huntsville, Ala., Fair, Sept. 8-13.

## Objectors Lose Out, Weymouth Set To Run September 14-20

WEYMOUTH, Mass., Aug. 30.—Overcoming the objections based on a Massachusetts law that a fair cannot be operated in a residential district, the Weymouth Fair will be held September 14-20.

The attempt to bar the fair's operation, which was said to have been inspired by an individual who failed to get a fair contract, was halted when lawyers advised against continuance of the attempt.

All of the annual's buildings, including the steel grandstand, are new. The grandstand, rated one of the finest in the East, resembles those erected at major dog and horse racing tracks in the East, with bleachers, in addition to a steel-roofed stand, and provisions under the stands for pari-mutuels.

Publicity is in the hands of Prescott Hobson, Quincy, with the Sullivan Agency, Boston, handling the advertising.

**WANT**  
 Experienced Candy Pitchmen.  
 Wire  
**J. SCIORTINO**  
 World of Mirth Shows, Rutland, Vt.

**WANTED—GOOD CLEAN CARNIVAL**  
 To play Union City, Tenn., from Oct. 13th thru Oct. 18th. Will set up in Union City Ball Park, in heart of city. Population 10,000. Carnival will be held in conjunction with  
**SECOND ANNUAL CORN FESTIVAL**  
 Sponsored by Milton Talley Post #20  
 Contact CECIL MOSS, Union City, Tenn.

**WILL BOOK**  
 Almost any Show Concessions. Will book Rides and Grind Shows that don't conflict. This show has 11 more weeks of good spots. Have for Sale—Ferris Wheel in good condition. Make an offer.  
 All Replies to  
**F. B. DENNIS**  
 BINGER, OKLA.

**FOR SALE**  
 Immediate delivery, one No. 5 Eli Wheel, A-No. 1 condition; 1 Spillman jumping horse, 3-abreast Merry-Go-Round, good running condition. Can be seen at Whitelake, North Carolina.  
**R. H. WORK**  
 Elizabethtown, N. C. Phone 2466

# HARRY LOTTRIDGE SHOWS

"America's Best Amusement Equipment"

## WANT

Swaying Pole Act, must be high. Join now, ten weeks' work.

Sober, Reliable Ride Help, Semi Drivers preferred. Top Salaries. If married, can use wife as Ticket Seller or Concession Agent.

Strictly Legitimate Concessions.

Shows with own equipment.

Fairs and Celebrations till closing. All replies to Harry Lottridge, Mgr., Pearisburg, Va., this week; Bland, Va., next week.

## CONCESSIONAIRE!

The opportunity presents itself only once a year to play the  
**KALAMAZOO COUNTY FREE FAIR**

MICHIGAN'S 2ND LARGEST FREE FAIR

**SEPT. 22 TO 27**

Don't miss this big event. Reserve space now! Contact

# W.G. WADE

Shows

Alpena (Mich.) Free Fair this week  
Emmett Co. Fair (Petoskey, Mich.) follows Alpena

## WANTED!

# RIDES-CONCESSIONS SHOWS-FREE ACTS

**SIoux FALLS JUBILEE DAYS**  
4 Gala Days and Nights—Sept. 17-20

WRITE PLAYLAND PARK

201 S. FRANKLIN

Ph. 2438

SIoux FALLS, S. D.

## WANTED

Cookhouse, Grab, Juice and all legitimate Concessions, no exclusives.

## SEYMOUR FALL FESTIVAL AND HOMECOMING

SEPTEMBER 23-27

Free Acts have been booked. The Great Siegfried Ski Jump and Kaylette High Perch Act on the streets of Seymour, Indiana. This is not a promotion but will be an annual event sponsored by the SEYMOUR CHAMBER OF COMMERCE.

## FOR SALE

2 Merry-Go-Rounds, brand new from top to bottom; also 1 Whip for sale, 10 tubs all rebuilt over, with a brand new LeRoi engine, and 1 Kiddy Airplane ride, 6 airplanes, aluminum; Airplane Ride brand new. 1 12-seat Mix-Up, with Allis-Chalmers engine. Bank reference: Hancock Bank, Bay St. Louis, Miss.

JAY WARNER

Box 181, Bay St. Louis, Miss., Phone 9121

## WANT

Eli Wheel Foreman or good Second Man. Also Second Man for Flying Scooter. Other Ride Help. Wire or come on, long season. Want sober Athletic Show Manager. Will furnish outfits for money-getting Shows. A few more Concessions open.

**C. F. ZEIGER UNITED SHOWS**

Gordon, Nebr., Sept. 4 to 7; Julesburg, Colo., Sept. 9 to 12; then long jump south.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

## Det. Rodeo Gets 7G First 4 Days

DETROIT, Aug. 30. — Sixth annual rodeo sponsored by the Dearborn Junior Chamber of Commerce at Wyoming and Ford roads, just across the street from the Detroit city limits, drew an estimated 11,000 people, with a gross of about \$7,000 the first four days. Show opened Saturday (23) for a 10-day stand with 13 shows. Saturday and Sunday night shows drew standees in addition to about 3,000 in the bleachers. Sunday matinee, however, was off, with negligible attendance because of the heat.

Business was considerably below last year's figures for the corresponding period, with the heat, plus local strikes, taking the blame. Admission was \$1, with half-price for children.

The show, booked by Glenn W. Jacobs and Val Campbell, of the Gus Sun Office, was built around Jinks Hoaglan's Hippodrome Show, allowing considerable variation in special attractions from one show to another. Stock, including more than 150 head, was furnished by Curly Meadvo.

The show was an exhibition rodeo with contests only the last two days. About 65 hands participated. Principals of the show included Buster Todd, announcer; California Joe and Montana Frank and company, fea-

## Legion To Stage Carnival

HAVERHILL, Mass., Aug. 30. — City council here voted to grant a license to the Wilbur M. Commeau Post, American Legion, to stage a carnival in Crescent Place September 8-13.

## Burro Game Draws Well

REIDSVILLE, N. C., Aug. 30. — The burro ball game, staged here by I. W. Boden under auspices of the American Legion, drew a big crowd. Riders were furnished by the American Legion and junior chamber of commerce. The Bodens were guests of the Rex M. Inghams while here.

## Drumheller Draws 4,000

DRUMHELLER, Alta., Aug. 30. — Twice postponed by rain, the 30th annual stampede at Hand Hills Lake, near here, was finally staged and drew 4,000 attendance. Prize money totaled \$1,000. Officers were H. Joberg, president; M. G. Gourlay, manager, and D. H. Wise, secretary-treasurer.

tured acts; G. Wade Freigy, manager for Hoaglan; Alex Malone, clown, and Bobby Pearce, doubling as clown and announcer.

Tim Doolittle and His Pine Center Gang from WKMh furnished the music.

## American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Aug. 30. — We visited Animal Oddities, exhibiting at the baseball park lot here August 23. Manager Peters extended courtesies. To date we have made 109 visitations.

Standings in the personnel membership race were reported in the last column. Since then five additional cards were issued to Penn Premier Shows for a total of 263, putting that organization in first place. The other contestants in the first division include James E. Strates, 250; W. G. Wade, 101; J. J. Kirkwood, 75; World of Pleasure, 69. The second division includes B & C, 47; B & V, 43; Lee United, 26; H. William Jones Concessions, 25, and Pioneer, 23.

The 14th annual meeting of the association will be held in the Hotel Sherman, Chicago, December 1-4. The program this year will follow the 1946 plan with night sessions eliminated, and will include a meeting of counsel and the board of directors December 1, and general membership meetings December 2, and continuing daily until the business of the meeting is completed.

Government figures show the second quarter of 1947, based on government receipts of admission taxes, is considerably ahead of the first quarter of 1947, altho slightly behind the comparable quarter for 1946.

We are advised that there recently has been developed a new type of soldering tool for high grade work; guards for supporting the ends of fluorescent lamps which prevent their falling out of lamp holders; a new type of tubeless tire, a new type of portable electrical saw; an automatic juice extractor capable of producing large quantities in a short space of time, and a collapsible trailer suitable for all model cars, which is light weight and can be stored in an automobile trunk.

The third installment of 1947 estimated income tax is payable not later than September 15.

## FAIRS—FAIRS—FAIRS

Teague Fair, Honey Grove Fair, Commerce Fair, Cooper Fair, Sulphur Springs Fair. Will place for the above string of Fairs: CONCESSIONS—Pop Corn, Candy Floss, Fish Pond, Clothes Pins, Ball Games, Coke Bottles, Balloon Darts, Mug, Country Store, Huckleberry Buck, Cigarette Gallery, Lead Gallery. SHOWS—Wild Life, Freak Show, Girl Show, Fun House, Glass House or any others. RIDES—Mix-Up, Thr, Octopus and Kiddie Rides. Want Ferris Wheel Foreman.

## Brewer's United Shows

Route: Teague, Tex., this week; then Honey Grove (Fairs).

## STEBLAR GREATER SHOWS WANT

For THOMAS, W. VA., LABOR DAY WEEK  
CELEBRATION—On Street

Followed by Honaker, Va. Can place small Cook House, Candy Apples, Pan Joint, Bowling Alley, Pitch-Till-You-Win, Penny Pitch, Hoop-La; Snake or Monkey Shows. Address all mail STEBLAR SHOWS, as per route.

## WANTED CARNIVAL

For Big Two-Day Fall Festival and Homecoming, October 10-11.

Month-old ticket campaign in progress now for \$2500 in prizes. Contests and free attractions. American Legion sponsored. Contact DON NORTON, Orion, Illinois

## CARNIVAL WANTED

FOR CAMERON, MO., FALL FESTIVAL  
October 1, 2, 3 and 4, 1947.  
Contact DEAN STONE, Chairman  
Concessions. Large attendance.

## ANDERSON SCHOOL

Anderson, Alabama, in Lauderdale County  
Would like to have a good Carnival the first week in October or the second week in September. An excellent community center. Contact

Arthur E. Bayles

Principal  
ANDERSON, ALA.

# Gooding Flashes Powerful Ride Front at Mich. Annual

DETROIT, Aug. 30.—At long last, the Michigan State Fair, shuttered since 1942, first because of the war and then because of a late plant release by the army, re-opened here today with Floyd E. Gooding's org on the midway. For the occasion, Gooding came up with the largest concentration of rides and shows he ever has assembled at one time in his many years in the carnival business. Early opening morning not all of the money-getters were up. Most of them were, tho, and when they are all in operation there will be 25 rides and 6 shows, according to the veteran show owner. Included among the array of rides is a new Hurricane. This device, which Gooding rates highly, not only from its money-making potential, but also from the standpoint of patrons' enjoyment, was unveiled by him at the Ohio State Fair which closed Friday (29). After a few days

of operation in Columbus a minor part defect put it out of action, and it was torn down and shipped here. Meanwhile a replacement was tooled in Columbus.

The huge battery of rides here include several other newly purchased devices. In addition to the power they pose, they give out with plenty of flash and illumination. New light towers, some of which are treated with fluorescent lighting, dot the midway area. Fluorescent lighting has been getting increased emphasis from Gooding.

The Midwest gasoline shortage, now centered in Detroit, is causing some concern. Only about three of Gooding's rides are equipped for switch-over to electric power.

Games concessions appear comparatively few because of the rigid restrictions against any "gambling." Fortune tellers, not accepting the advance word they would be turned down, made requests to the fair management as late as Thursday (28) only to be nixed.

**WANT RIDES**  
FOR VETERANS' HOMECOMING, ALTON, ILL.  
SEPT. 24 TO 27 INCL.  
Contact: J. F. SHEA  
1212 Douglas, Alton, Ill. (Phone: 3-9073)

**WANT**  
Side Show Help of all kinds. Contact  
**CHARLES L. FRANK**  
Wallace & Murray Shows Mountain City, Tenn.

**FOR SALE**  
36-ft. rebuilt Parker Merry-Go-Round, 14 passenger;  
Adult Chair-o-Plane, 8 passenger; Kiddie Chair-o-Plane, after Sept. 19. Running at Cozad, Nebr., at that time. Will book or buy Octopus or Roll-o-Plane.  
GEORGE A. RAPP, Holyoke, Mass.

## Morris Hannum Shows

*A tradition at Veterans' Conventions*

**WAYNE COUNTY AGRICULTURE FAIR**  
GOLDSBORO, NORTH CAROLINA, SEPTEMBER 8 TO 13

**WANT**  
Legitimate Concessions of all kinds. Will place one more Palmistry, Floss, Snow, Ice, Guess Age-Weight. Want capable Minstrel Show to join Monday, September 8, without fail. Ride Help, come on. Northampton, Pennsylvania, September 3, 4 and 5; then Goldsboro, North Carolina, next week.

**JONES GREATER SHOWS**  
**WANT FOR**  
PLEASANTS CO. FAIR, St. Marys, W. Va., week Sept. 8; GREENUP CO. FAIR, Greenup, Ky., week Sept. 15

SHOWS—Want Fun House, worth-while Grind Shows with own outfits.  
CONCESSIONS—Want Penny Arcade, Rotaries, Diggers, Novelties and Stock Concessions of all kind.  
Address JONES GREATER SHOWS, Moundsville, W. Va.

**MOODY SHOWS**  
WANT FOR BLEDSOE COUNTY FAIR, PIKEVILLE, TENNESSEE, SEPT. 8-13

SHOWS: Want Man to take charge of 20x80 Side Show, 120 ft. banner line, if you have something to put in it. Man to take complete charge of Monkey Show. Man to manage Girl Show (have wardrobe and sound equipment). RIDES—Foreman for Ferris Wheel and Second Man on all Rides; will pay top wages and bonuses. CONCESSIONS—All Concessions open. Have opening for Short Range Gallery, High Striker, Frozen Custard, Penny Arcade. Want Agents for Slum Outfits. Want Man and Wife to take charge of Picture Gallery, 50-50. Want Agents for Pan Game and Over and Under. Want two Counter Men for Bingo. All replies:  
MOODY SHOWS, Cowan, Tennessee, this week.

# FOLK CELEBRATION SHOWS

WANT FOR

- SANTA FE COUNTY FAIR, Sept. 9 to 13, Santa Fe, New Mexico
- ALAMOGORDO COUNTY FAIR, Sept. 16-20, Alamogordo, New Mexico
- QUAY COUNTY FAIR, Sept. 22-26, Tucumcari, New Mexico
- NEW MEXICO STATE FAIR, Sept. 28 to Oct. 5, Albuquerque, New Mexico
- SOUTHEASTERN NEW MEXICO STATE FAIR, Oct. 7-11, Roswell, New Mexico

Then Celebrations up to and including big Armistice Day Celebration, November 11. This show will open the 1948 season February 15 at Tucson, Ariz.

Can use good, sober, Billposter with own car. Want first class 10-in-One with 'or without own outfit; good Girl Revue, must have a show that has flash and can play to entire families; Motordrome (Bob Perry, wire); Monkey Circus, Glass House, Hawaiian Show, Hillbilly Show, Miniature City (Joe Teska, wire). Can place legitimate Concessions of all kinds. Ride Help—Can use capable Ride Foremen and Second Men; must be sober and reliable. Want first class Calliope Player.

Want for Circus—Animal Acts, Horse Acts, Acrobatic Acts, Elephant Act, Trapeze Performers, Clowns and good uniformed Circus Band.

## FOLK CELEBRATION SHOWS

Box 1005 Albuquerque, New Mexico

## Harry Craig HEART of TEXAS Shows

WANT

For the biggest county fair in Oklahoma — Stillwater, Okla. Girl Show operator to join on wire with two or three girls; will furnish complete outfit. Act for Side Show. Will book Wild Life Show or any Show of merit. Man and wife to operate Snake Show, Little Train. Will book Scooter, Octopus, Pretzel Ride or any major Ride not conflicting. Concessions all open for this spot, High Striker, Lead Gallery, Dair Balloons, Picture Gallery. Want Cook House or Sit Down Grab. General Ride Help who drive semis.

Ardmore, Okla., this week, then Stillwater Fair to follow, then the Texas Cotton. All address

**HARRY CRAIG**

## A.M.P. SHOWS

*Juggy*

NOW BOOKING FOR

ASHEVILLE, N. C., BUNCOMBE CO. AGRICULTURAL FAIR—SEPTEMBER 15-20  
Everything Open Except Bingo, Cookhouse and Popcorn  
Space Limited — Wire Now

Can place Funhouse, Iron Lung, Illusion, Dog and Pony, Snake, or other Shows not conflicting. Complete Minstrel Show for reliable people. Will book one more Flat Ride for our fair dates.

Contact

A. M. PODSOBINSKI, General Manager—"CURLEY" GRAHAM, Business Manager  
This week, Abingdon, Va.; next week, Asheville, N. C.

LAST CALL

LAST CALL

## B and D SHOWS

OPENING SEPT. 8 UNDER VFW's, CHERAW, S. C.  
ALL CONTRACTED REPORT. G.N.S. RUNNING 24 HOURS.

With Wadesboro and Karnapolis to follow  
Can place a few more Concessions: PHOTO, Short Range Gallery, Scales, Novelties, Coke Bottle or any Stock Stores, \$22.50. All open except Bingo and Cookhouse. Shows—Can place any Grind Show except Glass House and Rabbit Boy. Want high-class Minstrel Show for week Oct. 13 for biggest colored date in North Carolina, Winsted, or any organized Show contact at once. Make all contacts:

**C. E. DAVIS, Mgr. B. & D. Shows**  
CHERAW, SOUTH CAROLINA, or come on.

# CANADIAN NATIONAL AT PEAK

## Midway Drags Heavy Dough

All attendance records go first 8 days, with Hughes certain 2,000,000 in bag

By Pat Purcell

TORONTO, Aug. 30.—When the armed forces of Canada turned back the grounds of the Canadian National Exhibition to the annual's management about a year ago, the physical properties could not have been in worse condition unless it had been directly in the path of a Hitler blitzkrieg. The grandstand was a shambles, the interior of the buildings gutted, and the lawns shredded by hobnailed boots.

Here, there and everywhere the folks said it couldn't be done when the directors, thru General Manager Elwood Hughes, announced the annual would be resumed in 1947. Well, as of today, some 1,357,500 people have passed thru the gates and marveled at the magnificence and magnitude of the exhibits; stood agape before the modernistic midway conceived and built by J. W. (Patty) Conklin, gorged themselves at the amazing number of grab and juice joints, and pressed thru the masses to enjoy entertainment offered in every nook and cranny of the spacious grounds.

With the exception of the grandstand, the CNE is back in all its glory, a fine tribute to the foresight, ingenuity and industry of Elwood Hughes and his assistants.

A breakdown of the attendance for the first seven days tells the story of how this exhibition has been received, the breakdown being compared with the record run of 1941:

	1941	1947
Friday (22).....	58,000	103,500
Saturday.....	217,000	272,000
Monday.....	156,000	167,000
Tuesday.....	93,000	125,000
Wednesday.....	116,000	172,000
Thursday.....	124,000	151,000
Friday.....	88,000	127,000
Saturday (Unofficially Nothing)		240,000

Hughes declared today that it is not unreasonable to anticipate an over-all attendance of more than 2,000,000, as there was still the big Labor Day and five other days to go. Traffic jams on all highways leading into Toronto have cut attendance some, as Provincial police report that hundreds and hundreds of motorists have given up daily and returned to their homes when they realized it was next to impossible to reach the grounds. Outside gate ticket sellers have been working more than a mile from the entrances in an effort to push them thru faster.

### Beaucoup Entertainment

From an entertainment standpoint, there is almost everything within the confines of the grounds to satisfy the desires of every appetite. So far this observer hasn't found grand opera but in two days one couldn't possibly get everywhere.

Olsen and Johnson zanyed it out for the first eight nights in the Coliseum, which will be turned over to the society horse show Monday for the remainder of the run. The grandstand, of course, is still under construction, so an area was corralled behind the press building and named Variety Arena. It seats about 6,000 and the pews have been well filled each night, even tho it is possible to get everywhere.

(See CNE on opposite page)

## Wisconsin Food Law Has Teeth

MADISON, Wis., Aug. 30.—A new Wisconsin State law, published Tuesday (26), levels a stiff fine and revocation of licenses at operators of traveling shows, circuses or carnivals violating food handling regulations.

The law reads, in part:  
(1) Every person employed by any traveling show, circus or carnival, who is not a resident of the town, city or village wherein such show, circus or carnival is operating, and who handles or serves food or beverages to the public shall hold a medical certificate not more than six months old from a reputable physician, stating that such employee is free from communicable disease and venereal disease in the communicable stage.

(2) Failure to comply with the requirements . . . shall be a violation of the license or permit to operate issued to the owner or operator of such traveling show, circus or carnival, and cause for immediate revocation thereof. Any person who shall violate any provision shall be punished as provided . . . by a fine of not more than \$500 or by imprisonment in the county jail for not more than one year, or both.

## Rain Mars Michigan's First 2 Days; Sunday's Peak Count Hits 108,000; Coliseum Hurt

Exhibit Interest High — Talent Line-Up Varied

By Herb Dotten

DETROIT, Aug. 31.—Pelting rain marred the opening of Michigan's State Fair here, slashing attendance the first two days, Friday and Saturday (29-30), but today the weather was ideal and the folks thronged out. In the absence of an official count, as yet uncompiled, estimates of the day's gate, made by veteran fair execs, range in the neighborhood of 108,000 persons. The paid gate Friday was announced at 16,148; Saturday's as 36,723. No count is made of children under 14 years of age who are admitted free at all times.

### Washes Out Shows

Rain later Friday killed patronage on the midway, where the Gooding Greater Shows are in operation, and it washed out the scheduled night

performance of Buster Crabbe, who with his water show plus circus-type acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, are billed as the night grandstand feature for the full run of the fair. A driving rain fell at 3 p.m. Saturday, continuing thru 8 p.m., and it cut midway play drastically and again rained out the Crabbe performance.

The rains also dealt a blow to the box office at the Coliseum, where a variety show, headed by Bob Burns, of radio and motion picture fame, opened Friday night, with afternoon and night shows yesterday and today, when it closed its engagement. About 1,200 attended the Friday night showing. Saturday's matinee attendance was placed at 1,000, with the night turnout at double that figure. Today Burns and his supporting acts played to a matinee crowd of 4,500.

### Olsen and Johnson Next

Olsen and Johnson are set for a seven-night Coliseum engagement, with their first performance Monday, September 1.

The Crabbe unit got in its first show this afternoon, playing to about 1,800 in one of two matinees it will give during the fair, the other matinee being skedded for closing Sunday. The track each weekday is devoted to running horses who race to the accompaniment of pari-mutuels.

Circus acts supporting Crabbe and his water performers are Loyal's Dogs; Bob Parry, trampoline; Paul and Paulette, trampoline; Pierrot and Pirouette; Buddy and Jean, and the Jordan Trio, roller skating act; Tripp and Fall, DeMilo and Marr, and Hoffman and Kay, knockabout comedians; Maybelle Miller, billed as the Lady in the Sky, and the Sensational Erickson, aerial acts. The Gretona Family, high-wire, and Ostermaier's Horse, high school horse act, played the first three days, and will be followed for the rest of the run by the American Eagles, aerial act, and Bill Buschbaum's Spotted Horses, liberty horse act. Clowns working the show are Joe Ambrose, Joy Thomas, Roy Thomas, and the Snell Brothers, Tom and Jim.

### Symphony for Free

Acts which supported Bob Burns were the Kanazawa Trio, acrobats; Jordan and Parvis, dancers; Watson Sisters, song and dance; the Buccaneers, singers; Elly Ardelty, aerial act; Martin and Florenz, puppet; Billy Wells and the Four Fays, acrobats, with Wally Boag, emcee.

The Detroit Symphony Orchestra, also rained out the first two nights of the fair, played tonight in the music shell as a free attraction. The orchestra will play each remaining night. The Detroit Racing Association, which conducts the running races, kicked in \$5,000, approximately one-third of the cost, to have the symphony at the fair.

Patrons in the daylight hours today showed more interest in the exhibits than they did in the paid feature attractions. They crowded thru the buildings and poured over the

(See Mich. Starts on opposite page)

## Indianapolis Points for New Attendance Marks; Initial 2 Days Soar Above '46 Records

C&W Midway Biz Eclipses Last Year; Grandstand Big

By a Staff Correspondent

INDIANAPOLIS, Aug. 30.—Out to eclipse its 1946 all-time high paid gate of 627,573, Indiana State Fair, with two days behind it and six big ones to go, tonight was on its way, with the attendance for the first two days showing a slight increase over last year.

Here's how the paid gate for the first two days compared with last year:

	1947	1946
Friday.....	12,872	10,886
Saturday.....	41,882	41,587

Fair execs figure that, altho small, the increase for the first two days, always the lightest of the run, gives substance to their belief that the annual will top last year's record-breaker.

### Midway Take Up

On the midway there was more than a promise that the rides and shows would top last year's record gross. Figures were available tonight only for the business opening day, and they disclosed that the Cetlin & Wilson Shows, with vastly increased earning power than the midway offered last year, had garnered a net of \$8,984.31, as against \$6,379 for the corresponding day in 1946.

This had Jack Wilson and Izzy Cetlin, owners of the org, wearing broad smiles, as they mulled what the hiked earning power would mean on the big days of the fair.

There also were indications that night patronage is running ahead of last year. The paid gate is knocked off daily at 5 p.m. So there is no way to determine accurately the size of the night crowds. However, veteran observers estimated the evening throngs as larger than last year.

Promise of increased grandstand

receipts for the full run of the fair was seen in today's attendance. The afternoon stand pulled a crowd of some 7,000 for the horse races for an increase of about 3,000. New this year was a Saturday night (30) grandstand show, with Lucky Lott's Hell Drivers as the attraction. Show drew a crowd placed at 8,000. Lott's unit is to give another performance Sunday afternoon (31).

The grandstand thrill show combined with other factors to take the edge off the Hoosier Radio Round-up, tonight's Coliseum attraction. Hot weather played its part, too, as the heat did not make an indoor show particularly inviting when there was a major outdoor attraction on the grounds.

Hurting also was the fact that the Coliseum feature, while a tighter and better-balanced show than last year, lacked the crowd-lure of 1946's initial edition which trotted out such names as Hoagy Carmichael, Olsen and Johnson, Singin' Sam and Herb Shriner. Attendance nevertheless hit about 10,000, with the drop-off from last year placed at about 1,500 persons.

### Aired by 24 Stations

The round-up, again produced by Harry Smythe, Fort Wayne, offered Jimmy Wakely, Western singer of movie and recording note; the Dining Sisters, radio and recording singers; Joe Kelly, emcee of the Quiz Kids program. The Duke of Paducah, formerly of the Grand Old Opry radio program; Salty Holmes of National Barn Dance distinction, and the Doctors of Harmony, national championship barbershop quartet. Kelly subbed for Johnny Olsen, emcee of the Ladies, Be Seated radio

(See Indiana State on opposite page)



## Canadian National Exhibition Certain To Hit 2,000,000 Mark

(Continued from opposite page)

sible to see most of the show from the outside. As the veteran publicity director, Frederick K. Wilson, said: "They can see it free but a lot of them pay so they can rest their dogs."

George A. Hamid booked in the acts, which included Maxine and Bobby; the Collegians, risley; Winnie and Dolly, double traps; the Seldons, comedy acro; the Flying Romas, the Juggling Jewels, the high-wire Berosinis, the Cycling Cyclonians, the Skating Carters, and Benny and Betty Fox and their high-pole dance. Ray Purdy, Toronto, supplied the four production numbers using 20 girls and 10 men. Purdy did the emceeing; Jack Wilson led the band, and the veteran Charles Ross was on hand as master of attractions. Hand's fireworks were used the first eight nights.

Along the waterfront there was almost continuous aquatic sports in front of a temporary stand which accommodated more than 5,000, and the huge band shell offered entertainment for crowds estimated at 11,000 nightly.

### Midway Rakes in Kale

As the exhibition supplies all ticket sellers for all midway rides and attractions, it is difficult for even the operators to get quick checks on their business, but those who know the capacity of their offerings always have a fair idea of what is piling up because there was seldom a dull moment along the mirthway.

Norman Bartlett's latest creation, the Hurricane, enjoys a super location and only a small percentage of the thousands enthralled by its unusual whirling undulations have been able to get near the ticket wicket.

The other ride which has amazed even the almost unamazing Patty Conklin is the Laugh in the Dark. On traveling midways this ride has met with average success but here it has been nothing short of sensational. At no time during the working hours has it been without a line in front (no exaggeration), and throughout the entire afternoon today customers were standing four abreast in a line which extended almost 100 yards across the midway square, making it necessary for pedestrians to break thru the line in order to move from the midway to the automobile exhibit area.

### Water Show Tops

Showmen report a completely satisfactory business with four of the six shows reporting "off the nut" at the completion of business tonight. The line-up includes Alphonse Phillips's Water Show, which has topped the line-up every day, and to make it even stronger, Phillips added the winner of the annual swimming marathon to his cast today.

Ray Marsh Brydon's Side Show and Walter Hale's Pin-Up Girls would have matched Phillips dollar for dollar if they had had the capacity. Brydon was forced to use corral methods at times to hold his customers, while Hale used the corral on 16 of the 18 Pin-Up performances given today.

Joe LaFlamme's Wild Life Show, featuring a character "who talks to moose," is getting a terrific score with a heatless ding. Terrell Jacobs has put his wild animals thru their paces so many times that both hands are blistered from the continuous use of the whip and prod. Eddie Hollinger was late in opening when costumes and seats went astray, but with Stepin Fetchit as a feature, he

was soon on the beam chasing the other.

Flash Williams is just off the midway on the kiddie ride square with his iron lung, and he has been running capacity with a 25-cent ticket sale.

Main beef along the midway is the ticket sellers, as they are all inexperienced men slow at making change, and they do nothing toward keeping the fronts hot.

Hughes expressed himself as well pleased with the over-all operation of the exhibition, saying:

"This is our first one since 1941 and we have 90 per cent inexperienced help. Naturally they do not hop into their tasks with the alacrity of the veterans we had before the war and they have caused some confusion, but the majority of them are sincere in their efforts."

"The public reaction has been marvelous and I believe that we have reason to be proud of the exhibition as a whole."

## Tex. Fair Bucks Circus Showing

TEXARKANA, Tex., Aug. 30.—Board of directors of the Four States Fair Association adopted a resolution here Friday (22) requesting the cities of Texarkana, Tex., Texarkana, Ark., and North Texarkana to refrain from issuing permits to any other fairs, circuses, carnivals and other exhibitors for a period of 30 days prior to the Four States Fair and 10 days after the fair.

Adoption of the resolution it was said, resulted from a report that Ringling Bros. and Barnum & Bailey was planning to show here immediately before the fair, which is scheduled September 30-October 4.

Fair officials pointed out that such an exhibition would drain some \$40,000 from Texarkana that probably would go into building and maintaining the fair. They declared they recognized the value of such shows as Ringling-Barnum but that its showing immediately before or immediately after the fair would be a severe blow to the annual.

The resolution also was directed to officials of Bowie and Miller counties and copies were sent to the two county judges and the three mayors.

### Bingo Ok'd at Worthington

WORTHINGTON, Minn., Aug. 30.—Formal action by the city council has paved the way for operation of bingo games at the Nobles County Fair here this year. Bingo is the only game not barred by Minnesota anti-gambling statutes.

### MICH. STARTS IN RAIN

(Continued from opposite page) grounds. Traffic clogged aisles and was so heavy that it was difficult to see, much less study some of the exhibits.

The plant offers an attractive appearance in its return to fair operation after a six-year lapse. Exteriors and interiors of buildings are bright with new paint. The plant's deficiencies, however, are apparent, not the least of them is the lack of adequate toilet facilities. A line-up of more than 100 women today was noted awaiting admittance to one rest room.

The midway area was jam-packed with riding devices, and in mid-afternoon they were getting a huge play. Games concessions, all for merchandise, were marked by the absence of wheels.

## Prank-Playing Legionnaires Storm Times Square; Novel Features Highlight Parades

### Cut-Rate Rides, Attractions Proffered Visitors

NEW YORK, Aug. 30.—Principal outdoor show of the week here has been that put on by members of the American Legion, whose convention opened Thursday (28). Legionnaires, their families and friends started taking over the Times Square area and the streets around the Legion headquarters at the Hotel Pennsylvania early in the week, but rain Tuesday (26) kept things comparatively calm until Wednesday.

From Wednesday on the midtown streets of New York were invaded by 40 and 8 locomotives and Legion cars of all descriptions, as well as by delegations of Legionnaires, bands and drum corps. Area around Hotel Pennsylvania and the theatrical district for the rest of the week was jammed with prank-playing Legionnaires and their victims.

### Parade Highlight

Highlight of the fun side of the convention was the parade of the Le-

gion's 40 and 8 Society Thursday night. About 5,000 marchers took part in the parade down Eighth Avenue from 56th Street to 31st Street, starting at 6 o'clock and taking up a little more than three hours. In the line-up were 31 locomotives, 16 box cars, 13 bands and 28 drum and bugle corps. Parade was headed by police officials and Sid M Ferree, head of the 40 and 8 organization. Grand Marshal was Otto E. Mercer, 1946 head of the society. Drum corps of Omaha Post No. 1 started the parade moving to the tune of *The Billboard March*.

Outstanding features of the parade were the crack 40 and 8 drum and bugle corps of Denver, with Doris Church, drum majorette; the 47 men and five girls of the Post No. 8, St. Paul, band, all decked out in fantastic Indian costumes; John Hanson Post No. 43, Brownsville, Tex., drum and bugle corps in Charro cowboy outfits; Fort Lauderdale, Fla., Legion drum corps in Seminole Indian costumes, with Mary Lou Mullikin and Paula Bubier as baton twirlers; the all-fem (66 former service members) band of Spam Post No. 570, Austin, Minn.; Beckley, W. Va., 34-piece band, boys and girls, in miners' rig with lighted caps, and numerous other musical groups in burlesque and novel trappings.

### Novelty Features

Novelty features of the parade included a real calliope mounted on a jeep, a whale spouting water, a bucking Ford, a huge battleship float from Waterman, Ill.; a color guard of real Indians from St. Croix, Ariz.; horse-drawn fire engine of Locaux 930, unit of the New York Fire Department, and a horse-drawn street car, of the Grand Street Boys' Club, of New York.

After Thursday night's parade the crowd in Times Square, estimated at several hundred thousand, took over the streets and obliged police to detour all traffic.

Legionnaires on Friday were busy with meetings, Legion band contests in Central Park, and with 86 drum and Bugle Corps competing for \$23,000 in prizes at Randall's Island Stadium. Day also was Coney Island day for those with time to spare. Island was handsomely decorated and illuminated, and at night an elaborate display of fireworks was presented off the Coney Island Boardwalk.

### Entertainment for Vets

Legionnaires did not lack for amusements, as arrangements had been made thru which they were able to purchase amusement ticket books, with a face value of \$52 each, for the sum of \$3 each. Besides theatrical fare the tickets were good for boxing bouts at Madison Square Garden, trotting races at Roosevelt Race Track, National League ball games, the Aquashow at Flushing Meadow and various other outdoor events. Steeplechase Park, Coney Island, Rockaways Playland and Palisades Park also offered free and cut-rate tickets for rides and attractions.

Today is the day of the big parade up Fifth Avenue, with 65,000 marchers expected to be in line for the 12-hour parade starting at 9:30 a.m. Besides the hundreds of Legion bands and drum corps participating, the Marine Band from Washington, the Army Air Forces Band and several navy bands, as well as West Point cadets and military units will be in line.

Convention ends tomorrow, but many Legionnaires will stay over for further fun and sightseeing.

## Indiana State Threatens To Bust '46 Mark

(Continued from opposite page) show, after Olsen had become involved in contract conflicts.

Other acts were Karbon Kopies, Singing Mimics; the Gray kids, song, dance and instrumental group, and Marie Lawler, singer. Talent, supplied by Indiana stations, included the Huntington Exhibition Square Dancers; Nancy Lee and the Hilltoppers, with Kenny Roberts, WOWO, Fort Wayne; Dixie Four, WIBC, Indianapolis; Tex Justice and His Cowboys, WGBF, Evansville; Charlie Brooks, baritone, WLBC, Muncie; Jimmie Boyer and The Rhythmakers, WISH, Indianapolis; Van Landinghan Singers, WKBU, Richmond, and Frank Parish, WIRE, Indianapolis.

Twenty-four stations, 23 of them in Indiana, the other in Louisville, were tied in a special network which carried one hour of the show. Hoosier outlets were: WHBU, Anderson; WSUA and WTOM, Bloomington; WCSI, Columbus; WTRC, Elkhart; WEOA and WGBF, Evansville; WGL and WOWO, Fort Wayne; WJOB, Hammond; WBBW-WABW, WFBM, WIBC, WISH and WIRE, Indianapolis; WKMO, Kokomo; WASK, La Fayette; WLBC, Muncie; WKBV, Richmond; WHOT and WSBT, South Bend; WBOW, Terre Haute, and WAOV, Vincennes. Louisville station which carried it was WGRC.

Jim Wood, WOWO, announced the off-air portion of the show, with Joe Kelly at the mike during the broadcast. Fred Freeland, WOWO, wrote and directed the show, music for which was arranged by Al Deem, conductor for several ABC network shows. S. Gresham, WISH, Indianapolis, was in charge of engineering.

Unlike last year, when 19 stations carried the program for free, they were paid card rates and also line, engineering and other charges, the show being sponsored by the Monon Railroad and Kingan & Company, meatpackers. Sponsors also paid for the top talent in the show, with the fair cutting up the box-office receipts on a percentage basis with Smythe for his services, expenses and other talent costs.

## Harveys Re-Engaged For Pilgrimage Play

HOLLYWOOD, Aug. 30.—Don and Jean Harvey, who close with the *Pilgrimage Play* September 4, have signed to return next season. Business, on the whole, has been very good, they report.

Jean is set for a running part on a CBS show, *The Further Adventures of Godfrey*, starring Reginald Gardner. She's doing Susie, the house-keeper, a comedy role.

Don has been signed to do the feature heavy in a yet-untitled picture for Fortune Films, which will roll about September 10.



RAI BAILLIE, leading man, and Lucille Clemons, leading woman, with the Harley Sadler Show, who recently were married in the First Methodist Church, Lubbock, Tex.

## Lubbock Folks Honor Sadler; Date a Red One

LUBBOCK, Tex., Aug. 30.—A surprise feature, not on the bill, highlighted the Harley Sadler Show here night of August 22.

Sadler, observing 40 years in show-biz, and 30 of those in West Texas, was given a diamond-studded wrist watch as a token of appreciation by Lubbock citizens the watch being presented by admirers of Sadler among the civic leaders in recognition of his many years of heading his own show in West Texas, his years as civic leader of the area, and for his fine work for the people of that area and the State as a member of the Texas Legislature, where he is now serving his third term as a representative from the Sweet-water district.

The watch bore the inscription: "To Harley from Lubbock, August, 1947."

Sadler show had SRO here every night. Org had a late opening Tuesday when Harley Sadler addressed more than 5,000 people at a political rally at McKenzie Park. Acts from the show entertained.

Lucille Clemons and Rai Baillie, both with the show, were married here August 20 at the First Methodist Church. The wedding party included Mr. and Mrs. Joe McKennon, Mr. and Mrs. Red Cogburn, Carl Parks, Jackie Russell, Herbie Roland, Mr. and Mrs. C. Munde, Wanda Marie, Mr. and Mrs. Mack Johnston, Jerry Mack, June Brunk, Les Lyle, and Trixie Maskew. Billie Sadler was bridesmaid; Bush Burrichter, best man, and Harley gave the bride away. Following the ceremony, the party drove to Chicken Village for luncheon. The newlyweds received many presents from members of the organization. Local papers carried stories with photos of the wedding.

Hi-Brown Bobby Burns and banner crew of the Ringling-Barnum circus were guests of Joe McKennon while billing Lubbock for September 18. Planes will fly folks from Dallas and Austin to Littlefield to catch the performance September 25.

## Ed Paul Article Stirs Golden West Memories

Wellington, O.  
Editors, *The Billboard*:

I enjoyed Ed L. Paul's article in the August 2 issue of *The Billboard*. To bring back to memory a few of the old names of rep, it was like opening a trunk that had not been opened for years. I knew Al Makinson well, in fact, worked out of his Kansas City office on many shows. The last time I saw Al was backstage at the Opera House in Warren, O., about 15 years ago. He had shaved off his big black mustache and I didn't know him. I remember Ruth and Frank Delmaine as character people in rep. That's long before they were connected with Equity. The actors' hotel in those days was the Centropolis, Kansas City, Mo. Most names I have forgotten but a few were Charles Rummel, Charlie Bailey and Griff Gordon.

Wonder what has become of H. Ray Snedeker, who had *The Trail of the Lonesome Pine* on a one-nighter thru the West? Also, a few I remember in Texas: Nichol-Troy Show, Mollie Bailey's Circus, Bettis Players, Jack Kirkpatrick, Opal Silverton, Rollo Thorpe, Harry Pepper and wife, Dick Davis, Bessie Dainty, Ira E. Earle, Barry Connors, Lyman White Stock Company and Dock Rucker's Med Show, who employed about all the Western actors at one time or another.

Then there was another in Texas, Roy E. Fox. I knew him before he

## Rep Ripples

ZARLINGTON Comedians will extend their season into Southern territory. . . . O. F. (Ollie) Grise has a 16mm. show around Shreveport, La. Later he will add short-cast bills. Planet Players, four people, will be active around Lock Haven, Pa., after middle of September. . . . A. N. Shulte is trying to place a flesh circle show around Milwaukee. . . . Donald Duffy again will operate his 16mm. show in the Schenectady, N. Y., area, his second season. . . . Trudall Players, four in cast, will open their season near Oklahoma City and make schools and halls in Northwest Oklahoma after middle of September. . . . Turgeon's Show, films and short-cast bills, has been around Sault Ste. Marie, Ont., recently. . . . Leon Long pens that David Wiles, general agent of Winstead's Minstrels, has the org booked for the season. . . . King and Hazel Felton, well known in rep and vaude, have bought a new home in Topeka, Kan., and opened a house trailer sales office for Grask Trailers Sales. They have been playing banquets, fairs and celebrations in the territory. . . . Earle L. Murdock will have 16mm. pix in the Arock (Ore.) sector. . . . George and Leona Duffey, who have had school shows in Oregon and Washington, will have a four-people flesh show around Portland, Ore., this fall. . . . Fred F. Chapin will have religious films around Jacksonville, Fla., after September 1. He has had much experience in religious film business and has several pictures of his own. At one time Chapin was leading man with rep orgs in the East. . . . Ordway Players, five in cast, will work around Utica, N. Y. . . . Travis Trio will present short-cast bills in the Albany and Troy (N. Y.) area for sponsors after middle of September.

## Tiltons Doing Well On Wisconsin Circle

WISCONSIN RAPIDS, Wis., Aug. 30.—Tilton's Comedians, at present operating their circle in this State, report biz okay. With the org are Keith Hefner, Dorothy Nickell, Turner, Diane and Norine Depenbrink, Jess and Dorothy Sund, and Mr. and Mrs. M. R. Tilton. Hefner soon will return to Northwestern University Chicago, and Dorothy Nickell to the Conservatory of Music, Kansas City, Mo.

Recent visitors were Mr. and Mrs. Bruce Moore, parents of Dorothy Sund; Mr. and Mrs. Sam Hoffmaster, and Mr. and Mrs. Rollo Reynolds. Tillie Tilton, Peoria, Ill., is spending the summer with the company.

## Coney Island

(Continued from page 57)

each other in the display of nickel and dime signs to attract customers. . . . Dave Rosen, Palace of Wonders operator, for his new building lease across Surf Avenue where Wonderland freakery stood before the May 12 fire eradicated it, plans on the erection of a modern one-story structure to be called Pleasureland. On the interior will be, as far as present designs show, two rows of concessions stretching thru from Surf to the Bowery with entrances from both thoroughfares in a sort of arcade-like edifice. Monroe J. Ehrman was the broker in the deal between Rosen and the property owners, Mrs. Agnes M. Mitchell and Mrs. Linda Sutherland.

. . . Martin Davis and Beatrice Prostakov, who sold their fish game to Alfred Weiner for a guess-your-age on Steeplechase Walk, are being congratulated by neighboring concessionaires on their marriage in Brooklyn August 12. . . . Joan and Mary Spooner, sisters of Anna Morano, operator of a penny pitch on the Bowery, are new graphologists on the Island alongside of Anna's concession. Adeline, another sister (there are seven in the Spooner family), assists at the penny pitch. . . . Louis Campanella has a guess-your-age on Stillwell.

Charles (Chick) White is the new sketch artist in Palace of Wonders.

Barbara Wolff, barkeep at the 4-Leaf Clover on the Bowery and Terry Weisel, drink doctor at the Atlantis on the Boardwalk are to march up the aisle after Mardi Gras and honeymoon it to California and then to Miami Beach where Terry is bar chief during the winter at the Copacabana. . . . Harry Nelson threw a party for policeman Rube Hansom to celebrate the latter's 10th year of covering the Bowery and Surf avenue beat. . . . George Moran is to add two new rides, one a Spitfire, next season back of his Bubble Bounce on Kensington Walk, between Bowery and Boardwalk. All three will adjoin his Thunderbolt, a block away. . . . Fireworks August 26 was featured by a piece tabbed Cosmic Rays. A special display August 29 was in honor of the American Legion.

went into rep, when he had Roy E. Fox's Lone Star Minstrels.

What has become of Bill Mayton and wife, Caroline Edwards; Jack Lowrey and Mandina Hubbard, of the Baird & Wilson Show, and Jack Albright? I am no longer in show business.  
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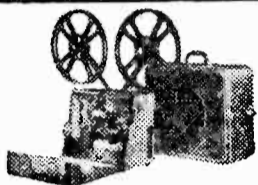
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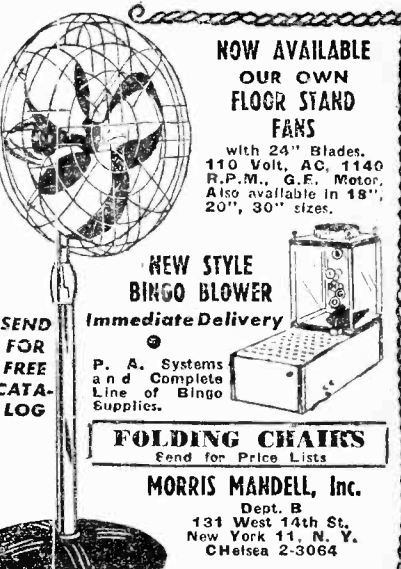
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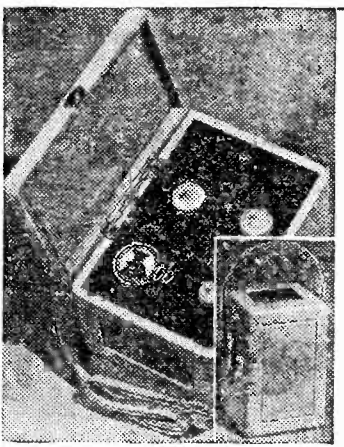
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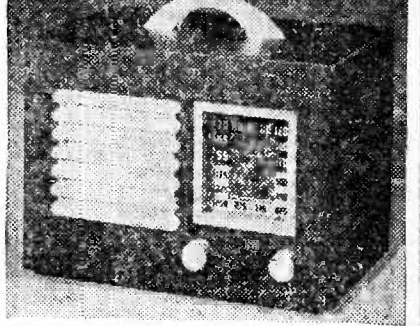
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- List of names and addresses, including Thornon, Goffry; Webb, Frank H.; Miller, Bertie; Chinn; Sinitzen, Olya Stewart; James; Harvey, Mrs. Rosa Lee; Hensley, Carlis W.; Hilton, Mr. & Mrs.; Joseph E.; Elsie; Kelly-Grady Shows; King, Mrs. Marjorie; Knight, Mr. & Mrs.; Bob; Knight, Mildred; Knodel, Emil R.; LaLox, Jack Sr.; Learned, Ray; Lewis, Frank; Little, Floyd; Little, G. F.; Lyndon, Roger; McDaniel, Mrs. Frances; McDonald, Reid; Meek, Harold; Meredith, Irene; Meyer, Andrew; Miller, Mr. & Mrs. Carlos; Moore, Mrs. Virginia; Moss, Mrs. Helen; Munroe, Russell; Murphy, R. F.; O'Bryan, Jack; Odli, J. O.; Oliver, James; Rankow, Mrs. J.; Pierce, Wendell R.; Phillips, Billie; Rando, Wesley P.; Randolph, Robert G.; Ray, Joey; Robinson, Ralph; Rose, E.; Ross, Henry; Rosier, Roy; Runyan, Joe; Schroeder, Henry; Sears, Lenola; Senior, Glenn; Sewell, Chas. M.; Shipley, Mrs. Rita; Sorenson, Miss Sigrid; Stallman, Mr. & Mrs. C. W.; Stempin, A. J.; Stevens, Grant; Stevens, Leona; Stevens, Linda; Stevens, Margo; Stewart, Bob; Stewart, Rubie; Thomas, Kenneth B.; Townsend, Eugene; Trantham, Clifford; Urbanik, Edward; Webster, Mr. & Mrs. Fred; White, Nellie; Whitney, Warren; Wilber, Mrs. Henry O.; Williams, Howard; Wilson, Miss Dicie; Wright, Mrs. R.; Wright, Rondel & Ethel.

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By Bill Baker

**DID YOU KNOW . . .** that Bill Albert, well known in pitch circles, has turned his gift of gab into writing and has turned out several scripts in which several New York radio stations have expressed an interest?

**MRS. EMILY VANDERHORST . . .** is currently in New York pitching Dutch flower bulbs to department stores and making her headquarters at Hotel Knickerbocker there.

**DICK WOLFSON . . .** is carrying on his pitch activities in New York. He'd like to read pipes here from Bobbie Rowan.

**TOM KENNEDY . . .** comes thru with a card from Trenton, Mo., bemoaning the fact that he drove 300 miles to make the fair there, the first held in years, only to learn that there was "nothing to it." As if that weren't enough, Kennedy canceled bookings in two good stores to make the event.

**ORVILLE CHANDLER . . .** known in pitch circles as Chief Black Horse, is seriously ill in Creel Hospital, Cleveland, following an operation in which one of his lungs was removed. He'd like to read letters from friends in the business.

**"IT'S GOOD . . ."** reading the pipes column and learning that a number of the boys are putting their wares aside while they use their gift of gab at other professions," letters Leo J. Chester from New York. "Julian Trupin is an at-

torney, practicing on Broadway since his return from the armed services. During the hot months he commutes to the seashore, where his wife and sons, Jimmy and Eric, are enjoying the fruits of daddy's labors. Sylvia and Jerry Sussman are making their home in the Bronx with their son, Stephen, and daughter, Michele. My wife, Lillian, and our two youngsters, Judy and Howard, are spending the summer in the mountains while I keep busy working for Uncle Sam at the Office of Rent Controls, but I often recall the pleasant memories of my pitch days."

**HERMAN BERGER . . .** Michael Draga and Irving Nermelstein have sprung with a jewelry layout in Brooklyn where business has been good. Nermelstein says that Berger plans to make regular trips across the Atlantic to obtain synthetic stones from his native Czechoslovakia. Draga and Nermelstein will handle details on the U. S. side during Berger's absence.

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**FIREWORKS FOR THE HOLIDAY TRADE**

Cap Guns, Caps and all kinds of Fireworks for the Jobbing and Chain Store Trade.

**WHOLESALE ONLY**  
SPECIAL—1,000-2 inch Salutes \$6.80  
Send check with order.

**FREE:** Complete catalog mailed on request—Low Prices.

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Oostburg, Wisconsin

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Folding, non-folding  
Many Styles  
Steel, Wood, Bridge.

Write to our office for complete catalog. Minimum order—two dozen.

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**"Bella"**

**MIRROR-TINSEL DECORATED FRAMES**

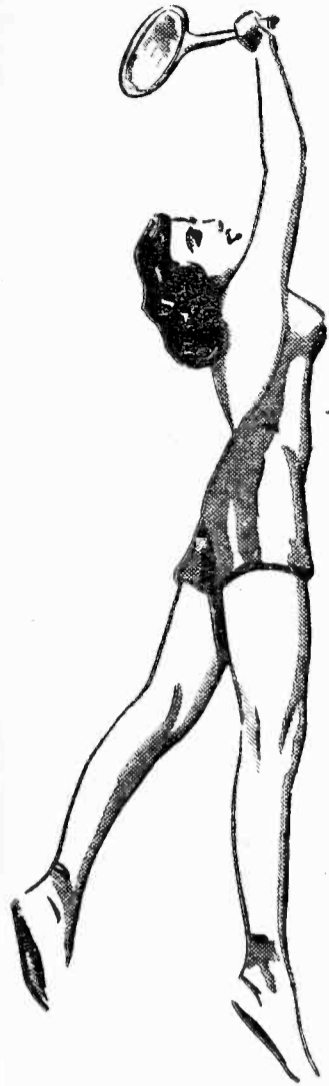
Greatly reduced prices for fall season make line most attractive to jobbers selling concessionaires and pitchmen. Send \$1.00 (refundable) for samples to

**BELLA PRODUCTS CO.**  
Manufacturers since 1935  
41 Union Sq., New York 3, N. Y.

**MEDICINE MEN**

Write today for prices on our exclusive Tonics, Herbs, Liniments, Salves, Creams, Tablets, Soaps, etc. 1 day service. Products Liability Insurance Carried. Manufactured by a Registered Manufacturing Pharmacist. The House of Service.

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## OPERATORS—DISTRIBUTORS

Concentrate Your Purchases of Ticket Games With These Independent Manufacturers of Muncie, Indiana — the Center of the Ticket Game Industry.

- GAY GAMES, INC.
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- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CARD CO.
- NOEL MANUFACTURING CO.

## SALESBOARD SIDELIGHTS

### New York:

Max Greenglass, Profit Manufacturing Company owner, was one of the many salesboard men who took advantage of the Labor Day holiday by sneaking in a short vacation. . . . Henry Hirsch, formerly of Bork Manufacturing Company, is on his own. . . . Hyman Abramowitz, of U. S. Printing & Novelty Company, reports business holding up well.

Expected large scale business that was looked for from the Legionnaires that crowded into the city last week wasn't anything like the rosy forecasts, according to most of the board manufacturing and distributing organizations in the area. In fact, if anything, a slight decrease is reported by several firms due to members of their sales staff that have joined the water squirting-cap pistol shooting fun makers.

Albert Black, head of Black Sales Company, reports that his firm will have a new catalog ready within the next three weeks. Bud Hearn has joined the staff of Black Sales covering the New England States. . . . Harry Rosenberg and Murray Goldman, both coin machine ops on the outskirts of Baltimore, report that they have joined forces for a salesboard venture to be announced shortly.

### Chicago:

Anthony Lucenti, of Pioneer Manufacturing Company, was married August 23, and after the big celebration left with his bride for a two-week honeymoon in Florida. They are expected back in Chicago September 6. . . . Manny Gutterman, sales director for Harlich Manufacturing Company, returned August 30 from his Southern California vacation.

encouraging. The good harvest in Kansas will prove a boon to business there as people will have coins to jingle, he said. Latter half of this year is considerably improved over the first six months, when everyone was skeptical of conditions, and national sales are going right along in stride, Trott says. Reports from Joe Brodsky, national sales manager, state that business in Montana and Idaho is favorable. Salesboard industry is going into 1948 with high hopes that it will prove to be a banner year, if the closing months of 1947 are any indication, Seymour states.

### Kansas City:

H. V. Plattner, who has the Plattner Distributing Company on Oak Street, is expected back in the office some time this week after an absence of more than a month. He left early in July on a business trip to New York, then met his family on the way back and went up to Rhinelander, Wis., for three weeks of relaxation. John P. Cannon, his son-in-law, who is sales manager of the firm, and his wife also are vacationing with the Plattners. J. M. Ritchey, advertising manager, has been handling sales while Plattner and Cannon are gone, and Mrs. Gladys Carter has been managing the office. . . . L. D. Ritchey, son of J. M., is traveling the 13 States in which Plattner distributes. Young Ritchey makes his headquarters here.

## Board, Jar Tax Measure Passed By Florida City

LAKE WORTH, Fla., Aug. 30.—City commission here passed an ordinance August 18 levying a tax on operators and distributors of salesboards.

Boards, designated as "punchboards, trade boards and ticket boards" must bear city tax stamps in amounts ranging from 50 cents to \$3, according to use and number of tickets in each board, and must be obtained from the city tax collector's office. In addition, an occupational license of \$250 a year was levied on distributors of boards. Both forms of taxes are effective immediately.

An amendment passed shortly after enactment of the salesboard tax was added to "clarify terms and add to the list of equipment subject to occupational and stamp tax." Such clarification included mention of "boxes, spindles, envelopes, jars or other vessels from which numbers may be drawn."

Al Schechter, Howard Machine Products Company, says they will start mailing out circulars on their coin-seal boards to ops over the country after Labor Day. Al adds that they will handle for distribution a new line of merchandise boards in two or three weeks. Firm is offering ops the "world's biggest" piggy bank as a premium decl. New bank is of terra cotta, stands 12 inches high, 19 inches long and has a circumference of 29 inches.

Seymour Trott, over at Superior Products, returned from his Nebraska-Kansas trip last week and reports that reception in both states was

## Consider Salesboard Freight Rate Change

CHICAGO, Aug. 30.—Interstate Commerce Commission's committee on uniform classification, during a meeting at Union Station here recently proposed a reclassification of freight that would require the salesboard industry to pay higher rates.

Attending the meeting as a representative of the salesboard industry was Ralph Baynard, traffic manager of Superior Products here. He stated that the committee proposed placing the type of merchandise handled by salesboard firms from third class to second class, entailing a 10 per cent increase in freight charges.

Changes in classification affecting the salesboard business came under item No. 36245, which when protested by Baynard was taken under advisement by the committee. Baynard stated that protests by other manufacturers against the proposed change in classification would be of benefit to the entire salesboard industry.

## READY FOR IMMEDIATE DELIVERY!!

FIVE SLOT SYMBOL TICKETS IN EACH HOLE - - ONE TICKET IS FREE.

### GOLD BAR SPECIAL

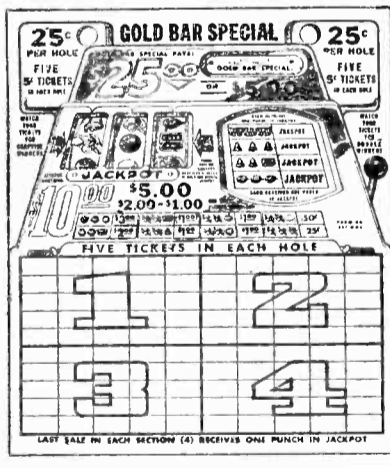
FORM NO. 307 MGL

200 HOLES - - 25¢ PLAY

Takes In - - - \$50.00

Average Payout - \$24.18

Average Profit - \$25.82



1200 N. HOMER AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS

## Make \$250 to \$500 a week

### BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., P.O.B. Chicago

### PUSH CARD WITH 2 WATCHES

1 Watch to the seller and 1 Watch to the winning seal.

Push Card Takes in \$21. Your Cost . . . . . \$10. EXTRA PUSH CARDS 10c EA.

Your Profit \$1100



Write J & M SALES CO. - 708 S. STATE ST. - CHICAGO 5, ILL.

## PUSH CARDS

PUSH PUSH

**PUSH CARDS**

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

FREE Catalog. Write

**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

## TIP-BOARDS

State Your Requirements

**G. & H. NOVELTY CO., Mfg.**  
Wheeling, West Virginia

**HILDRETH CHOOSES**

(Continued from page 55)

The Star editorial standards? Could it be said that in the Hughes investigation — 'nobody pushed anybody around or fenced anybody in?' Can we say of the senators that the 'discipline of their position is the governing element in the picture?' No, the Hughes investigation is far from meeting the standards of the circus described by *The Star*. Then, why condemn the circus by this comparison?

"The American circus has never needed a censor; no legion of decency was ever necessary to control it. Its appeal is to both physical and animal perfection, presented in an atmosphere of joy. Happiness knows no boundary and laughter is a universal language requiring no interpretation. To compare the circus to the Hughes investigation is unfair to an institution born with the republic and serving the nation as a traditionally clean amusement."

**CIRCUS FANS' ASSN.**

(Continued from page 55)

Elsie Jung, Kreis conferred with Paul Jerome (the neon clown) for whom he is designing some new neon gags. On August 11, after the night performance, a dinner was enjoyed by Mr. and Mrs. Paul Jung, Prince Paul, James Campbell and Mr. and Mrs. Kreis.

CFA Bob Tomer, Melrose, Mass., visited the Dailey show at Rumford, Me., July 18. Among the many pix he shot was one of the cally, with eight-up.

Mr. and Mrs. Sverre O. Braathen, Madison, Wis., gave a party after the night performance of the Big Show at their home August 13. They set up their cookhouse table in the circus room. Attending were Mr. and Mrs. W. L. Jackman, Mr. and Mrs. George E. Finnegan, Mrs. Catherine Wells, Mr. and Mrs. Dean Thomas, Stoughton; Rose and Clayton Behee, Mr. and Mrs. Dick Miller, Al and Chickie Powell, Ira and Jimmie Millette, Donna Cameron, Regie Bogart, Vicki Bakken, Katherine Kramer, Virginia Tomkins, Jack Leclair and Mars Bennett.

Bill Brinley, Meriden, Conn., who closed his miniature circus at River-view Park, Chicago, June 30 and went to the L. S. Ayres Company department store in Indianapolis, July 5-19, is now at his headquarters lining up future stands.

Les and Bonnie Ulrich caught the Dailey show at Hudson, N. Y.

**HISTORICAL SOCIETY**

(Continued from page 55)

Congratulations are in order for Mr. and Mrs. William Kriescher, Portland, Ore., who were married recently.

An exhibit of circus model trucks, wagons, flats, etc., plus printed matter, was prepared by the New Bedford, Mass., CHS membership. Display was in a leading book store in the city. Responsible for the display were Edna McLeod, Lawrence Crocker, Paul Horsman, William Machado and Ernest Brunette.

E. H. (Deacon) Albright was unable to play the calliope for King Bros. when the show played Massachusetts spots because the calliope and boiler must both come from the State of Massachusetts. King Bros. calliope was purchased from the late Ray Choisser, of Pinckneyville, Ill.

Pictures of the recent convention in Jamestown, N. Y., were taken by Walter Pietschmann, Detroit, treasurer of CHS. Burns Kattenberg is vacationing in New York and also will visit in Mansfield, O., before returning to Jamestown where he is manager of the Hotel Samuels. The American Tableau, No. 1 of Allentown, Pa., reports the picnic was a big success.

J. A. Havirland, of Chicago, is on the sick list.—**BETTE LEONARD.**

**GRAN CIRCO**

(Continued from page 54)

hap, in which one of the prophands was seriously injured, and the big top and center poles did not arrive on the lot until 1 p.m. However, thanks to the swell job done by Willie Storey and the entire personnel, we debuted on time.

Here in Popayan we are using the Colombian army drill field for the lot. It is the best we have encountered so far. The soldiers all gather around the back door during show time. Jerry Wilson announced a special show for the entire army camp and they all enjoyed it.

The lot is enclosed by a high wall, so instead of having the townspeople climbing over the wall to sneak into the circus, the circus folks sneak over the wall to get a free glimpse of the cock fights going on next door.

We encountered one of the worst rainstorms of our tour in Popayan, Colombia. In an hour's time the lot was flooded and boots and raincoats were much in evidence.

One night we noticed hundreds of people milling around the Plaza so we decided to stage a good old circus parade. Jerry Wilson got all the performers together, sold them on the idea, and we paraded. Eddie Milan recently entertained us by showing his movies of Bogota.

Lilia Sarmiento, ladder, is flashing her newly constructed aluminum tables. Dorothy Storey received a cable from her former dancing partner, Mrs. Alex Siegler, announcing the birth of a son.

Newest addition to clown alley is Pedro Tabora, midget, who hails from Colombia. Al Spiller is now known as "Fraidy Cat Camera Fan." After taking a snapshot, he always hands the camera to some one else to turn the film. He says he's afraid to do it himself.—**JIMMIE HARRINGTON.**

**DAILEY BROS.**

(Continued from page 54)

and Jewell Poplin, Mrs. Reinhart, Jackie Reinhart, Art Linsey, Smilin' Sam, W. W. Kalb, Mr. and Mrs. H. H. Martin Jr. and Henry III and Bill and Lou Brown.

Mrs. Rube Ray is ill in Bethlehem Hospital. Her birthday was August 22 and because it could not be celebrated on the show, her family, together with her friends in the dressing room, sent her a portable radio and a bouquet of American Beauty roses.—**HAZEL KING.**

**JAMES M. COLE**

(Continued from page 54)

only serious casualty resulting from our two long jumps (about 100 miles each) was the cookhouse truck. It was absent for about three days, causing a strain on the McNeil Cafe, as the lunch stand is laughingly called. Meals were served there in the absence of Oscar Decker's crew.

Pete Carpenter, mechanic, left for his home in Williamsport, Pa., after postponing his departure for two weeks to get equipment in shape. June Blair left to return to her home in Pennsylvania. The writer is back on the show after a four-day layoff due to an injured back. Rusty Parent is now doing web in the show, which makes a three-girl display in this number.—**IDA MAE KERLEY.**

**CLYDE BEATTY**

(Continued from page 54)

were added to the menagerie recently and two more spider monkeys are expected. Recent visitors: Myles Bennett, John Howard, H. D. Hubbard and T. D. Billingsley.

An all-new brass section has been added to the Vic Robbins Band for the three trumpeteers bought new instruments in Dallas. Incidentally, this band is exceptionally versatile. While playing the show, different members can be seen scanning a road map, reading a dime novel, looking over a route card, and even jotting down a letter in the fleeting moments between bars.—**DICK ANDERSON.**

**UNDER THE MARQUEE**

(Continued from page 55)

manipulation, juggling, music, sleight-of-hand, cowboy music, etc. A string of fairs and celebrations are booked thru Pennsylvania, Maryland, Virginia, West Virginia and the Carolinas. Act will do a major stand in Florida territory starting November 15.

Edward C. (Doc) Andrews reports he is still a patient in Ward 108, Room 4, of the Newton D. Baker Veteran's Hospital in Martinsburg, W. Va., and will be there for several months.

Did you ever notice how lost the night crowd is when it comes out of the big top and finds the menagerie and side show gone?

Irving (Sparky) Young, who has been with the big tops, is still in Veterans' Hospital, Barracks 2, Bay Pines, Fla., and would appreciate hearing from friends on the Ringling-Barnum and Cole Bros. circuses.

Peggy Waddell, billed as Carlos, the Clown, who recently completed a five weeks' engagement at Stream-

line Park, Venice, Calif., plans a trip to the Hawaiian Islands and Japan late in September.

Many of the old, but capable, seat butchers would return if they were physically able to carry lumber and chair pie it.

The calliope from the former Art Mix Circus tailed the parade which preceded the finals of the famous Soap Box Derby at Akron Sunday, August 17. The calliope now is owned by Tony Diano and was played by Emil Hahn.

Then there was the early-day Southern darky who claimed side show hypnotists had "eyes like weasels."

Bud E. Anderson, who was hospitalized five days with three broken ribs suffered when kicked by one of his colts, is okay again and back working his Liberty act. Anderson reports that he has purchased two four-year-olds and is breaking them into the act. While he was in the hospital, Anderson says, Doc Wells worked the act. Mrs. Anderson will play five weeks of Southern fairs for Charlie Zemater.

## Husky PROFITS with these new Giant Hole Boards

**35¢ You Can't Miss!!**  
25¢

**SIX 5¢ TWELVE BIG FINS**  
FREE IN EACH GIANT HOLE

POSSIBLE PAYOUT OVER 100%

**\$5.00**

AND 50¢ WINNERS

50 100 250 350 450 550 650 750 850 950  
100 200 300 400 500 600 700 800 900 1000

ANY ONE OF THE GIANT HOLES MAY CONTAIN 2 OR MORE WINNERS

**SIX TICKETS IN EACH GIANT HOLE**

**ORDER No. 200 "TWELVE BIG FINS"**

Giant Holes  
6 Tickets in each Hole  
25c Per Hole  
- Thick -  
Number Tickets  
Avr. PROFIT \$28.16  
(Maximum) PROFIT \$39.50

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**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.**

### NEW LOW PRICES ON BINGO TICKETS

1000 REFILLS ON STICKS	\$.62 1/2	Ea.
1380 RED, WHITE AND BLUE TICKETS	.90	Ea.
2170 RED, WHITE AND BLUE TICKETS	1.25	Ea.
1260 REFILLS AND 74 SEAL JACKPOT CARD, COMPLETE..	1.25	Ea.
1600 REFILLS AND BASEBALL 36 SEAL JACKPOT CARD, COMPLETE	1.35	Ea.

Orders Shipped Same Day as Received, 1/4 Cash With Order, Balance C. O. D. Write for New Complete Price List.

**WORLD'S LARGEST DISTRIBUTOR OF SALESBOARDS AND BINGO TICKETS**

## A-P DISTRIBUTING COMPANY

**ART PAULE, Manager**

2220 MARKET ST. (Phone: Chestnut 4693) ST. LOUIS 3, MO.

### MULTI-GIANTS (6 TICKETS IN EACH HOLE)

Holes	Play	Name	Profit	List Price
200	25¢	They All Go (Def.)	\$24.25	\$5.55
200	25¢	Prize Game	26.50	7.47
240	25¢	Sparkling	33.00	8.70
200	25¢	Trial Treat (Def.)	27.00	5.55
200	25¢	Hat Box	26.15	7.47
200	25¢	Striking	28.50	7.47

Drop In To See Our Complete Line on Display In Our Showroom. We are direct factory representatives for Consolidated Mfg. Co. "First With the Latest in Quality Boards." Regular Discounts Given to the Trade.

**Rake Coin Machine Exchange**  
609 Spring Garden St., Philadelphia 23, Pa.  
Phone: LOMbard 3-2678

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**FLASH!**

ANOTHER ORIGINAL BY JAR-O-DO BIG "6"

2290 RED-WHITE-BLUE TICKETS STAPLED IN BUNDLES OF 6 WITH ACTUAL STEEL STAPLES.



THOSE WHO KNOW STICK WITH JAR-O-DO

ALWAYS THE FIRST WITH THE BEST

WRITE TODAY FOR FREE LITERATURE

Takes in 2,290 Tickets, Staped 6 in a Bundle for 25¢ .....\$95.40  
 Pays Out (Actual) ..... 66.00  
 Profit (Actual) .....\$29.40

**UNIVERSAL MANUFACTURING CO.**

World's Foremost Mfr. of Jar Games

405-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

ORIGINAL JAR-O-DO ORIGINAL JAR-O-DO

**PAY FOR 5—ONE TICKET FREE**

WHAT A COME ON! FAST? SHE'S ALL ACTION!

**MY GAL**

Super Thick Board—New Giant Holes. Six 5¢ tickets in each 25¢ hole. 220-Hole Board.

AVERAGE PROFIT **\$25.30**

IMMEDIATE DELIVERY

Send for our illustrated catalogue of full line.

OTHER GLOBE ACTION BOARDS (220 HOLES)

KWIK FIN—Kwik Action  
 KWIK FAG—Cigarette  
 KWIK TRIK—Merchandise  
 KWIK DEAL—Candy



**GLOBE PRINTING CO.**

1023-25-27 Race St., Philadelphia 7, Pa.

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	3.25
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	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, THICK, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

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**

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A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. se13

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. se20

AAA STAMP MACHINES, SHIPMANS, VICTORIES, Singles, Duplex, Triples, Roll Types, Multiply Folders. U.S.P., 100 Grand, Waterbury (5), Conn. se13

AMMUNITION—22 SHORT, \$50.00 CASE, 6 Cases, 2 Cashier Brothers, special, \$40.00 large; \$30.00 small. 8 Rapid Fires, \$35.00 ea. 2 Microscope (Bang-a-Wass) Guns, \$100.00 ea. 1 Radio Girl Fortune Teller, \$100.00. 3 World Series (Rockola), \$25.00 ea. 1 Candy Vendor, \$5.00. 1 Electric Eye Exhibit, \$25.00. 25 Pin Games, some plastic bumpers, \$10.00 ea. \$200.00 for lot. Victory, \$20.00. 2 Chicken Sams, \$70.00 ea. Palace Penny Arcade, Old Orchard Beach, Maine.

AMPLE SAVINGS—PEANUT MACHINES, \$4. used; Pop-Up, \$18.00; Asco Hot Nut, \$12.50; Pinball, \$15.00. Penny Sales, Box 1784, Louisville, Ky.

BIG MONEY IN VENDING MACHINES—Smallest capital start, brings immediate profits that build permanent profitable business, Becker Venders, 105-W. Dewey, Brillion, Wisconsin. se27

CLOSE OUT—MASTERS, 1 5c, \$7.50. N. W. Standard, 1 5c, \$8.00. Exhibit Card Vendor, \$15.00. 1c 3 col. Snacks, \$8.50. 10c Stamp Vendor, \$12.50. Eastern, 350 Mulberry, Newark, N. J.

CLOSING OUT PIN BALL GAMES—1 Bowling Alley, \$20.00; Chiamp, \$44.00; 1 Crossing, \$25.00; 1 Dandy, \$15.00; 1 G. I. Joe, \$44.00; Gun Club, \$44.00; 1 Hi Dive, \$39.50; 1 Hi Stepper, \$25.00; 1 Ton Shot, \$39.50; 1 Playball, \$44.00; 1 Gold Star, \$39.50. 1/2 deposit, balance C. O. D. Friedman-Klein Sales Co., 217 West 9th St., Kansas City, Mo.

CLOSING OUT—SLOT MACHINES, SALES Boards, Electric Meat Slicers, Cash Registers, Scales, Refrigeration Cases, Coolers, etc. Pier, 718 Main, Dubuque, Iowa.

FOR SALE—USED WURLITZERS 750's, 850's, 950's, E. & M. Models. Priced right to sell. 850's and 950's are \$300.00, 750's, \$285.00. Core Oakland Automatic Sales Company, 125 10th Street, Oakland 7, California.

FREE PLAY CONSOLES—SALE, LEASE OR Consignment. Standard Scale Co., 4333 Duncan Ave., St. Louis 10, Mo. se27

JENNINGS AND MILLS JR. SCALES AT \$45.00 each. 1/2 deposit, balance collect. Sullivan Sales Co., Salem, Indiana. se6

MILLS VEST POCKETS—5 BLUE GOLD, 1 chrome, guaranteed; no junk. Best offer, C. O. D. 10% cash. W. Morris, Box 410, R. 1., Roanoke, Va.

MISCELLANEOUS—1 Keep 'Em Flying, \$65.00; 1 5c Bally Reliance, \$18.00; 5c Daval Free Play, \$19.00; 1c Daval Best Hand, \$39.00; 1 8800 Seeburg Hi Tone "Late," \$271.00; 1 Rockola 20 Hidden Unit, \$195.00; 1 Scherneck Stamp Vendor, \$32.00; 1 Meter Matic Coin Radio, \$29.00. Stewart Novelty Co., 1361 S. Main St., Salt Lake City 4, Utah.

OPERATORS!—WAKE UP THOSE RAY GUNS to new profits this season. Convert with extra moving Target Units now. Write for complete information today! Coin Amusement Games, Inc., 1335 E. 47th Street, Chicago 13, Illinois. se27

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. se27

SPECIAL—ONE RECONDITIONED PEANUT Vendor and 5 lbs. of Peanuts all for \$8.50, or one reconditioned Ball Gum Machine and 1,000 Balls of Gum for \$10.00. One-third deposit, balance C.O.D. T. O. Thomas Company, Dept. B, 1572 Jefferson St., Paducah, Ky. se27

VOICE-O-GRAPHS, REPOSESSED—THREE Machines have been in operation between three and six months. Mechanism and appearance is the same as new. The locations where the machines were operating did not have the traffic to make them pay is the reason we had to repossess them. These originally sold for \$149.00. To recover part of our loss will sell for \$85.00 cash. E. O. H. Dallas, Wallbox Sales Company, 1503 Young Street, Dallas, Texas.

WANT TO BUY—DU GRENIER "S" MODEL cigarette machines. J. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED—THEM OLD KEENEY WALL boxes, working or not working, at \$2.50 each. Also twelve coil Packard Adapter Rings. Welker Supply, 3357 Indiana, K. C., Mo. se13

WANTED—ERIE DIGGERS, HAND OPERATED. We buy diggers, any type, any condition. Rotary Merchandisers. We pick up. J. W. Landi, 323 Sanford, Upper Darby, Pa.

WANTED—25c MILLS SMOKER BELLS; Columbia Bells, G. A., Rear Door Payout and Cigarette Reels; Vest Pocket Bells; 25c Buckley Bones or Groetchen Champions. Box C-285, Billboard, Cincinnati 22, Ohio.

WILL SACRIFICE—ONE BOWLING LEAGUE 9 ft. Skeeball, \$189.00; one Kola Base Baseball Game, \$69.00. Both nickel play; clean and ready for location; crating extra. Thomas Hill, 1324 Kenwood Ave., Beloit, Wisconsin.

WILL SACRIFICE USED 1946 COLUMBIA Roll Slots, \$55.00 each. Camera Brothers, 598 Hayes, Hazleton, Penna.

10 EXHIBIT IRON CLAW DIGGERS; 16 JUNIOR DIGGER, hand operated; 10 Merchantmen Diggers; 8 Exhibit Rotary Merchandisers. National, 4243 Sanson, Philadelphia, Pa.

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GIVES THE THRILL OF A HOLIDAY IN LAS VEGAS A DAY AT THE RACES AN EVENING IN MONTE CARLO

**WINS \$100-\$15-\$1.00**

Retailer makes \$20-\$50 daily (80% profit)

SELLS EVERYWHERE: All types of Retail Stores, Offices, Factories, Clubs, Lodges, Fairs, etc.

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DISTRIBUTORS OPERATORS SALESMEN A few choice territories still available. ACT NOW! CASH IN! Write, wire for samples and information

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**SALESBOARDS**

IMMEDIATE DELIVERIES—25% DEPOSIT

Holes	Name	Profit	Price
400	5¢ Dollar Board	Def. \$ 7.00	\$.55
1000	25¢ Board	Def. 50.00	\$.89
1800	5¢ Lulu Board, X Tk.	Def. 18.00	1.49

**NEW! 6 TICKETS PER HOLE BOARDS**

Holes	Play	Max. Av.	Price
200	25¢ Kwik Fin	Max. Av. \$37.50	\$2.60
200	25¢ 6 in 1	Max. Av. 37.50	2.60

Many More. Write for Catalog Sheet.

Holes	Play	Charley, Thick	Max. Av.	Price
1000	25¢ J.P. Charley, Thick	Jm. Av.	\$52.08	\$1.15
1000	5¢ Win-a-Fin, Jumbo	Jm. Av.	25.20	1.79
1200	25¢ Tex. Charley, Seal	Jm. Av.	102.28	1.79
1000	5¢ J.P. Girlie, Jumbo	Jm. Av.	27.00	2.59

2160 10¢ Rd. Wh. Bl. Sgls. Tickets. \$72.00 \$1.48  
 2170 5¢ Rd. Wh. Bl. Sgls. Tickets. \$6.50 \$1.49  
 120 Tip Ticket Books. Gr. \$19.85; Doz. 1.89  
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## SEE 1947 PEAK EXPORT YEAR

### Survey Shows Coin Business Inconsistent

#### Some Up, Some Down

CHICAGO, Aug. 30.—Survey made this week by *The Billboard* indicates that business among local coin firms is far from consistent.

Many manufacturing and distributing firms report that there has been an unusually sharp rise in sales during the past few weeks, indicating an early recovery from the so-called "summer slump." In past years, these coinmen said, the seasonal letdown usually broke about September 15, but this year the comeback has been well ahead of schedule.

A like number of firms, however, said that this year is running a close parallel to the general run of years, with business awaiting an expected September break. A few firms indicated that their business was below average, but these were in the minority. One firm reported that the June-July-August period has always been its heaviest.

Spokesmen for several of the companies experiencing an early break said that they thought that buyers might be buying now in anticipation of a price hike in the near future. They added, however, that they feel such a belief is unfounded.

Several coinmen had indicated previously that they felt the extended heat wave would put a serious crimp in August sales, but this week's survey uncovered few cases where August sales had fallen below what is considered the average level.

Continuing shortages in some types of equipment, notably venders, are helping to hold up any possibility of a serious fall in demand for equipment, distributing firms say, and there seems to be increasing demand for new types of amusement games, especially from arcade owners.

Many firms distributing new types of coin machines report a backlog of orders too heavy for present factory outputs to fill.

### July Federal Tax Report

WASHINGTON, Aug. 30.—Federal taxes on coin-operated devices in July, first month of 1947-'48 fiscal year, took a \$299,654.38 drop from July, 1946, when they were \$8,184,951.59. July, 1947, figures announced this week by the U. S. Bureau of Internal Revenue were \$7,885,297.21.

As is generally the case in July, last month's taxes were well above those collected in June when \$1,960,117 entered the federal treasury from payments by coinmen.

### Mailomat Out

NEW YORK, Aug. 30.—The first Mailomat, coin-operated postage stamp vender and mailer, to be made on the assembly line principle was placed on location this week in the Bronx Central Annex, 149th Street and Grand Concourse, with Albert Goldman, New York postmaster, inserting the first letter in the machine. The letter was addressed to President Truman.

This machine was the first of 50 that will be distributed in 39 cities. New York previously has had four experimental machines scattered at important mailing points. Vender is manufactured by Pitney-Bowes.

### Coney Island's Mardi Gras Set for Sept. 3 Thru 14

NEW YORK, Aug. 30.—Details for the Coney Island 1947 Mardi Gras, to be held September 3 thru 14, have been completed, and the event is expected to bring more than 1,000,000 visitors into the area. The theme will be Carnival of Song, according to the sponsoring Coney Island Carnival Company.

Elaborate floats will be used to emphasize the opening of the Mardi Gras, and on each float there will be a group of girls recruited from the Barbizon School of Fashion Modeling. Arcades in Coney Island will be dressed up for the event, with operators now readying their locations for the heaviest influx of visitors expected in years.

### N. Y. C. Game Mach. Ass'ns Join Forces

#### Hahnin Prexy of Combine

NEW YORK, Aug. 30.—Joining of the Associated Amusement Machine Operators of New York (AAMONY) and the Greater New York Vending Machine Operators' Association (GNVMOA) under the AAMONY name was completed at a combined meeting of two groups in the Capitol Hotel Thursday night (28) thru efforts of Joe Hirsch, AAMONY's president.

Before the war when games machines were strongly entrenched in the city, both organizations were considered strong factors in this city with GNVMOA having almost a complete membership of the Brooklyn amusement machine operators. Combined organization now speaks for almost all the operators of amusement games machines in the five boros of the city.

#### Officers Elected

One of the first chores of the New AAMONY organization was the election of officers. Hirsch was elected to the chairmanship of the board of directors and Joe Hahnin was named first president of the combined orgs.

Teddy Blatt, who formerly has done a good share of the legal work (See N. Y. ASS'NS on page 122)

### \$2,754,238 In Half Year

#### Juke box prices paid by foreigners down; amusement games, venders up

WASHINGTON, Aug. 30.—All-time coin machine export records will be broken this year, despite the fact that export totals have tapered off according to official U. S. Department of Commerce statistics. The latest statement from the department shows that manufacturers, distributors and export-import houses in this country sent abroad \$361,209 worth of machines during June. This brings the total for the first six months of 1947 to \$2,754,238—or slightly under the \$3,000,000 record high established in pre-war days.

Latest report on U. S. exports likewise discloses that the average price foreign buyers are paying for juke boxes is declining, while the price paid for amusement games and vending machines is on the way up.

#### Pacific Shipments

Shipments to the Pacific area—including the Philippines, China and Korea—were made during June, the commerce department says. Altho the Philippines have developed into steady, tho unspectacular purchasers of U. S.-built equipment, June marked the first time China and Korea have popped up in the export lists for years. Since both China and Korea are countries impoverished by the war, and functioning without coinage, the market for coin machines in that area is not worth exploring. But the Philippines, in addition to being a good market in themselves, may eventually make a good shipping point, or distributing center for the Pacific market, including Australia when that country relaxes its import regulations.

As they have for many months, Canada, Mexico and Cuba took top spots in the commerce department's report on coin machine exports. Canadian buyers are still spreading their purchases thru music, games and venders, with music far in front. Average price paid for phonographs imported by Canadian coin firms during June was a mere \$127. What this modest figure represents is impossible to tell, since the commerce department does not release any information for the public other than (See 1947 Peak on page 122)

### CMI Mails P-R Contest Folder

CHICAGO, Aug. 30.—Coin Machine Industries, Inc. (CMI) this week sent out copies of a folder listing details of their public relations contest for 1947 (*The Billboard*, August 2).

In announcing the issuance of the folder, CMI officials pointed out that definite consideration will be given all members of the industry who work on the current Damon Runyon Cancer Fund campaign, since it is considered this is the outstanding CMI public relations project so far.

### Coin Machine Exports

June, 1947

COUNTRY	Totals		Phonographs		Av. Price	Venders		Av. Price	Amusement Games		Av. Price
	No.	Value	No.	Value		No.	Value		No.	Value	
Canada .....	1,220	\$156,119	746	\$ 93,887	\$127	165	\$19,877	\$120	309	\$42,345	\$137
Cuba .....	137	60,574	106	54,437	513	9	3,407	378	22	2,730	124
Mexico .....	130	37,375	107	36,871	344	...	...	...	23	540	22
Philippine Rep .....	37	20,125	28	18,934	676	...	...	...	9	1,191	133
Venezuela .....	41	20,002	36	18,942	526	5	1,060	212	...	...	...
Argentina .....	29	14,285	29	14,285	493	...	...	...	...	...	...
Canal Zone .....	31	8,514	1	675	675	...	...	...	30	7,839	261
Panama .....	29	7,253	...	...	...	...	...	...	29	7,253	250
Guatemala .....	13	7,068	13	7,068	543	...	...	...	...	...	...
Salvador .....	12	6,878	12	6,878	573	...	...	...	...	...	...
Union of So. Africa ...	32	5,198	32	5,198	162	...	...	...	...	...	...
Brazil .....	5	4,751	5	4,751	950	...	...	...	...	...	...
Curacao .....	7	3,439	4	2,502	625	3	937	312	...	...	...
Korea .....	9	3,300	...	...	...	...	...	...	9	3,300	366
Sweden .....	3	2,234	3	2,234	744	...	...	...	...	...	...
Hong Kong .....	1	941	1	941	941	...	...	...	...	...	...
Colombia .....	1	725	1	725	725	...	...	...	...	...	...
Costa Rica .....	1	700	1	700	700	...	...	...	...	...	...
Other Countries .....	37	1,728	4	1,113	278	6	250	42	27	365	18
TOTALS .....	1,775	\$361,209	1,129	\$270,141	\$239	188	\$25,541	\$136	458	\$65,527	\$143

# RULE FOR MINNESOTA PINS

## High Court Hurdle Left

Opinion of atty. general says free-play pins legal under 1947 Minnesota law

ST. PAUL, Aug. 30.—Free-play pin games were declared legal in Minnesota in an opinion handed down Friday (29) by the State's Attorney General J. A. Burnquist. The decision was made at the request of Bruce Broady, corporation counsel for the city of St. Paul, who had asked whether a free play won on such games constituted a "prize" within the meaning of Minnesota's lottery or gaming laws.

One hurdle still faces amusement game operators in Minnesota—the State Supreme Court, which may be asked to render a final official decision. Since the welfare of the entire amusement machine trade in the State is affected, coinmen thruout the Midwest are watching developments carefully.

### Burnquist's Opinion

"It is my opinion," Burnquist wrote in his reply to Broady, "that the operation of pinball machines which return to the players thereof only free replays should not, until the enactment of more definite legislation to that effect, be construed as violating either the lottery or the gambling laws of the State."

Question put to the attorney general had held up the licensing of some 17 free-play pinballs.

"If the right to a free play so won," Burnquist wrote, "does not constitute a 'property' within the meaning of Minnesota statutes defining a lottery or 'any money or other property' within the meaning of a Minnesota statute relating to gambling, the operation of pinball machines for amusement purposes where the only reward is a free replay or replays would not be illegal."

### Statutes Relevant

Altho laws in other States may cover free-play devices, Burnquist maintained that the only statutes enacted by Minnesota's Legislature are relevant in this instance.

The attorney general said that the apparent intent of the Legislature to keep free-play games in the non-gaming category is contained in the language of the new anti-bell machine law enacted by the 1947 State Legislature at the insistence of Governor Luther W. Youngdahl.

In that law's definition of what constitutes a gaming device, only pinballs "which return coins or slugs, chips or tokens of any kind, which are redeemable in merchandise or cash" are termed illegal.

Declaring that Minnesota's lottery and gaming laws are "not as explicit as they ought to be," Burnquist pointed out that the Minnesota Supreme Court has had no occasion to interpret the anti-gaming laws on this point. He cites, however, decisions by the Minneapolis Municipal Court in 1935, and Ramsey County (St. Paul) District Court in 1936 holding that free-play games are legal.

### Test Case in Court

Case bearing on the legality of free-play games now is before the State's highest tribunal in an appeal from a ruling by Ramsey County District Judge Pearson that action instituted by Ramsey County Amusement Machine Operators' Association should (See Minn. Attorney Gen., page 122)

## Run on New Reels For N. Y. Peeps

NEW YORK, Aug. 30.—Hundreds of new reels for the penny peep show machines in amusement arcades all over the city have had to be issued because of the more than 1,000,000 American Legionnaires and their families that were in town this week, according to William Rabkin, president of International Mutoscope Corporation.

Arcade owners demanded everything from Hoot Gibson, William S. Hart, and Tom Mix reels to ones titled *A Shocked Beauty*, *Red Hot Mama* and *When Lights Are Low*. Charlie Chaplin, Fatty Arbuckle, Harold Lloyd and Buster Keaton reels were also in demand, Rabkin said.

## Detroit Firm To Dis. Vendos

DETROIT, Aug. 30.—A new firm here, Automatic Cashier, Inc., will act as distributor for the Vendo coin changer for Michigan's lower peninsula with the exception of Kent and Ottawa counties.

President of the newly incorporated company is John D. McGillis, who was formerly head of the War Production Board in Detroit. Kenneth M. Burns is secretary-treasurer and active head of the firm, was formerly secretary to board of directors as well as cashier of the Detroit Bank. C. B. Larsen is vice-president and also vice-president of the Cunningham and Shapero drugstore chain.

Directors listed include Edward J. Jeffries Jr., mayor of Detroit; Nate Shapero, president of the Cunningham and Shapero drug store chain; John M. Toolin, president of the A & P grocery chain organization in Michigan and adjoining States; Frank A. Picard, a federal district judge, and Ray A. Shapero, son of Nate Shapero.

## Graduation Dinner for NAAMO Vet School Set

ATLANTIC CITY, Aug. 30.—Because of the election Tuesday, November 4, the graduation dinner of the first class of veterans from the coin machine mechanics' training school now being conducted in the Manhattan Trades Center, New York, will be held in a mid-town New York hotel Thursday, November 6, according to F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO).

School of 24 veterans is being sponsored by NAAMO, the New York City Board of Education, and the Veterans' Administration. Second class, to be started around the middle of November, will have at least double the enrollment of the first group, A. P. Henry, senior instructor of the Manhattan Trades Center, states. Increase in students is due to the letters being received from all parts of the United States from vets who wish to join the special school and the fact that all three sponsoring organizations are more than pleased with the results of the first class.

Plans for a long list of nationally-known figures in the coin machine

## Pinball Lamp Supplies Now In Abundance

### Sky-High Prices Down

CHICAGO, Aug. 30.—One shortage that is definitely over is that of pinball lamps. After a prolonged period of pinball blackouts, the availability of lamps became a reality a few months ago, but recently it has gone even further toward post-war recovery—competition.

Pinball firms say that they are being besieged with salesmen fighting for the lamp business. Added to the pre-war picture are several surplus war goods firms which have acquired a large supply of suitable lamps.

About four months ago the lamp-supply picture was so dark that manufacturers were searching the country for available stocks and paying as high as 300 per cent over the standard price to get what few adaptable lamps there were. Along with the competition now, pinball men say, there has been a back-to-normal price drop.

## Chicago Coin Patents New Scoring Feature

CHICAGO, Aug. 30.—New five-ball novelty game, Gold Ball, introduced by Chicago Coin Machine Company last week, has a patented scoring feature involving "silver" and "gold" balls, firm heads Sam Wolberg and Sam Gensburg have announced.

The four "silver" balls can score from 1,000 to 10,000 points each, depending upon the hole they drop into, or by means of either one of the two roll-overs. The "gold" ball automatically causes the score to be doubled over that of a silver ball play. Thus, if the single gold ball drops into the 10,000 point hole it automatically registers 20,000 points on the scoreboard.

industry to attend the dinner, as well as leaders in the national government, are now being completed, Smith declares. Leaders in trade and general newspapers and magazines will also be present as guests or speakers, among them William D. Littleford, publisher of *The Billboard*.

At the present time 17 coin machine manufacturing firms are co-operating in the instruction program by sending guest instructors to teach the vets inside stuff on machines manufactured by the firms that the guest instructors will represent. Herman Daddis was announced this week as the guest instructor from Amusement Enterprises, Inc., New York, on September 18 and 19.

Jack Firestone will act as guest instructor for Firestone Company, Brooklyn, on September 24 and 25. Besides the already announced firms that will instruct, Smith states that several juke box manufacturing firms will be added because of the addition of music machines to the course of study.

Drive for used coin machines, whether in working condition or not, (See NAAMO Graduation, page 122)

## Real Jackpot!

HOLLYWOOD, Aug. 30.—In a recent column, comedian Bob Hope told of a new pinball machine here in the film capital that, when you hit the jackpot, not only lights up, but Orson Welles narrates the *Gettysburg Address* while the glass slides back and 50 Goldwyn Girls come up and sing *You're the Top*.

## Bally Appoints V. Christopher Eastern Distrib

CHICAGO, Aug. 30.—Bally Manufacturing Company has appointed Virgil (Chris) Christopher, veteran coin machine sales executive, as regional distributor for Maryland, Delaware, Virginia and Pennsylvania, according to an announcement by George Jenkins, Bally vice-president and general sales manager. Christopher's headquarters are at the Chris Novelty Company, Baltimore.

Christopher is already well known in coin machine circles, having been associated with the industry since 1935, when he became sales manager of a well-known manufacturer of bell machines. In 1938 he became a distributor of Bally products in Georgia and in 1940 joined a distributing firm in Michigan. During the war years he was a special investigator for the War Production Board.

Christopher is a partner of the Christopher-Luker Company, Miami.

## New Deal Firm Holds Opening

NEW YORK, Aug. 30.—Grand opening party of New Deal Distributors, Inc., Thursday (28) brought about 150 operators and well-wishers to the 10th Avenue firm's headquarters, according to Maxie Green, owner of the new coin machine distributing organization. Firm handles distribution of Buccaneer and Skill Wheel in New York and Connecticut, besides acting as distributors for other new and used amusement games, music and vending machines.

Flowers and good wishes from many coin machine manufacturing firms and friends were received. Eddie Coffey is in charge of the service department of the new distributing organization.

## United Mfg. Intros Hawaii to Trade

CHICAGO, Aug. 30.—United Manufacturing Company announced here this week the details of their new pin game, Hawaii. New game is a five-ball novelty replay table.

With the addition of several new features, United has capitalized upon the most popular features of their Mexico game to produce the new product. Among the added features is a super-bonus which steps up to 100,000.

Game is designed to give high scoring by several separate steps. Included are multiple ways to score replays. Cabinet and lighted score tabulator are in a Hawaiian motif, as is the face of the playing table.



# ASK NEW CUP VENDER DEAL

## Vensom Co. Readies New Drink Mch.

### Plans Early Sale to Ops

MONTGOMERY, Ala., Aug. 30.—The Vensom Company of this city is readying a new pre-mix type soft drink vending machine, according to N. K. Ransom, president of the firm. Affiliated with Ransom in the company is G. A. Kirven, president of the Pepsi-Cola Bottling Company of Montgomery.

Altho the firm is not ready to disclose complete mechanical details and features of their new machine, Ransom said that the firm plans to sell its machines direct to operators, and he added that the Vensom Company is preparing an operational program to assist others in establishing their routes.

This much detail Ransom did release to *The Billboard*—that the new vender will have only one motor, that it will be adjustable to serve any size drink from six to 12 ounces. Officials of the company are now debating the advisability of building a coin changer into the vender.

Ransom said that the cup vender probably will be manufactured on a contract basis by an un-named company in Connecticut.

## Kayem Products Names Distributors For Two Areas

LOS ANGELES, Aug. 30.—Two distributors for Kayem Products were named this week when Aubrey Stemler, international sales representative, appointed Joe Holloway and Larry Yost.

Holloway, formerly advertising manager for Aireon, will handle the Kayem products, including the Vit-O-Min, Dental Kit and chewing gum in Missouri, Oklahoma, Kansas and Nebraska. Holloway's headquarters are in La Crosse, Kan. He has five salesmen on the road in the territory assigned him.

Yost has been assigned the distribution in Texas. Altho now located in La Crosse, Kan., with Holloway, Yost plans to set up headquarters in a large Texas city in the near future.

Both distribution contracts become effective September 1, Stemler said.

## Another Drop In Ball Gum

CHICAGO, Aug. 30.—Another drop in the price of ball gum was reported this week as Monmouth Ball Gum Company, Seabright, N. J., announced bulk lots of 120-count 5/8 inch balls at 35 cents per pound.

New price, however, represents only a drop in price by weight over previous low of 40 cents per pound. The 40-cent price was for 140-count pound of same sized balls, which is the current low piece price.

Several established firms are currently offering 3/8 inch gum, 140 count, at 40 cents per pound in bulk lots and 45 cents in smaller lots. Currently 170-count 1/2 inch lots are also being sold at the same price per pound.

## Operators' Show Windows Good Business Getters, Says K. C. Op

KANSAS CITY, Mo., Aug. 30.—Vender operators who have display windows available and use them properly to show their machines will find them excellent business getters, according to Henry Siler, of Silent Vending Company here.

Siler, whose firm moved into new offices and warehouse space on Prospect Avenue last month, said he has already picked up a number of good locations as a result of having his machines on show. He said he had long felt that vending machine operators were missing a bet by not putting machines in their show windows, but he had been prevented from trying out his idea by the shortage of good business space here.

When he bought his present building, he determined to give his idea a trial, and he said the results to date have been excellent. He makes a practice of keeping at least one machine on display in the window at all times. Usually, he has a cigarette or candy vender in the window, but if that is not possible, in the present shortage of venders, he places two or three gum venders there. At night, he plays a spotlight on the machine and uses a neon-outlined clock as an additional attention getter.

New location of the firm provides more than 3,500 square feet of busi-

ness space, he reported, and it is so arranged that he can drive both of his route trucks right into the warehouse at night for reloading. There also is ample space for a third truck, which he plans to add soon. His two sons, Henry Jr. and Francis William, are associated with him in the company.

## Vender Distrib Firm Formed in Memphis, Tenn.

MEMPHIS, Aug. 30.—Miss M. J. Davis announced Wednesday (27) the formation of Automatic Merchandise Distributors. Firm has headquarters here, will distribute vending machines and merchandise to be sold thru venders.

Miss Davis disclosed that the firm has been named as a representative of the Parker Products Company of Knoxville, and will handle the Bert Mills Coffee Bar, the Viking Minit Pop automatic popcorn machine and the Snively pure orange juice machine. Automatic will also handle the One-Use Tooth Brush vender, gum machines and such vender supplies as Chiclets, Dentyne and Beeman's gum, and razor blades.

The firm, which expects to maintain approximately 15 salesmen on the road at all times in order to cover the South, includes among its officers S. E. Davis, formerly with Mills Automatic Merchandising Corporation, general sales manager, and D. A. Parker, general manager.

## James Stitt to Dixie Cup

EASTON, Pa., Aug. 30.—James Stitt has been added to the sales promotion and advertising staff of Dixie Cup Company, it was announced this week by J. D. Catlin, director of marketing and public relations. Stitt formerly was with Hopkins Equipment Company, Hatfield, Pa.

## Question Constitutionality Of Pa. Soft Drink Tax Law

PHILADELPHIA, Aug. 30.—First of several suits to test the constitutionality of Pennsylvania's new soft drink tax is expected to get its hearing in early fall, with other suits anticipated in the near future.

First test was initiated by Marshall A. Morgan, Philadelphia counsel for a group of sirup manufacturers. Morgan, in his case, pointed out reasons why he considered the measure unconstitutional. Act, he said, lacks uniformity since it taxes volume, not value. This makes the law "unfair, discriminatory and confiscatory," he contends. Attorney also says that tax law is defective technically because its title is misleading and deals with more than one subject.

### Taxes All Drinks

Act imposes tax of 1 cent on each 12 ounces or less of bottled soft drinks, regardless of price, and one-half cent an ounce on fountain sirups. Present indications are that several large concerns are behind plans for additional court tests to determine the constitutionality of the tax law. Several of these actions, informed quarters said, are in preparation.

Tax has imposed several hardships on beverage vending machine operators in Pennsylvania. Penny tax hikes the satisfactory sale price for nickel beverages to 6 cents and most operators have not been able to

change over their coin chutes for multiple coin operation to handle a 6-cent charge.

### Rely on Volume

Operators continuing 5-cent sales are hoping that added volume will help make up for the lost penny in revenue. Several operators have made arrangements whereby a 50-50 break-up in the tax is arranged with the location owner paying half, while the operator puts in half.

In several locations in this area, cup venders are now underselling bottle venders which have converted to six cents sale, operators report.

First month returns on the tax were far below the expected \$1,450,000 monthly yield estimated by the proponents of the bill. July receipts were only \$363,283. However, State Revenue Secretary David W. Harris said that the first month was not representative of what the levy will yield in the future.

At the time the bill was being considered, soft drink operators bitterly opposed it on the basis that legislators were miscalculating the volume the tax would yield. Tax is part of a \$140,000,000 program destined to finance expansion in State mental hospitals and other State services. Initial estimate was that the soft-drink tax itself would bring \$35,000,000 into the State treasury.

## Simplicity Key Problem

Independent operators see need of organization to work out mutual program

By Dick Hodgson

CHICAGO, Aug. 30.—Simplicity in design and lower prices, coupled with more machines, are the answers to the major problems of independent coin-operated cup vending machine operators, a survey of the soft drink field showed this week.

Particular stress was placed upon the simplicity of design angle. Operators claim that at present beverage venders are far too complicated for the average operator, whose service problem is acute due to the definite lack of experienced servicemen. Independent operators feel that if they could get together with manufacturers they could bring about many needed changes that they have found necessary thru their experience with the machines on location.

### Need for Association

Walter (Andy) Anderson, of Automatic Beverage Dispensers, Inc., here, said that during recent trips to various sections of the nation he had discussed this problem with other independent cup vender operators and they feel a national association of independent cup vender operators would be a great help in that it could send representatives to manufacturing firms with ideas for more simple designs.

Thus far, Anderson claims, cup vender designs have been mainly aimed at suitability for large beverage concerns, while problems facing independent operators, because they have not properly been brought to manufacturers' attention, have been neglected.

### Simplicity of Design

Operators feel that simplicity of design would not only help the service problem, but would tend to bring down cost, enabling operators to expand their routes without such a proportionately large investment as is necessary today.

The problem of obtaining more equipment, the operators realize, depends upon the availability of more raw materials, but they claim they have been neglected by many of the firms who supplied them in the past. Not only have these firms gone in for large quantity supplying of venders to large beverage concerns due to the smaller overhead involved, but they are failing to provide parts necessary to keep older equipment now in use

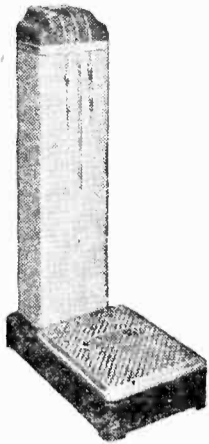
(See *Simplicity Key* on page 100)

## Baltimore Firm Has New Vender

BALTIMORE, Aug. 30.—A new nickel hot nut vender is being manufactured by the Denver Manufacturing Company. Vender is complete with a removable baffle and bronze bearings. Standing 18 inches high, the machine has a depth of 10 inches and a base of 8 1/2 inches.

Firm states that its machines can be used to vend all types of nuts and confections. Headquarters of the new coin machine manufacturing organization are at 1225 Washington Boulevard.

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MONMOUTH BALL GUM CO.  
SEA BRIGHT, N. J.**

**Manufacturers of  
ORIGINAL SUGAR COATED CHICLE  
BALL GUM**

5/8" — 120 Count  
**38c Lb. Bulk Lots, 35c Lb.**

1/3 deposit certified check or money order, balance C. O. D.  
**MONMOUTH BALL GUM CO.**  
1126 OCEAN AVE. SEA BRIGHT, N. J.

**WHY PAY MORE? asks ROY TORR  
BALL BUBBLE GUM (DIAMOND BRIGHT)  
40c Per Pound**

500 Pounds 5/8 (70,000 Balls) .....\$200.00  
500 Pounds 1/2 Inch—170 Count—(85,000 Balls) ..\$235.00

On orders less 500 pounds, 2¢ per pound additional.  
Full cash with order—prompt shipment

**FREIGHT PAID TO YOUR DOOR**  
MINIMUM SHIPMENT 100 POUNDS.

**ROY TORR Lansdowne, Penna.**

**Candy Manufacturers Say  
No Corn Sirup Shortage  
Anticipated This Fall**

**Increased Production Expected To Offset Rising Costs**

CHICAGO, Aug. 30.—Corn crop prospects are a minor worry to candy manufacturers, candy bar makers told *The Billboard* this week. A short supply of corn sirup is not looked for by most firms, and even if such a shortage did materialize candy men say formulas could be altered to use more sugar as a sweetening agent.

Pointing out that the dismal outlook for heat ravaged cornfields was brightened last week when rains fell to check crop deterioration, candy officials now believe that many bushels of corn will be saved and harvested, and they predict that an earlier scare of "no corn and a big cut in corn sirup" is unwarranted.

Many candy vending operators and other candy retailers of the opinion that the anticipated sirup shortage would up prices of vender and over-

the-counter sales, giving the already upward price trend as evidence, are being told by manufacturers that any immediate price rise will not be due to material shortage. Instead, candy firms say, any future price hike can be traced to labor and general operating expenses.

"It isn't corn or corn sirup we're worried about," said Leo Fitts, of Chase Candy Company here. "Take the recent rise in the price of coal for instance. We figure that this is one of the many important factors in the ultimate rise in the price of our product. When it takes the better part of a pound of coal to produce a pound of candy, you have some idea of what such price increases mean to the price of the final product."

Fitts added that an increase in production would tend to offset rising prices to some extent, but while basic ingredients are now available to produce greater quantities of candy, trained help is not. "And without trained help we cannot make a quality product," he stated.

Victor Gies, sales manager of Mars, Inc., was of the opinion that while there may be some squeeze in corn sirup supplies this winter, it would not prove a major problem. He added prices would not hinge primarily upon whether or not such sirup was available in quantity, as candy formulas could be changed, but whether other plant costs would force an upward move.

Opinion in the industry seems to be that the price per box on bars would move up from the present average of 75 cents per box to 85 cents, with medium and small firms charging the higher price. (Most of the large firms currently are maintaining a 72-cent price.) While this might mean that a number of dime bars would again hit the market, in addition to those already being sold, spokesmen said that those firms now successfully carrying nickel bars would endeavor to keep to that price and do little experimenting with the higher price bar.

**Hershey Statement  
Lists Year's Sales**

HERSHEY, Pa., Aug. 30.—Hershey Chocolate Corporation, in making its financial statement for the first half of 1947, has included sales for the first time. Volume for the six months ended June 30, this year was \$54,000,000, "substantially ahead" of same period in 1946, according to company officials. Net profit for the first half of this year was \$4,782,803 or \$6.05 a share on 685,749 common shares. Last year the same period returned a net of \$3,621,536 or \$4.35 per common share.

Company has set aside a reserve of \$2,000,000 out of net earnings as of June 30 this year "for future inventory price declines," equal to \$2.92 per common share, according to the statement.

Firm's stockholders are to vote September 15 on a proposed three-for-one stock split, it was stated.

**Reynolds Declared Dividend**

NEW YORK, Aug. 30.—R. J. Reynolds Tobacco Company has declared a quarterly dividend of 90 cents per share on its preferred stock. Dividend is payable October 1 to stockholders of record on September 10.

**Peanut Firm  
Answers FTC  
Lottery Case**

WASHINGTON, Aug. 30.—Denial of charges that it uses lottery methods in sale of peanuts was made this week by the Arkansas Peanut Company of Hot Springs, Ark., in an answer filed with the Federal Trade Commission (FTC) this week.

FTC's complaint against the firm alleges that typical of the respondent's sales plan was one involving the enclosure of cash in a "small number" of an allotted 30 packages of peanuts in each carton, with purchasers procuring the money "wholly by lot or chance."

Firm admitted the use "in some instances" of the sales plan described in the FTC complaint, but it denied that it constitutes a game of chance, gift enterprise or lottery scheme.

John E. Haynes, trading as Arkansas Peanut Company, also denied that by using the sales plan he has placed in the hands of others the means for conducting lotteries, as charged by the FTC complaint.

FTC, in disclosing the firm's answer to the complaint, pointed out that the reply "neither admits nor denies that the plan was used in interstate commerce, but calls on the commission to prove its jurisdiction on this issue."

Hearing on the case will be held in the near future, the FTC said.

**Ohio Tobacco Men  
Plan Sept. Meet**

COLUMBUS, O., Aug. 30.—Ohio Association of Tobacco Distributors (OATD) will hold a three-day convention here September 26-28, celebrating the organization's fifth anniversary. Officials in the candy and tobacco trades will speak during the meeting.

Among the speakers slated to appear on the program are Fred W. Steffens, sales promotion manager of Walter H. Johnson Candy Company; Eric Calamia, president of Retail Tobacco Dealers' Association; Joseph Kolodny, managing director of National Association of Tobacco Distributors, and William H. Bailey, chief of the Ohio cigarette tax division.

### Devices Novelty New Silver King Distrib

CHICAGO, Aug. 30.—Devices Novelty Sales Company here, headed by Anton Obodzinski, was appointed distributor for Silver-King Corporation's ball gum and nut venders in the Chicago area, effective September 1. After October 1 firm will also act as distributor for Silver-King gum and nut vender parts.

### Diamond Match Reports Net For First 6 Months in 1947

ST. LOUIS, Aug. 30.—Diamond Match Company has reported net earnings of \$1,063,904 or 88 cents a common share for the first six months ended June, 1947.

Figures compare with \$1,199,765 or \$1.07 a common share for the same period last year.

## Milwaukee Parking Lot Owner Reports Meters Money - Makers

MILWAUKEE, Aug. 30. — Ervin Mueller, an enterprising parking lot operator of this city, has invented a coin-operated park meter to be used by privately owned parking stations on a self-service basis.

According to Mueller, the principal use of his invention is to provide parking space during periods when there is not sufficient business to warrant the services of the parking lot attendants, such as during the late night and early-morning hours.

As currently operated, the night parking customer drops a quarter in the coin chute of the park meter, which returns him a numbered ticket to post on the windshield of his locked car, permits him to park until 7 a.m. the next morning. Protection is afforded by a roving attendant who checks coin-operated stations hourly. Mueller disclosed that the customers who park in his stations like the idea since they do not have to wait for an

attendant. Thus far he has little trouble with autoists trying to park free, pointing out that in a recent check of 63 park meters only three drivers had failed to insert the required quarter.

As an example of what the park meters mean to a parking lot operator, Mueller disclosed that over a typical week-end there were a total of 107 parks at a time when 37 attendant man hours would have been required. Thus much more profit was made on the \$26.75 taken in by the meters than would have been realized had attendants been on the job.

Currently there are nine parking lots in the Milwaukee area using Mueller's coin meters, which he rents on a percentage basis. In the northern part of Wisconsin, operators of parking lots in several cities have also installed his innovation.

## Northwestern



This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION  
EAST ARMSTRONG STREET, MORRIS, ILLINOIS

### JELLY BEANS

Box 5 lbs., 23 boxes to case, 26¢ lb.; 3/4" Ball Bubble Gum, 25 lb., 40¢ lb.; Bored, 100 count, 36¢ case, 35¢ box; Baked Beans, 32 lbs. to case, 24¢ lb.; Peanut Ruffs and Peanut Brownies, 10 lbs. to carton, 25¢ lb. 1/3 deposit. F. O. B. Orlando, Fla.  
**HARDING SALES COMPANY**  
432 W. Church St., Orlando, Fla.

**WE LEAD AGAIN WITH NEW LOW PRICES**

**5/8 BALL BUBBLE GUM**  
40c per lb.  
BALL BUBBLE GUM 45c Per Lb.  
170 Count, Per Lb.  
25 Lbs. to Carton  
*The Best in the Nation*

**LICORICE LOZENGES**  
30c per lb.  
App. 530 Count per lb.  
38 lbs. to carton

**PISTACHIO NUTS AFGHAN RED**  
43c per lb.  
App. 800 Count per lb.  
LARGE RED .....71c per lb.  
App. 575 Count per lb.

**BOSTON BAKED BEANS**  
35 Lbs. to Carton ..... 25¢ per lb.

WRITE FOR QUANTITY PRICES  
We Buy and Sell New and Used Vending Machines  
All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave., New York 32, N. Y.

**WANTED**

USED 1c "MASTER" VENDING MACHINES  
State price, condition, quantity

**Northwest Gum Co., Inc.**  
3112 W. 28th St. Minneapolis 5, Minn.

now available

**THE CHALLENGER**  
THE MOST EFFICIENT PROFIT-MAKING NUT MACHINE ON THE MARKET TODAY

Three-Unit Hot Nut Machine • 3-Way Profits • Finer Locations

**TROPICAL TRADING CO.**  
831 S. Wabash Chicago 5, Ill.

**AGENTS-DISTRIBUTORS WANTED**

Manufacturer has just completed Newest Hot Nut Vender. No equal on the market. Write for information

**DENNER MANUFACTURING CO.**  
1225 Washington Blvd., Baltimore 30, Md.

**BUBBLE BALL GUM**

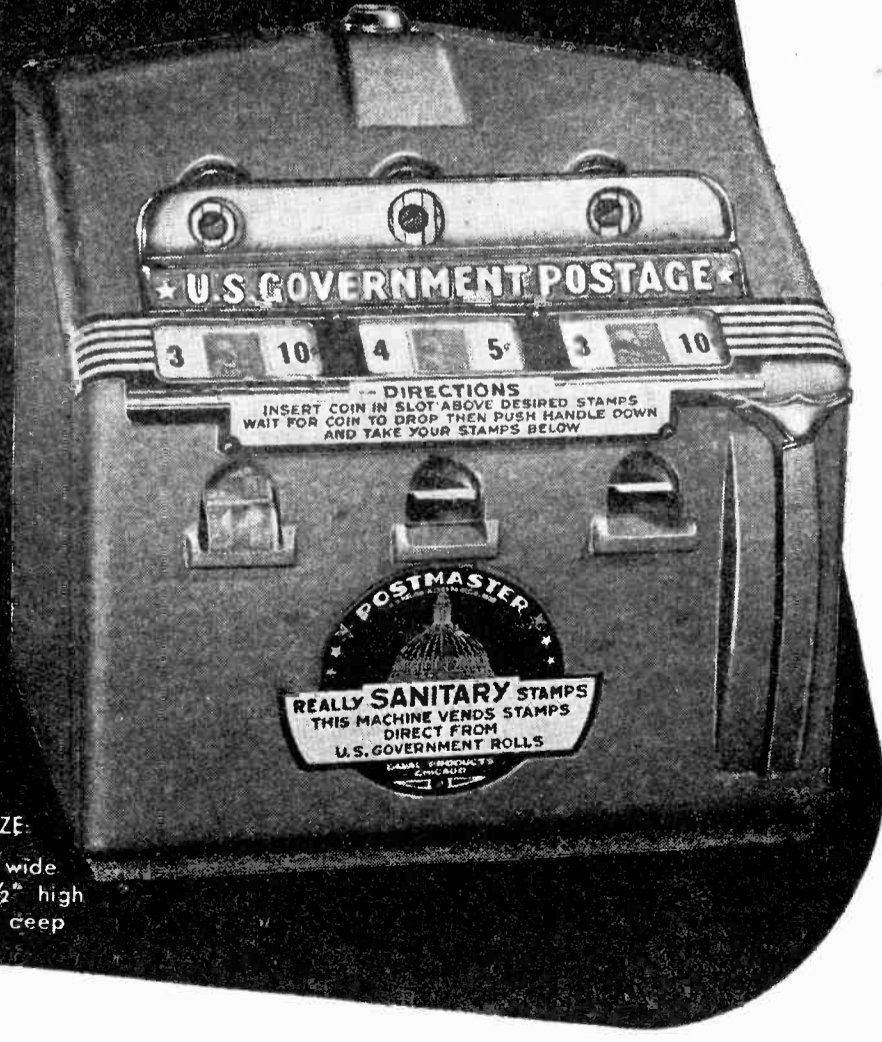
3/4 Ball Gum ..... 40¢ Lb.  
170 Ball Gum ..... 45¢ Lb.  
Pistachio Nuts (special size for Venders) 60¢ Lb.  
Toony California Almonds ..... 95¢ Lb.  
New and Used Machines. 1/3 Dep. on Orders.

**BRONX VENDING CO.**  
19 E. 200 St. BRONX 58, N. Y.

Here's the new, remarkable "roll type" stamp vender!

# The POSTMASTER

The first big improvement in postage stamp venders in 40 years!



- ★ Triple-unit, roll-type vender!
- ★ Vends SANITARY stamps ... 1c, 2c, 3c, etc. directly from available U. S. Government rolls!
- ★ Each unit adjustable to vend 2 to 5 stamps of any denomination.
- ★ Stamps are accurately cut off on perforations!
- ★ Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.
- ★ Capacity 2 to 3 times greater than folder-type venders. Takes less than one-half servicing time.
- ★ Cabinet is of sturdy aluminum, finished in attractive colors and trimmed with sparkling chrome. Precision-built mechanism constructed to last a lifetime.
- ★ Merchants welcome The Postmaster because of its time saving and money-making features.

Here's security! Order a sample of this amazing, legal, steady, dignified money-maker — NOW! You'll soon order a hundred more!

**DAVAL PRODUCTS CORPORATION**  
1512 N. FREMONT ST. • CHICAGO 22, ILL.

See your nearest distributor.

## BUBBLE BALL GUM

# 39c PER LB.

$\frac{3}{8}$ " — 140 count per lb. Minimum shipment 25 lbs. Certified check or money order in full with order. No C. O. D.'s.

### 1948 NORTHWESTERN ROLL TYPE POSTAGE MACHINE



Dispenses 4 1¢-5¢. 3 3¢-10¢. Brand new! Slugproof. Can be regulated to dispense 1, 2, 3, 4 or 5 stamps. No folders or folding necessary. Dispenses coiled stamps as purchased from your local post office. Dispenses accurately regardless of climatic conditions. One-year guarantee.

**\$69.00**



### 1948 IMPS

1¢ or 5¢ Cigarette or Fruit

**\$12.95**

Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

### SHIPMAN TRIPLEX STAMP MACHINE



Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps. Slugproof, compact, foolproof. Immediate Delivery. Operator's Price

**\$39.50**

STAMP FOLDERS For Shipman, Schermack, Victory. 10,000 ... \$ 5.75 25,000 ... 13.95

Distributors interested in selling our a d v e r t i s e d machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

**PARKWAY MACHINE CORPORATION**  
622 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

## NORTHWESTERN BULK VENDERS

### MEAN MORE FOR YOUR MONEY

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags	72¢ Per Lb.
Pistachio Large, Tulp Red, 5 Lb. Bags	50¢ Per Lb.
Jumbo Peanuts, 30 Lb. Ctn.	31¢ Per Lb.
Spanish Peanuts, 30 Lb. Ctn.	24¢ Per Lb.
Cashew, 480 Count, 30 Lb. Ctn.	56¢ Per Lb.
Squash, Red or White, 25 Lb. Ctn.	20¢ Per Lb.
Boston Baked Beans, 32 Lb. Ctn.	28¢ Per Lb.
Rainbow Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Cinnamon Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Licorice Lozenges, 38 Lb. Ctn.	30¢ Per Lb.
M & M, Asst'd Colors, 16 1/2 Lb.	42¢ Per Lb.
Ball Gum, 3/8", 140 Count, 25 Lb. Ctn.	40¢ Per Lb.
Ball Gum, 170 Count, 25 Lb. Ctn.	50¢ Per Lb.
Adams Gum, All Flavors, Tab or Candy Coated. Box 100	54¢

1/3 Deposit With All Orders, Balance C. O. D.

### NORTHWESTERN SALES & SERVICE COMPANY

4105 16TH AVENUE Telephone: Windsor 8-3600 BROOKLYN 4, NEW YORK  
ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.

## Operators! KUNKEL HOT POPCORN VENDOR

(Machine Listed by Underwriters' Laboratories)

### PRACTICAL — DEPENDABLE

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99 1/2% Slug Proof
- Low Electric Consumption
- Can be refilled without Operator calling
- Easy to Service and Clean
- 16x16" Wide, 62" High
- 67 lbs. approx. Net Weight

"KUNKEL" for 30 Years Makers of Coin Operated Machines  
Some DISTRIBUTOR Territories Available.  
OPERATORS: Write for Name of Your Nearest Distributor.

### NORSOAMERICA

356 SO. BROADWAY MAAdison 6-3746 LOS ANGELES 13, CALIF. Cable Address—NOSOAM



## Simplicity Key Problem in New Cup Vender Deal

(Continued from page 97)

by independent operators in running order. Many other concerns have gone out of the beverage vender manufacturing business, leaving another blank in the parts picture.

### Critical Problem

"This problem is especially critical," Anderson said, "since new cup vendors cannot be obtained to replace worn-out models and if we are to continue in business we must keep as many of the old machines in working order as possible."

Independent operators reported no problem in obtaining sirup and other such supplies since the end of sugar rationing and that prices on these items have remained fairly constant.

### Capacity Factor

The idea of cup machines vending up to 1,000 drinks without servicing is discounted by the majority of the independent operators, it was claimed. One said that any operator who can't get around to service machines after the machine has dispensed a few hundred drinks has no place being in the business.

No definite steps have been taken to initiate the organization of an independent beverage vender operators' association as yet, but operators say a great deal of thought is being given it.

"We feel that if we could get together and hash out some of our mutual problems we would not only be able to help ourselves but aid manufacturers in providing better equipment," Anderson said. "At present, we have no way to get together on such matters, and no organization that is interested in our special problems," he pointed out.

## Berger Reports Cigar Venders In Production

NEW YORK, Aug. 30.—New three-and-six-column cigar vending machines are now in production by the Cigarmat Corporation of America, according to Martin M. Berger, firm president. Stands will be provided for either model, and a bracket can be had for the three-column vender so that it can be attached to the side of any cigarette machine.

Operating with any combination of nickels or dimes, cigars can be sold in any column of the venders for prices from 5 to 20 cents. No adjustment is needed to vend cigars of almost any length or thickness, Berger states.

Each column of either machine locks itself automatically when it is empty so that purchaser may either buy another cigar of the same price in the vender—or press the coin return button. A National Slug Rejector unit and a humidifier are two additional features.

Berger has a background of 17 years in the tobacco and vending machine industries. He formerly was an executive of the National Association of Tobacco Distributors (NATD) and the Tobacco Merchants Association. Firm's general manager is Henry Weiner, also a veteran coin machine man. The firm has opened offices at 303 Fourth Avenue.

## SALES STIMULATING VENDOR VALUES

Unsurpassed in PROFIT-MAKING Ability

### GOLDEN STATE

Favorite of Operators Coast to Coast. Rugged, service-free mechanism. All Purpose—All Product Available in 1¢ or 5¢ Model. Sample Lots. Write for Quantity Price.

**\$12.95**

DISTRIBUTORS: Contact Us. Some Territories Still Open.




### 5¢ ALMOND VENDOR

Biggest Little Money-Maker of all time. Portable. Compact. Sales Arresting Design. High Chrome Finish.

**\$9.85**

### VENDOR SUPPLIES

Coin Wrappers . . . . . 65¢ Per M; 60¢ M in Case Lots  
Aluminum 1¢ or 5¢ Coin Counter . . \$1.35  
Floor Stand . . . . . 3.75  
Wall Bracket . . . . . .85  
Double Base . . . . . 1.00  
Ball Bubble Gum (100 Lb. Minimum Order) . 50¢ Lb.  
Boston Baked Beans (100 Lb. Minimum Order) . 25¢ Lb.  
Rainbow Assortment (100 Lb. Minimum Order) . 28¢ Lb.  
Blanched Virginias (100 Lb. Minimum Order) . 33¢ Lb.  
Spanish Peanuts (100 Lb. Minimum Order) . 23¢ Lb.  
Charm Assortment, 1000 to Box. Per Box . . . . . \$5.85

Distributors, Write for Quantity Prices.  
**BADGER SALES CO., INC.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.

## WANTED! SALESMEN WITH EXPERIENCE

to sell routes of the famous Asco All-Purpose Machine. Also 5-Column Gum Machines. Earnings \$500.00 per month up. When writing give all information.

### ASCO VENDING MACHINE EXCHANGE

55-57-59 Branford Street, Newark, N. J.  
Telephone 2-7742-3

### ANY OPERATOR

Stamp machines will sell you that everything considered that the Shipman Triplex is the best buy for your money. The LATEST factory model Shipman Triplex Stamp Vendors sell 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof!

Price, \$39.50 each. IMMEDIATE DELIVERY.

1/3 Dep., Bal. C. O. D.  
★ Send for free leaflet ★

**R. H. Adair Company**  
8924-26 Roosevelt Rd. Oak Park, Ill.

FOLDERS — Only \$48.75 for 25,000 which return gross profits of \$250.00.



## WANTED

Any quantity Phillies Cigar Machines, also any quantity Cigarette or Candy Machines.

### HARRIS VENDING

2717 N. Park Ave., Philadelphia, Pa.  
Phone: BA 9-0808

## Ball Bubble Gum 5-8"

In bags of 200 count, 72¢ per bag; 24 bags to the case. 1 case \$17.28; 5 cases \$17.00 each. All prices F. O. B. Mounds.

### TAYLOR VENDING SERVICE

MOUNDS, ILLINOIS

### New Yorkers Gripe About Switches in Vending Machines

NEW YORK, Aug. 30.—Letters to the editor columns of local newspapers have been carrying humorous and angry letters from purchasers of chocolate and gum thru vending machines in the New York subways for the past several weeks. Brand shortages are quoted as the reasons for the mix-up of items in columns mentioned by letter writers, according to the New York Subway Advertising Company, operators of the venders.

Main complaints are centered on vending "Double Mint Gum in Juicy Fruit columns" and "Bitter Sweet Chocolate instead of Milk Chocolate" in Hershey machines.

### NAMA Mails Hotel Forms For Dec. Meet

CHICAGO, Aug. 30.—Reservation forms for hotel rooms at the National Automatic Merchandising Association (NAMA) 1947 convention and exhibit December 14-17 at the Palmer House here will be mailed to NAMA members this week, George M. Seedman, convention chairman, announced Friday (29).

NAMA disclosed that a questionnaire survey of members by mail made in June indicated that almost every member planned to attend and bring one or more guests. As a result, 200 additional rooms were reserved at the Palmer House. Available reservations include single, double and twin bedrooms and suites. Seedman said that reservations should be made with NAMA and not thru the hotel. Those planning to attend who are not members should write to the association's headquarters at 120 S. La Salle Street, Chicago, for hotel reservation forms.

First NAMA exhibit of merchandise and venders is expected to attract more than 2,000 association members, guests and others interested in automatic merchandising.

### West Coast Match Plant Begins Work

LOS ANGELES, Aug. 30.—S. M. Rosenberg, Universal Match Corporation's vice-president and director of sales, announced Thursday (28) that the firm's newest match plant located here has begun operation to expedite deliveries of West Coast orders.

New plant, which houses 38,000 square feet of floor space, has as its site a five-acre tract which provides for considerable expansion. Rosenberg revealed that Universal plans to make the new Los Angeles quarters a model plant, similar to those now operating in St. Louis and Hudson, N. Y. He also disclosed that more than 20 years of constant improvements by Universal engineers have combined to equip the new factory with completely modern match making machinery and printing presses.

Also made known at this time was the augmentation of Universal's Pacific Coast sales, now in process, which will increase by eight representatives the number now covering this growing region.

In addition to the previously mentioned factories, Universal also owns and operates wood and book match plants in Spokane, Wash.; Wheeling, W. Va., and Duluth, Minn.

## Chicago Will Get Showing Of Kwik-Kafe

Set September 2

CHICAGO, Aug. 30. — Rudd-Melikian, Inc., Philadelphia firm making the Kwik-Kafe coffee vender, has announced that the vender will be shown for the first time in the Midwest September 2 to 7 at the Hotel Stevens here.

Firm officials state that the Kwik-Kafe hot coffee vender is currently being delivered to franchised operators thru distributors. Such deliveries, according to Lloyd Rudd, president, were being made as early as March of this year.

#### 425-Cup Capacity

Having a 425-cup capacity, the coffee vender stands six feet high, 33 inches wide and 18 inches deep. Cabinet is brown with cream trim. Machine vends a wooden spoon with each cup of coffee, and separate buttons deliver cream and sugar.

Rudd-Melikian has operated 30 of the venders in Philadelphia test locations for over the past year and has stated that it will retain the operating franchise for that city for the present.

Before the war both Rudd and the firm's vice-president, K. C. Melikian, operated combination cup beverage and candy vender routes in Philadelphia.

## Carton Cooler Displays New Bottle Vender

KANSAS CITY, Mo., Aug. 30.—Carton Cooler Company will display its new bottle vending machine at the offices of the Dr. Pepper Company in Dallas next week, George Bockover, president, announced.

New machine has a total capacity of 100 bottles and it employs a dry-air refrigerating system rather than the ice-cooling method employed in Carton Cooler machines before, Bockover said. Vender has room for 30 bottles in the actual vending compartment and another 70 bottles in the pre-cooling compartment. It is a console type vender.

Bockover said his company expects to go into production on the new model in September at the rate of approximately 200 machines per month. He said the only supply difficulty encountered so far has been on steel, which has been both scarce and high-priced. He said he has been assured of ample supplies of condenser units and other refrigerating equipment.

## Bubble Gum Plant To Rise in L. A. County

LOS ANGELES, Aug. 30.—A. J. Paris, 29-year-old Greek-American who zoomed to fame and fortune during the war years by manufacturing and importing bubble gum in Mexico, announces that he will open a \$750,000 bubble gum factory in Los Angeles County which will employ several hundred people.

The bubble gum king is also planning a plant in MacAllen, Tex. In addition to the American market, Paris exports gum to 11 foreign countries.

From his suite in the Biltmore Hotel here, Paris declared that the only principal country which doesn't buy his product is Russia.

*"Automatically Yours"*



**The Perfect Machine That Sells Cigars**

All Clean, Shining, Brilliant CHROME

Alive With Appeal • Fool Proof • Slug Proof • No Jamming • No Ripping • Humidor Equipped To Insure Fresh Cigars • Coin Returns When Machine Is Empty.

**AND COMPACT . . . IMAGINE!**

Only 6" by 30" of wall space needed and it holds over 50 cigars. Can be attached to cigarette machine, on wall or any other space.

**OPERATOR'S PRICE \$34.50**

F. O. B. Newark, N. J.  
\$2.00 discount for cash

Floor Stand (1 Sq. Ft. Space) \$7.50 Extra

**TIME PAYMENT PLAN**  
1/3 down, balance in 12 monthly installments at no interest!

LEADING BRANDS OF CIGARS AVAILABLE AT DIRECT FACTORY DISTRIBUTOR PRICES

ORDER TODAY • IMMEDIATE DELIVERY

**STANGE - SHARENOW - DISTRIBUTORS**  
Military Park Bldg., 60 Park Place, Newark, New Jersey - Market 2-2460

Approved By United States Internal Revenue Department

**ALKUNO'S**

*Vendors that Vend!*



**VIKINOR 5¢ HOT NUT VENDOR**

The VIKINOR is a completely redesigned, truly modern vender with the emphasis where it counts and pays—the working parts! In trials the dispenser mechanism was operated 192,000 times, turning over at the rate of 200 revolutions per minute and when the test was over the machines were still in perfect operating order.

Finished in sales-producing gleaming white enamel and contrasting maroon or blue enamel trim. For counter use or with wall brackets and floor stands.

**Exclusive Distributorships Now Available — Write!**

Send for free literature and price list.

**ALKUNO & CO. INC.**

Mechanical Manufacturing Laboratories  
406-408 Concord Avenue, New York 54, N. Y. Phone: Melrose 5-7757



**VIKINOR 5¢ BULK CANDY VENDOR**

join the **POPCORN PROFIT PARADE!**



POP CORN SEZ:

GET HEP HEP HEP TO PROFITS



**'POP' CORN'S**

**AUTOMATIC**

**VENDING MACHINES**

Hep, two, three, four — march right into profits with a battery of "POP" Corn's Automatic Vending Machines. These modern attractive Vendors are mechanical salesmen who will corn-er EXTRA PROFITS. Supplying fresh and crispy well-seasoned popcorn, it's a sure money maker. A small investment will put you in big business. Write for full details and name of your nearest distributor — get in the Popcorn Profit Parade!



**T. & E. Co.**  
Box 5998  
Dallas, Texas

## Rains Bring New Hope for Popcorn Crop

CHICAGO, Aug. 30.—Rain and cooler weather this week thruout the Midwestern corn belt brought hopes of some relief from the prospect of a drastic popcorn shortage this year.

Spokesman for U. S. popcorn manufacturers said here this week that the rain has helped considerably, but that much more is needed before there will be any large-scale relief for the popcorn crop. It's still too early to predict definitely just how large the harvest will be, he said, but indications are that the yield will be far below average.

In certain areas of the corn belt, where crops had previously been good, a driving wind early this week laid heavy stands low, damaging a good deal of the corn.

Interpreting the situation into its probable effect upon popcorn vending machine operators, industry spokesmen said that the price of popped corn may not be any higher than it is currently since the price of oils and seasoning is falling. They pointed out a curious factor is that when popcorn gets scarce and prices go up, there always has been a corresponding drop in the price of oils and seasoning such as is taking place now.

Altho there is no doubt that the popcorn crop will be drastically low, popcorn men said that they felt that there was a possibility that the actual amount of corn available for market may be very close to the demand since a shortage is likely to bring out "hidden corn" which is being hoarded by its owners in hopes of higher prices which would naturally accompany any harvest shortage.

### Name Fred Stumm Lehigh Distributor

PHILADELPHIA, Aug. 30.—Fred Stumm was announced this week as representative of Lehigh Foundries, Inc., manufacturers of the PX cigarette vendor, in the Philadelphia area of Pennsylvania, Delaware, Maryland and the District of Columbia, according to Neil Mitchell, Lehigh sales manager.

Stumm formerly was connected with Keystone Vending and Scott-Crosse in Philadelphia before forming his own organization with headquarters at 205 North 13th Street, Philadelphia. Frank Hammond, also formerly with Scott-Crosse, has become affiliated with the new Stumm organization.

### Form Ezy-Duz-It Laundry

FITZGERALD, Ga., Aug. 30.—Ezy-Duz-It Laundry, self-service laundry operated by L. W. and L. Norman Rawlins, will open here September 1. New concrete-stone building has been built to house the business.

## No Tax

BALTIMORE, Aug. 30.—Under a ruling issued this week by Edward F. Englebert of the tax division, ice cream sold thru vending machines will be non-taxable since it is regarded as "carry-out." However, "pop-sicles and similar confections" will be taxable.

## Aug. Cig Sales Record in K. C.

KANSAS CITY, Mo., Aug. 30.—Cigarette vander operators and jobbers here report that August sales of cigarettes this year have set new volume records.

August usually is a high month in cigarette retailing, they said, but the general estimate was that sales this year ran between 15 and 25 per cent above August of 1946. Most operators attributed the rise to the prolonged heat, which increased irritability and nervousness of people and led to greater smoking as a nerve soother.

Others attributed at least part of the rise to the resettlement of many persons here who had left during the war years.

## Form W. Tenn. Dealers' Assn.

MEMPHIS, Aug. 30.—Recently formed here is the West Tennessee Wholesale Tobacco & Candy Dealers' Association, with Leon Solomon, president of Leon & Leon, as president.

Secretary of the new organization is Henry (Toots) Loeb, Memphis Tobacco Company, and Dan Bianchi, Bianchi & Company, is treasurer. Group plans to affiliate with both State and national tobacco distributors associations.

## Four Cent Penn Cig Levy Ups Receipts

PITTSBURGH, Aug. 30.—Pennsylvania's two-cent increase in the cigarette tax, bringing the levy to four cents per pack, brought in \$2,205,646 for June, the first month the new rate was collected. Same month in 1946, under the old rate, returned a revenue of \$1,589,939.

Collection of the new tax in June greatly exceeded the estimate State law men had previously made. July receipts are expected to pass the three million mark.

## Auto Wash for Tenn. Town

FAYETTEVILLE, Tenn., Aug. 30.—Felix Buchanan has announced the first automatic laundry to be located here. Ten machines will be used. Opening is planned for October.

## Northwestern

### WORLD'S FINEST BULK VENDERS



DELUXE 1c-5c Combination Vendor \$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

### WORLD'S FINEST BULK VENDERS DELUXE 1c or 5c Combination \$25.00



MODEL 39 .....\$13.40

MODEL 33 ..... 11.60

33 BALL GUM .. 10.40

MODEL 40 ..... 9.85

LESS IN QUANTITY

### BRAND NEW IMPS

EITHER 1c OR 5c PLAY Cig. or Fruit Reels \$12.95 ea. LOTS OF 12 OR MORE 5 or More Ea. .... \$13.75 Sample ..... \$4.50



### MILLS VEST POCKET BELL SIZE 8"x8"x8"

A 5c pocket size slot with automatic payout system. Awards from 3 to 20 nickels.

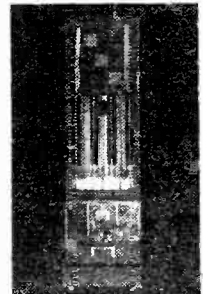
OPERATOR'S PRICE \$65.00



### 5c ADVANCE SELECTIVE TYPE COOKIE and CRACKER VENDOR

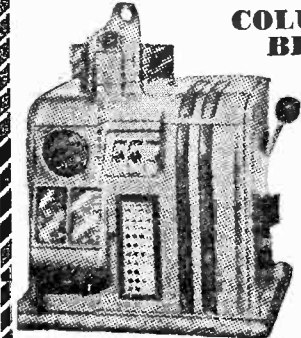
Complete display of merchandise given thru glass front. Separate cash box and merchandise locks.

\$39.50 ea. STANDS \$5.00 Extra



## CLOSING OUT!

### COLUMBIA BELLS



Twin Jackpot 1947 Models

\$99.50 EA.

\$95.00

6 or More

Changeable

to 1c, 5c,

10c, 25c

Play

### COUNTER GAMES

Kicker & Catcher (New)	\$37.50
Bingos, 1c	14.50
Rome Electric Shockers (New)	18.50
Gottlieb Grip Scales (New)	34.50
Daval Buddy's 1c (New)	29.50
Amer. Eagles, 1c, Token Payout	17.50
Marvels, 1c, Token Payout	29.50
Liberty & Mercury, 1c	14.50
Victor Home Runs, 1c	19.50
Champion Sparks, 1c, Token Payout	19.50
41x Blackjack, 1c	12.50
Bat-a-Ball (New)	34.50
Star Card Vendor (New)	19.50
Pop-Up (New)	34.50
Champion Basketball (New)	34.50
Whirl-a-Ball, 1c (New)	37.50

100 CASH TRAYS, LIKE NEW For the Lot ..... \$500.00 Sample ..... 6.50

5 Mills Red Cherry Slots, 25c \$69.50 Ea. Entire Lot of 5 at \$49.50 Ea.

GUARANTEED IN PERFECT WORKING CONDITION

WRITE FOR COMPLETE LIST!

1/3 Deposit must accompany all orders.

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2678

### NORTHWESTERN VENDORS

De Luxe Merchandisers ... \$25.00 Model "33" ... 11.60 Model "40" ... 9.85 Model "33" Ball Gum ... 10.40

1/3 Deposit, Balance C. O. D. Subject to change without notice. Liberal credit terms. CARL TRIPPE

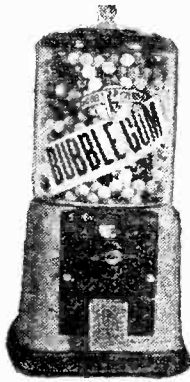
### IDEAL NOVELTY CO.

"Authorized Northwestern Distributor" 2823 LOCUST ST. ST. LOUIS 8, MO.



**PROFIT MAKER**

**10  
GLOBE  
TYPE  
VICTOR**  
All Purpose  
Vender and  
21,000 Balls  
of Bubble Gum



All for \$157.50

Takes in approx. \$210.00

1/3 Dep., Bal. C. O. D.

**Bernard K. Bitterman**

1405 Central Kansas City, Mo.

**THE  
CHALLENGER**

NOW AVAILABLE!

NEWEST 3-Unit  
Hot Nut Machine.

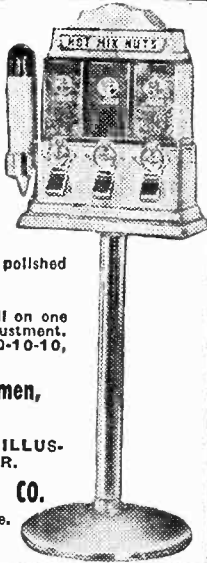
- 3-way vending means 3-way profits.
- 3 individual heating units.
- Finer locations.
- Attractive highly polished finish.
- Flashing top light.
- Price combinations all on one machine—slight adjustment, 10-5-10, 5-5-5, 10-10-10, 5-10-5.

Distributors, Salesmen,  
Operators

WRITE FOR FREE ILLUS-  
TRATED FOLDER.

**TROPICAL TRADING CO.**

831 S. Wabash Ave.  
Chicago 5, Illinois



**Heat Wave  
Ups Biz in  
Laundries**

**Reveal ALD Test Results**

CHICAGO, Aug. 30.—Recent August heat wave increased business at several test coin-operated automatic laundries as much as 25 per cent, Col. F. E. Ross, general manager of ALD, Inc., commercial distributors of Westinghouse Laundromats, said this week.

The test locations run by ALD to keep a check on developments in the coin-operated automatic laundry business and to experiment with new equipment, are located at Mansfield, O.; Chicago and Kankakee, Ill.

**General Rise**

Along with the August business rise, there has been a general rise in patronage at established automatic laundries as well as an increase in the number of new coin-operated laundries being established, Ross said.

Presently ALD, Inc., is running a series of newspaper advertisements in New York, Chicago, Cleveland, Los Angeles and Atlanta to draw the attention of prospective operators. A similar advertising campaign is also being planned for the Dallas area soon.

Present advertising plans call for a campaign directed at customers of established automatic laundries to begin in September.

Ross reports that, in spite of a huge back-order list for Westinghouse Laundromats, all of ALD's orders have been filled due to a priority set-up with Westinghouse.

**Vendall To Make  
5-Col. Machines**

CHICAGO, Aug. 30. — Vendall Company here will introduce a new five-column Vendall machine at the National Automatic Merchandising Association (NAMA) convention in December, according to Bert Riel, sales manager. It will be similar in appearance to the present eight-column Vendall and 95 per cent of the parts of both units will be interchangeable.

Riel said the new vender is being manufactured to fill a need for a smaller type machine in special locations, such as filling stations, small isolated departments in factories, offices, etc., where there is neither room nor sufficient sales volume to accommodate a larger vender. In many industrial spots the new vender will act as a complementary machine to the main battery of venders and larger units.

The five-column Vendall, which will be available about the first of the year, will be of the same height and depth (43 inches and 12 inches respectively) as the eight-column model, but will only be 17 inches wide. The round 18-inch mirror on the larger machine will be reduced to one of 12 inches diameter on the five-column unit.

Like its larger counterpart, the new vender may be either base or wall mounted, Riel said.

**Nutrine Sets 3d Dividend**

CHICAGO, Aug. 30. — Nutrine Candy Company here has declared a quarterly dividend of 60 cents on common stock, payable September 12, to stockholders of record on August 28.

Two quarterly payments earlier this year were 25 cents in June and 15 cents in March.

**IMMEDIATE DELIVERY**

**New VENDING MACHINES**

**New COLUMBUS VENDORS**

- Model "46" Peanuts .....\$10.50
- Model "46Z" Pistachio Nuts—Jelly Beans..... 10.95
- Model "46G" Ball Gum ..... 11.15
- Wall Brackets, each ..... 1.30

**New NORRIS "MASTER VENDORS"**

Vends Nuts, Candies or Ball Gum .....\$13.95

**BEST GRADE BUBBLE BALL GUM**

(140 or 170 Count to Pound)

25 Lbs. (Minimum Shipment) to 200 Lbs.... 45c per Lb.

Over 200 Lbs. .... 40c per Lb.

**TERMS:** Cash with orders of \$20.00 or less. Other orders 50% Certified

Deposit, Balance C. O. D. Send Shipping Instructions With Order.

**SHAFFER MUSIC COMPANY**

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563

1619 W. WASHINGTON ST.  
CHARLESTON, W. VA.

2129 MAIN ST.  
WHEELING, W. VA.

Phone 63381

Phone 784



**BRAND NEW  
VICTOR  
MODEL V**  
All Purpose Vender  
Globe Type  
1¢ Model  
**\$11.75 EA.**  
Any Quantity  
Cabinet Type  
1¢ Model  
**\$13.75 EA.**  
5¢ Model  
**\$14.75 EA.**

New  
Silver King  
Hot Nut  
Vendors  
\$28.50  
5 or more,  
\$25.00

1/3 Deposit Must Accompany All Orders!  
**FRANK DIST. CO.** 536 N. 8th St.  
Phila. 23, Pa.

**SPECIAL  
BRAND NEW VENDERS!!**

**IMMEDIATE DELIVERY**

- Silver Kings (1¢ or 5¢) Each \$13.95
- Columbus Nut or Ball Gum (1¢ or 5¢) 12.50
- Reliable Cash Trays (Almonds), 5¢ 9.85
- Northwestern DeLuxe (1¢-5¢ Comb.) 25.00
- Victor Model V (Ball Gum or Nut, 1¢) 11.75

- California Teeny Almonds (A-F), In 5 lb. cartons, 95¢ lb.
- 5¢ Ball Gum 40¢ lb. 170 Ball Gum 45¢ lb.
- Pistachios 60¢ lb. Va. Peanuts 28¢ lb.
- Adams Gum 55¢ box M & M's 42¢ lb.

1/3 Dep.—Balance C. O. D.

**CAMEO VENDING SERVICE**

432 W. 42nd St. New York 18, N. Y.

**SALESMAN WANTED**

Excellent opportunity for experienced Vending Machine Salesman in Greater New York and New Jersey territory. Top earnings for right man. Write in detail and in confidence to BOX 243, The Billboard, 1564 Broadway, New York 19, N. Y.

**POP GOES THE VEST BUTTON!**

**WE'RE THAT PROUD OF  
VIKING'S  
MINITPOP**

Hot, delicious, "buttered" popcorn made fresh to order in one minute—completely automatic!

**THE ONLY VENDOR OF ITS KIND**  
This is the popcorn machine that draws the crowds and makes the money.

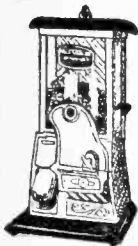
**ORDER TODAY**

**SEABOARD**

SEABOARD N. Y. CORP. 540, 550 W. 58th St. N.Y.C. CO 5-5858  
SEABOARD N. J. CORP. 27-29 Austin St., Newark. BI 8-4105  
SEABOARD CONN. CORP. 1625 Main St. Hartford. HA 2-6141  
Exclusive Distributors: GENCO, VIKING, ALRITE, KEENEY, DAVAL

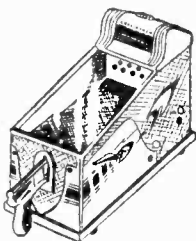
Sold with the famous Seaboard guarantee

IF THIS MACHINE DOES NOT MAKE OVER 1000 CANS OF POPCORN PER HOUR RETURN IT AND WE WILL PAY YOU \$10.00



**MASTER VENDOR**

No. 2 Master, the original penny nickel vendor. Rejects slugs. The most satisfactory and biggest money-maker for operators and locations.



**ABT's New CHALLENGER**

Famous pistol type counter game with new plastic head, new player appeal, streamlined design. A day in and day out profit producer on location.

**B. D. Lazar Co.**

1635 FIFTH AVENUE  
Pittsburgh • Phone Grant 7818

**CASH SAVING DEAL**

Freight prepaid anywhere U. S.

10 Model V Globe Venders, 100 lbs. 5/8 Inch Bubble Gum—  
**\$145.00.**

1/3 Deposit.

**W. M. Becker Vending Service**  
1008 DEWEY ST. BRILLIUM, WIS.

# Steel Shortage Continues To Hamper Vender Output

KANSAS CITY, Mo., Aug. 30.—Shortage of steel still is holding the production of soft drink vending machines down to about one-half of capacity, manufacturers here reported this week. Kansas City is one of the major centers of bottle vender manufacturing, and one estimate was that, even at half capacity, the industry here is turning out nearly 6,000 machines per month.

Elmer Pierson, president of The Vendo Company, which makes venders for Coca-Cola bottlers, said the shortage of steel is "making it tough to get production," and added that "the outlook now is not at all optimistic."

**Battle for Supplies**

Fred Johnson, president of the SelectiVend Company, which makes machines for Dr. Pepper bottlers, gave the same report, adding that "You just have to keep battling all the time to get what you need, whether it's steel, locks, hinges, screws or coin chutes." Both said their plants are operating at about 50 per cent of capacity.

Carl Bernitz, president of Bernitz Manufacturing and Machine Works, which makes Roulette venders for Royal Crown, reported that he was having little difficulty obtaining steel to meet his firm's needs, but indicated that he was holding production down in line with supplies.

All three companies reported that they are using brass and aluminum as substitutes for steel wherever practical.

Compressor units, including small

electrical motors, also were reported high up on the current scarcity list, but thin gauge galvanized steel was put down as the toughest single item. Difficulty seems to be that the steel mills, in order to realize the added profits that go with big tonnage, are rolling out quarter-inch and other heavy gauges rather than the thin sheets.

The black market is reported still flourishing in steel, with supplies plentiful at two or three times the prices quoted in regular jobbing channels.

Three other Kansas City companies which plan to manufacture soft drink venders are not yet into factory production. They are National Products Company, headed by D. M. Kitterman; Carton Cooler Company, owned by George Bockover, and The AutoVend Company, owned by J. V. and J. D. Harrington and S. Q. Noel. National Products is turning out plastics, but continuing development work on its vender, Kitterman said. Carton Cooler expects to go into factory production this month, and AutoVend, which Noel said plans to confine its activities here to development work, is negotiating for manufacturing facilities.

## Mario Caruso Named Kenny Drive Official

NEWARK, N. J., Aug. 30.—Mario Caruso, president of C-Eight Laboratories, was announced this week as New Jersey State vice chairman of the 1947 drive of the Sister Kenny Foundation by J. Frank O'Donnell, campaign manager. Caruso will act as advisor in co-ordinating activities of New Jersey's commerce and industry committee.

In addition to the electric cigarette vending machine manufacturing firm here, Caruso also heads the Oxford Wood and Plastic Company, West Paris, Me.; the Richman Manufacturing Company, Richmond, Me.; the St. George Manufacturing Company, Newark, and a manufacturing plant in Naples, Italy.

## New West Virginia Penny Tax on Cigs

CHARLESTON, W. Va., Aug. 30.—New penny-a-pack cigarette tax in this State returned in July, its first month of operation, a total of \$238,529, according to C. H. Koontz, State tax commissioner. Collections thru August 14 amounted to \$416,000.

Sponsors of the new levy estimated that it would return about \$2,000,000 annually. Proceeds are to be used to finance increased teachers' salaries, they stated.

## Reno Plans End for Drugstore Cig Ban

RENO, Nev., Aug. 30.—Proposal has been introduced in the local council here to remove a ban on the sale of cigarettes in drugstores in Reno. Ban has been in effect for 14 years.

Measure introduced also calls for establishment of uniform minimum retail tobacco prices.

## Grant Delaware Charter

DOVER, Del., Aug. 30. — Small Change, Inc., has been granted a charter by the corporation department of the secretary of state's office here. New company's stated purpose is to deal in vending machines. Principal office is listed at the Corporation Trust Company, Wilmington, Del., and capital as \$25,000.

## ADVANCE MODEL 11 PEANUT VENDING MACHINE

NOTHING BETTER EVER MADE



**PRICES**

From 1 to 11.....each \$11.25  
From 12 to 49.....each 10.75  
From 50 up.....each 10.50  
BRACKET, If Desired. Each .....\$ .55  
FLOOR STAND, If Desired. Each... 4.00

**MERCHANDISE SPECIALS**

140 Count Bubble Ball Gum 38¢ per lb.  
170 Count Bubble Ball Gum 43¢ per lb. Minimum 100 lbs.  
Boston Baked Beans, 35 lb. carton ..... 25¢ per lb.  
Pistachio Nuts, medium, red, 25 lb. carton ..... 60¢ per lb.  
Pistachio Nuts, small, red, 25 lb. carton ..... 49¢ per lb.

**ADVANCE MACHINES AVAILABLE**

Sanitary Napkin—Model D Ball Gum — Acme Electric Shockers — Stamp and 100 others.

**AN ADVANCE MACHINE TO SUIT YOUR NEEDS**

My Best Advertisement Are the Machines in Use

**ORDER TODAY**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

**J. SCHOENBACH**

Distributor of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**IMMEDIATE DELIVERY!**

New SILVER KING Ball Gum Machine with IMPROVED MECHANISM.

Will handle count 110, 170 or 210 with NO ADJUSTMENT. NO BREAKAGE and POSITIVE DELIVERY of Ball Gum.

If you want the best try Silver King.

WRITE FOR PRICES.

**Devices Novelty Sales Co.**

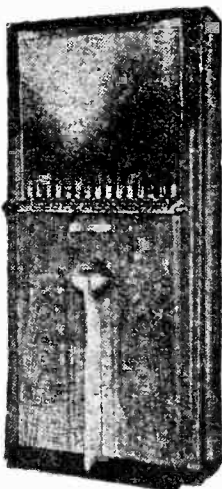
467 N. Milwaukee Avenue Chicago 10, Ill.

Exclusive Distributors in Chicago and suburbs for Silver King Ball Gum and Nut Vending Machines.



## CIGARETTE MACHINES

NEW DU GRENIER CHALLENGER, 7 COLS. .... \$135.00	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP. .... \$ 72.50
NEW UNEEDA, 8 COLS. .... 159.50	DU GRENIER "S", 7 COLS., 210 PACK CAP. .... 47.50
NEW UNEEDA, 6 COLS. .... 149.50	DU GRENIER, 6 COLS., 150 PACK CAP. .... 32.50
ROWE PRESIDENT, 10 COLS. .... 135.00	DU GRENIER MODEL W, 9 COLS., 300 PACK CAP. .... 65.00
ROWE ROYALS, 10 COLS. .... 105.00	STEWART-McGUIRE, 8 COLS. .... 35.00
ROWE ROYALS, 8 COLS. .... 95.00	UNEEDA, MODEL "E", 12 COLS. .... 67.50
ROWE IMPERIAL, 8 COLS. .... 75.00	UNEEDA, MODEL "E", 8 COLS. .... 57.50
ROWE, 6 COLS., 150 PK. .... 32.50	NATIONAL 930 .... 75.00
DU GRENIER CHAMPION, 9 COLS. .... 95.00	NATIONAL 630, 150 PACK CAP. .... 32.50



**WEEKLY SPECIAL!**  
U-NEEDA MODEL 600, 15 COLS., \$100.00 EA.

**CANDY MACHINES**

ROWE DE LUXE, 8 COLS., WITH LIGHTS ..... \$115.00
ROWE STANDARD, 8 COLS., 120 BAR CAP. .... 95.00
UNEEDA, 5 COLS., 102 BAR CAP. .... 75.00
ROWE 5¢ MINT GUM ..... 15.00

10¢ CIGAR MACHINES, Cap. 175, 7 Col. .... \$32.50

**DRINK VENDOR**

SUTTON SODA-MAT-IC CUP DRINK VENDOR, CAPACITY 300 DRINKS ... \$185.00 EA.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET BROOKLYN 11, NEW YORK

## SAVE MONEY WITH US!!

LOOK AT THESE SPECIAL DEALS!

**DEAL 3-G**

10—Yes, we said 10 Silver King or Atlas Ace venders and 10,500 balls of gum, or 128 lbs. of Boston Baked Beans or Rainbow Peanuts, straight or mixed, for.....\$150.00

**DEAL 3 1/2-G**

5 Silver King or Atlas Ace venders and 7,000 balls of gum, or 64 pounds Boston Baked Beans or Rainbow Peanuts, straight or mixed, for.....\$80.00

**DEAL 2-G**

10 Victor all-purpose venders and 14,000 balls (approximately 100 pounds) or 150 pounds Boston Baked Beans or Rainbow Peanuts, straight or mixed, for.....\$155.00  
Cabinet-type Vendors ..... \$165.00  
Globe-type Vendors

You send us the cash in full — WE'LL PAY THE FREIGHT!!  
Order now while they last! Phone or wire us your order COLLECT!!

**T. O. THOMAS COMPANY**

Dept. 6, 1572 Jefferson. Phone 2131.

PADUCAH, KY.



**SPECIAL DEALS!**  
**VICTOR MODEL V**  
 FAMOUS PRE-WAR VENDORS  
 10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM, ALL FOR \$152.50  
 Mention Deal A When Ordering  
 We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.  
 28 Lb. Ctns. . . . . 25¢ lb.  
**RAINBOW PEANUTS**  
 Spanish Peanuts, 30-lb. Ctns. 22¢ lb.  
 Boston Baked Beans, Limited Quantity, 40 Lb. Ctns. . . . . 24¢ lb.  
 Model V Deluxe Cab. Type . . . . . \$13.75

**BUBBLE BALL GUM**  
 5/8" - 140 COUNT  
**40¢ LB.** In 25 Lb. Ctn. Lots.  
 170 Count - 45¢ Lb.

1/2 Deposit, Cert. fied 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: DIskers 2-7882

**Chi Paper Feature Describes Coin Biz**

CHICAGO, Aug. 30.—In a front-page story appearing in the Monday (25) issue of the *Chicago Journal of Commerce*, William R. Graydon described the recent past of the vending machine business, its present expansion movement and touched briefly on how it operates.

The hitting on some of the key points of automatic merchandising, the writer did make some statements that are not in agreement with some of the known facts about the vending business in particular and the coin machine industry as a whole.

For example, one paragraph reads as follows:  
 "There is no federal tax on coin machines, but State and local legislative bodies have always regarded them as a good source of revenue. Business men of the merchandising field found that they were taxed the same amount as the people who realized clear profits on pinball and slot machines."

From the information of the above paragraph, Graydon, who had previously pointed out that the vending profit is slight due to operators having to pay a commission to locations, salaries and commissions to servicemen, and repairs to equipment, gave the impression that music machines, amusement games and bell machine routes were not serviced at all, never were in need of repair and locations could be had for free.

Graydon gave the National Automatic Merchandising Association (NAMA) credit for reducing local taxes on vending machines. He also stated that it was due to the efforts of NAMA that the anti-slug law was passed.

**J. R. Bennett Receives New Dixie Cup Co. Post**

NEW YORK, Aug. 30.—J. R. Bennett has been transferred from his post with the Dixie Cup Company in Signal Mountain, Tenn., to the Automatic Drink Vending Machine and Food Container Division, according to a company announcement this week. Bennett formerly was Dixie representative for parts of Kentucky, Virginia and Tennessee. He will now cover South Carolina, Georgia, Alabama and Florida in addition to his old territory.

Since joining the firm in 1933, Bennett has served in many positions before his present assignment to the division that sells to coin machine operating firms.

**Per Capita Cig Sales in Milwaukee Double Pre-War**

MILWAUKEE, Aug. 30.—Twice as many cigarettes are being smoked by Milwaukee residents as before the war, according to John Roach, chief of the State Cigarette and Beverage Tax Division. Figures compiled by Roach show that the annual per capita consumption of cigarettes was 98 packages for the year ended June 30, 1947, as compared with 48 packages in 1940.

**American Tobacco Sales**

NEW YORK, Aug. 30.—American Tobacco Company reports that sales for the three months ended June 30, 1947, totaled \$208,576,000. Figure compares with sales of \$182,924,000 during the first three months of this year.

Company reports that combined income for itself and consolidated subsidiaries for the second quarter of this year is \$8,282,000 or \$1.39 per share of its 5,378,424 common shares outstanding. This compares with net income of \$7,640,000 or \$1.53 a share on 4,482,030 shares outstanding at the end of the March quarter this year.

**Sweets Co. Profits Rise Sharply Over Last Year**

HOBOKEN, N. J., Aug. 30.—Sweets Company of America, Inc., here reports that for the six months ended June 30, 1947, net earnings totaled \$618,893, equal to \$2.34 per share. Profits for the same period in 1946 were \$396,446 or \$1.49 a share.

Number of capital shares as of June 30 this year was 264,100, compared with 88,400 on same date in 1946. In August of last year there was a 3-for-1 stock split.

**CHOICE CHARMS CHEAP**

Gorgeous Big Charms. Per M. . . . \$3.25  
 Beautiful Stone Rings. Per Gross. . . 1.50  
 Blade Knife. Per Gross. . . . . 2.50  
 Skulls, Marbles, Guns, etc.  
 All items will fit any Vending Machine.  
 Send for Samples and Prices.  
 1/3 Deposit Required With Order.

**RING BROTHERS**  
 We Specialize in Small Novelties  
 6050 Market St. Philadelphia 39, Pa.

**NOW AVAILABLE**  
 Newest 3-Unit Pot Nut Machine

**THE CHALLENGER**  
 Most efficient profit-making Nut Dispenser on the market today.

**OPERATORS . . .**  
 Here is your opportunity to get into the finest locations.

**3-WAY VENDING MEANS 3-WAY PROFITS . . .**  
 The Challenger can be set at any of these prices:  
 5-5 5-10-5 10-5-10  
 75¢ Scts also available  
 Write for Prices and Circular. Order Now for Earliest Delivery.

**J & S SALES CO.**  
 324 So. Fairfield Ave.  
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**A REAL PROFIT PRODUCER**

**FOR EVERYTHING IN COIN MACHINE EQUIPMENT and SUPPLIES**

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**FAMOUS EPPY CHARMS**  
 Series #2  
 \$4.50 per M  
 and prize items available. Write in and ask for.

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**AT LAST... The Perfect Ice Cream VENDOR**

**EXCLUSIVE FRANCHISES AVAILABLE ON THE BEAUTIFUL NEW VENDI-FREEZE AUTOMATIC 10¢ CHOCOLATE COATED ICE CREAM BAR VENDOR**

**EXPAND YOUR OWN BUSINESS— START YOUR OWN BUSINESS**

From every angle, 365 days a year, this is the best business opportunity in America today. These compact, trouble-free machines SELL ice cream. The investment is small and your territory is completely protected from competition.

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**COLUMBUS VENDERS**  
 4 MODELS AVAILABLE  
 1. 1¢ Peanut  
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 WRITE FOR CIRCULARS  
 COMPLETE PARTS STOCK



**CLOSE OUT OF BRAND NEW EXHIBIT COUNTER CARD VENDERS**  
 \$32.50 Value — Now \$20.00  
 EACH WITH 1,000 FREE CARDS  
 CASH-TRAYS—The 5c Almond Vender, \$9.85 Ea.

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**USED CIGARETTE EQUIPMENT**

4 Column . . . . . \$35.00	9 Column . . . . . \$65.00
5 Column . . . . . 45.00	12 Column . . . . . 50.00
6 Column . . . . . 50.00	15 Column . . . . . 50.00
8 Column . . . . . 65.00	

**UNEEDAPAKS, MODEL A**

6 Column . . . . . \$70.00	9 Column . . . . . \$ 85.00
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**NATIONALS**

930 . . . . . \$55.00	950 . . . . . \$105.00
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Model A . . . . . \$90.00

**DUGRENIERS**  
 Model S . . . . . \$25.00 Model VW . . . . . \$50.00  
 1/3 DOWN, BALANCE C. O. D.

**U-NEED-A DISTRIBUTORS**  
 175 FREEMAN AVENUE EAST ORANGE, NEW JERSEY

## AMI Issues Service Manual Governing Latest Equipment; Diagnosis Chart Big Feature

CHICAGO, Aug. 30.—AMI, Inc., announced this week that it had released to the firm's distributors and operators of AMI equipment a new service manual governing the servicing and repair of the firm's 1947 coin-operated phonograph.

The 16-page manual covers in detail all the points of keeping the firm's phonograph in first-class working order. Included in the manual is a series of schematics intended as a guide for servicemen in checking the electrical circuits, and photographs of the record changing mechanism.

### Two Major Changes

According to Monte West, AMI's sales engineer, who recently conducted service schools on the firm's equipment in the headquarters of AMI distributors throughout the country, there are only two major adjustments necessary on the firm's current equipment. These are the adjustments to the tone arm cam switch and the record rack switch, both of which are explained clearly in the manual.

However, of major importance to men who service AMI equipment is the fact that each step involved in the servicing of the firm's phonograph is explained in an easily understandable fashion, so that even those who are not familiar with the product could perform repairs or service if the manual were used to the letter. To further simplify the service procedure, the manual features diagrams, numbering virtually all the phonograph's component parts. In all, 67 parts are listed by number in this manner and are in turn compiled in an index according

## New Jersey Firm Makes Coin Radio

MORGANVILLE, N. J., Aug. 30.—The Lavoie Laboratories, which formerly manufactured a coin-operated radio on contract, will enter the field with their own radio, according to Steve Lavoie, president. The new six-tube coin-operated set has been testing on location for several months and the firm is now ready to start its selling campaign. Lavoie added that the new set will be sold directly to the consumer by the manufacturer, with all advertising geared to that theme.

The set will be sold without a trade name so that the buyer may use his own trade name on it. A time gear offering one or two-hour play for 25 cents will be used, and the set, built into a steel cabinet, also will feature a slide rule dial. A hospital unit, with a Hush-a-Phone attachment, also is available.

The firm also is contemplating the building of a coin-operated television set. At present the laboratories are still handling government contracts covering fields similar to television. It is possible, according to Lavoie, that when the contracts are completed the firm may be able to swing into tele production without too much delay. Meetings are planned for the near future to further discuss tele activity.

to AMI's technical designation for re-ordering purposes.

### Diagnosis Chart

One of the manual's outstanding features is a diagnosis chart. Here can be found 26 typical instances of preventative maintenance. Under the listings (1) Complaint; (2) Symptom; (3) Cause; (4) Remedy, the operator or serviceman can chart repairs or possible breakdowns much the way a skilled physician determines the ailments of a sick person. Since the diagnosis chart systematically traces the malfunction, explains what to look for when certain symptoms are present and also gives the cause of the breakdown, the accompanying solution to the service is readily applicable.

## Slick Thief Takes Cash From Hoelzel

KANSAS CITY, Mo., Aug. 30.—When a man walked into the offices of United Amusement Company the other evening wearing an ornate yellow sport shirt, dark glasses and a blue baseball cap, Carl Hoelzel thought for a minute that he was having a visit from some Hollywood director or possibly a West Coast disk king.

But when the fellow began waving a large size revolver and grabbed

## Coin Piano-Violin Still Going Strong Tho 34 Years Old

CHICAGO, Aug. 30.—Among the varied stock of coin-operated equipment on the floor of Monarch Coin Machine Company here is a greybeard of jukedom—a combination piano and violin instrument known as the Violin-Virtuoso.

Built by Mills Novelty in 1913, the juke operates for a nickel and music is produced by a multiple-tune paper piano roll similar to that used by player pianos. Machine is unique in that it boasts inclusion of a regulation violin which is actuated by the perforated rolls in combination with the regular piano mechanism. Violin, which is seen behind the plate glass doors of the machine, is horizontal and is made to produce music by means of mechanical rollers taking the place of a bow and metal fingers which depress the four strings in much the same manner as a human violinist fingers the strings to produce different notes.

Clayton Nemeroff, Monarch Coin Machine head, said the machine had been on the floor some time and could not recall where he had obtained it. "However, it was sold a few days ago to a music operator—for use in his home recreation room," he said.

a handful of the bills Hoelzel was counting on his desk, he saw his mistake. The Hollywood-garbed bandit stuffed the money in his pocket, warned Hoelzel that if he followed, he would blow his head off, and left. Hoelzel, who is a partner in the firm, reported that he took about \$200.

## Plans for New Juke Firm Announced by J. A. Darwin

EAST ORANGE, N. J., Aug. 30.—J. A. Darwin, a pioneer in the automatic phonograph industry, told *The Billboard* this week that he has plans to form a new juke box manufacturing company to produce a 40-selection music machine. Actual work of setting up a company to produce the machine, Darwin said, is now under way. He intimated that the juke box would be made either in New Jersey or Chicago, but added that definite plans would await a meeting



J. A. DARWIN

between him and other interested principals.

Meantime, Darwin said, "We are readying a few accessories to be used with present juke boxes," adding that these "may be marketed in advance of the new phonograph."

The trade will get its first chance to examine the new juke box, Darwin

said, during the Coin Machine Industries' convention and show in Chicago next January.

### 40-Selection Box

Altho he said that he preferred not to go into the features and mechanical description of the new music machine, Darwin revealed that the new juke box he intends to manufacture will play 40 selections, either 10 or 12-inch, on one side of the record only.

Darwin likewise said that he had granted a non-exclusive license to the Eastman Kodak Company, Rochester, N. Y., on an automatic slide changer mechanism (U. S. Patent No. 2,260,660), a patent held in Darwin's name. Darwin said that the slide changer had been developed for use with automatic phonographs to show color pictures of an artist on a ground-glass screen at the same time that artist's record was being played.

### May Show at CMI Meet

This feature will be incorporated in the music machine which Darwin expects to show at the CMI convention, and he said that he would use the convention as a testing ground to get operator reaction to the feature before deciding whether or not to make it a part of the finished product.

Last spring (see *The Billboard*, May 17) Darwin announced that he had canceled his contract with the Packard Manufacturing Corporation in order to devote his time to the new music machine. Until that time he had been Eastern regional manager for Packard.

Prior to his appointment with Packard, Darwin had been associated for 10 years with the Rudolph Wurlitzer Company.

## Juke Men of S. Dak. Meet On Legal Test

### Two-Day Meet Sept. 8-9

RAPID CITY, S. D., Aug. 30.—Music machine operators will gather here September 8-9 for a two-day special meeting of the South Dakota Phonograph Operators' Association called by President Mike Imig. Purpose of the meeting, which is expected to draw operators from throughout the State and from adjoining States, is to discuss the test case now pending before Dakota courts on the music operators' right to operate jukeboxes in on-sale liquor establishments.

The problem arose last spring (*The Billboard*, May 31), when the State's attorney general, Sigurd Anderson, announced that he was ordering enforcement of a 13-year-old law which bans amusement devices in on-sale liquor establishments. Before this time, the law had not been enforced.

### Main Argument

Main bone of contention is whether or not the juke boxes can be classified as "amusement devices." Earlier, defense attorneys had argued that since the music machines are now used for dancing in on-sale liquor establishments or as games of skill or chance, they do not fall under the "amusement device" category.

In June (*The Billboard*, June 28), Judge C. C. Puckett, in Circuit Court at Yankton, S. D., dismissed a test case brought before that court but declined to hand down an opinion on whether operation of phonographs in Class D (on-sale) liquor establishments violates provisions of the law.

Before the matter can be settled, South Dakota's Supreme Court must hand down a decision, and operators throughout the State are being urged to present their case, thru the association, to protect their businesses.

## MGA Issues Members 10-Point Promotion To Meet Competition

NEWARK, N. J., Aug. 30.—LeRoy Stein, executive secretary of the Music Guild of America (MGA), has issued a special promotion piece to all members of the Guild based on a survey recently conducted by the Music Service Company. Purpose is to help members increase their service to locations, and to overcome competition.

Listed in the promotion are the following 10 points, which Stein says, are closely followed by competing operators, and should be "musts" for the MGA membership:

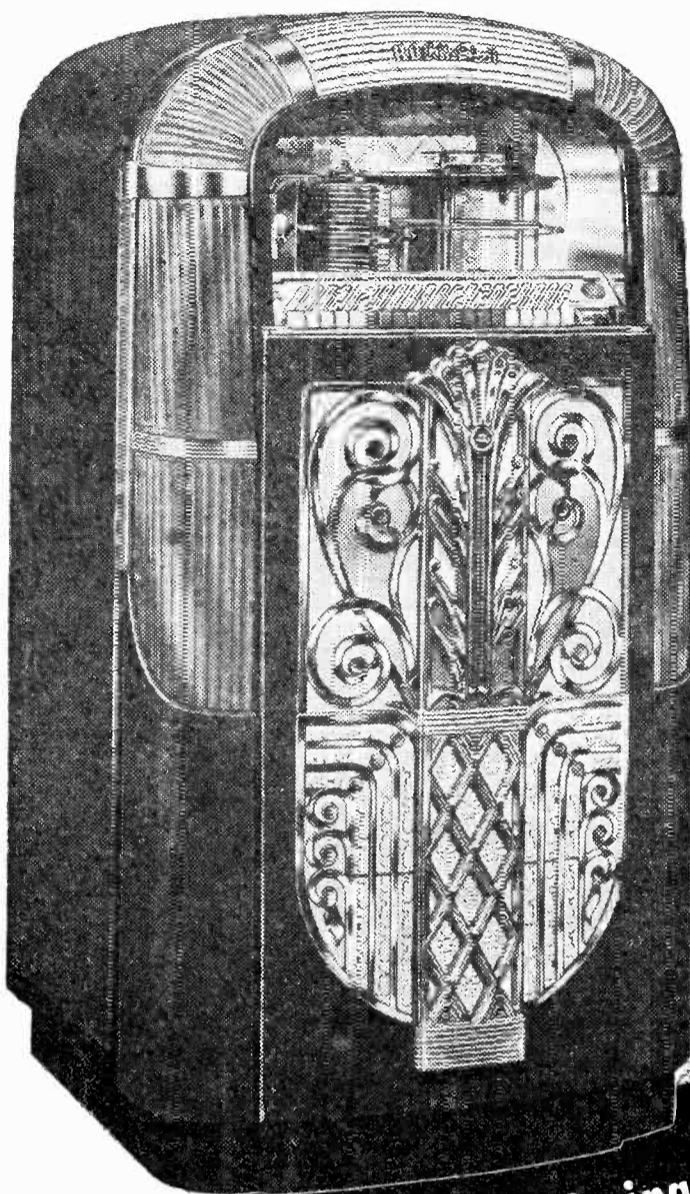
Place new machines on location, or keep used music machines span at all times; provide which the location requires needles often; service regularly; make repairs operate with employment; create good will with the patrons maintain a cheerful the location owner routes as a business must preserve.

MGA is also coin machine Runyon Cancer is offering special (stickers) to music machines

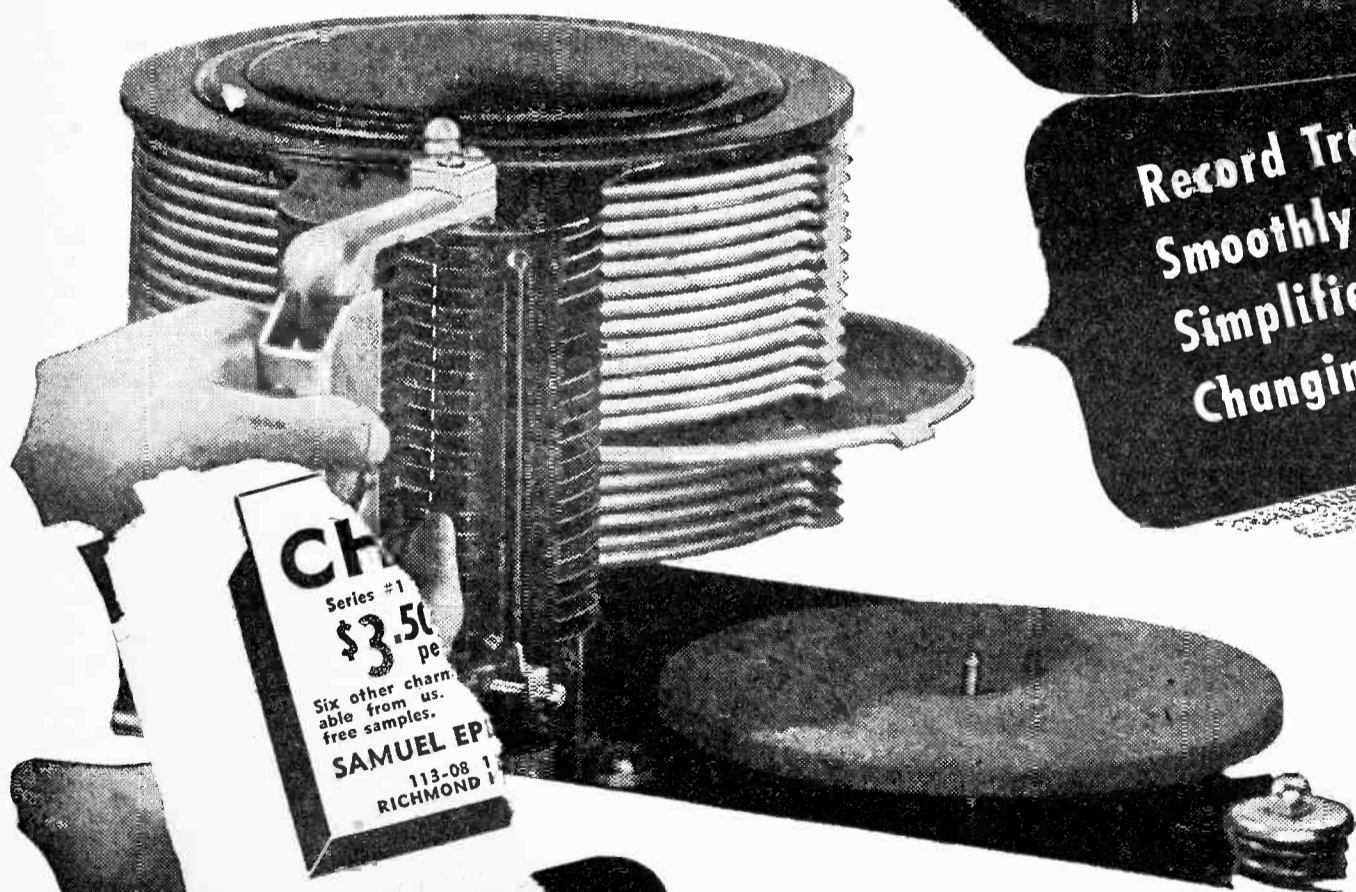
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Record Trays Swing  
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Do you know?  
We Maintain

**A ONE-STOP  
RECORD SERVICE**

For your convenience  
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MAJESTIC, MERCURY, CAPITOL

SPECIAL PRICE TO OPERATORS

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COMPANY, Inc.**

Exclusive Wurlitzer Distributors

130 Lincoln St. Allston, Mass.  
Phone STA 3320

**AMERICAN FOLK TUNES**

Cowboy and Hillbilly Tunes and Tunesters

**Smiley Tour Ends**

Smiley Burnette, assisted by Harmonica Billy Russell, concluded a big three-week tour of Eastern parks, ranches, fairs and theaters August 24 for the Jolly Joyce Agency, Philadelphia. Record dates were at the Lone Star Ranch, Reeds Ferry, N. H., when almost 8,000 fans turned out August 10, with another 8,000 showing up when Burnette played at Max Raney's Bar-M Ranch near Rochester, N. Y., August 17, while August 24 some 6,000 overflowed Sleepy Hollow Ranch near Pennsylvania, Pa. Smiley has returned to Hollywood to fulfill flicker commitments.

Keeping step with the radio trend in Philadelphia to feature Western and hillbilly talent, Jim Begley, program director of KYW, announced that he is slating a daily program featuring rustic favorites. Station is an NBC outlet and it marks the first time that folk music has been featured. . . . Charles Schmidt planning a return to radio this fall, this time over WILM, Wilmington, Del.

Tommy Sosebee, The Voice of the Hills, is starting a show over WFBC, Greenville, S. C., which is his hometown. He also has recorded his own tune, *Cryin' In Vain*, for Apollo platters, which will release it soon. . . . Dusty Bruce, of WOV, New York, who handles the morning hillbilly disk show, reports lots of requests for Johnny and Jack's version of *Jole Blon* on Apollo. . . . Wally Fowler reportedly teaming with Mercury platters to set up a publishing firm. The projected firm would be No. 4 for Fowler.

**Spade Switches**

Spade Cooley did a switch on the usual procedure at Reno August 14 to 16 during the second annual Jamb-o-Reno celebration, where he was fea-

tured ork. Cooley and crew appeared before an estimated 100,000 people and were kept on the bandstand 90 minutes over their scheduled time. Cooley is reported to have been offered next year's job as festival band already. . . . Lee Penny, well-known folk tune writer and penner of *Adobe Hacienda*, leaves Chicago September 28 to settle permanently in the Los Angeles area. Penny, former hillbilly record chief for Mercury, will do movie tune penning, as well as his special material writing.

Jimmy Wakely, Capitol's sagebrush troubador, is being featured on a transcribed half-hour radio package, *The All American Theater*. The e.t. package is being produced by Les Mitchell, who also guides the *Skippy Hollywood Theater*. Wakely was inked by Mitchell after appearing on a recent *Skippy* show. . . . *The Sweep of My Sombrero*, Lee Penny's new tune is being waxed by Xavier Cugat on Columbia and has already been done by Jack McLean's band for Coast Records and by Lawrence Welk on Standard Transcriptions.

**Three Year Hitch**

The Maddox Bros. and Rose have signed a three-year paper with Four Star records. Their first platter, *Midnight Train* backed by *Careless Driver*, will be utilized by Southern Music, publishers of *Train*, to plug the tune via radio. . . . After concluding his Western tour at the annual Caldwell (Idaho) Rodeo, Tex Ritter returned to Hollywood for pic work and recording sessions. His next movie is *I Come From Alabama* which will be independently produced. He is also set for a Capitol Album.

Astor Pictures is readying its first Western series, a string of three-reelers, which eventually will grow into full-length flickers. . . . Plans are nearing completion for construction of a \$1,000,000 ballroom in the San Fernando Valley to be devoted entirely to Western dancing. Headed by Tex Williams and his partners in the Western Caravan of Music outfit, a syndicate was formed, which includes Smokey Rogers, Cactus Soldo and Larry de Paw. Financial details are being handled in Texas and Oklahoma, it's reported. Current building restrictions will delay construction until next spring, but the site will be purchased soon. The Western Caravan will split its work between the Palace Barn (Edendale) where it is now playing and the new ballroom.

The Cass County Boys, featured trio on the Gene Autry air show, will wax 10 tunes for MacGregor Transcriptions. Selections will be spaced five to one side, comprising two 15-minute programs. . . . Jimmy Wakely headlined the Indiana State Fair August 30 and presided at the dedication of the new radio center building.

Red Foley has started his own daily morning show over WSM, Nashville, in addition to his regular *Grand Ole Opry* stints, and has reorganized his band, which includes Jerry Bird, steel guitarist once with the *Renfro Valley Gang*. . . . Bill Ellsworth, the popular Midwest folk artist booker, reports that he has signed the Novelers, Jay Drake and Terry Tranel; the Westernaires, who just returned from a year's tour of the Hawaiian hotel chain, and Bill Evenson. He has the Saddle Sweethearts, once of KMOX, St. Louis, working Missouri fair dates until the end of September.

**Gibbs, Hart End Stays**

Kay Kurovsky, of Morrissy Music, Little Rock, reports that Les Gibbs and His Arkansawyers and Dick Hart, the Lone Texan, have just concluded the second of a series of dates at the Joseph T. Robinson Auditorium, Little Rock, featuring the State's leading

amateurs. Local Little Rock radio stations will air the remaining 11 programs, with each station taking part of the program.

Millie Wayne Miller, boss gal of the Radio Rangerettes, heard over WWVA, Wheeling, W. Va., was married August 7 to Joe McQuay of the announcing staff of the station. . . . Joe Troyan, of the Pie Plant Pete, Bashful Harmonica Joe duo, visited Ohio friends recently. Joe and Pete are on two-months' vacation from WHAM, Rochester, N. Y. Their first records for Process label will be out around September. . . . Marty Licklider and His Missouri Fox-Hunters of WICA, Ashtabula, O., recently played to 900 at Port Rowan, Ont.

**Coin-Operated Movie  
Features Separate  
Projector, Screen**

YONKERS, N. Y., Aug. 30. — Amusement Research Corporation (ARC), which recently announced the setting up of production facilities in Atlanta, and the appointment of new officers, is now producing its new coin-operated motion picture machine in the Atlanta plant, and will begin shipments on October 1, according to Gene Russell, president.

Machine comes in two units, one a master control box containing the motion picture projection and sound reproduction unit, and the second containing the two-way vision screen. Operating as a separate unit, the screen can be suspended from the ceiling of a location and the master control unit projects a beam along the ceiling of the room to the screen permitting location patrons to move about freely without interfering with the projection. According to Russell, the magic screen will offer better than 90 per cent vision.

**Now on Display**

Russell has announced that a working model of the Magic View machine is now on display at the Atlanta headquarters, and that public showings will be held in New York, Chicago and San Francisco next month. The machine is composed of 15 basic patents, all of which were designed and created by Russell.

One of the improvements offered in the machine is a selector device which can accommodate up to 40 selections. In addition, a specific film recording can be selected from a booth or a table selector box. The machine can accommodate up to 40 coins in continuous play.

A new type of plastic sealed reel is used which eliminates the operator having to wind or handle the films. Remote volume control is also possible according to Russell.

**Henry Anchester Appointed  
Colonial Tele Sales Head**

NEW YORK, Aug. 30.—Henry Anchester, formerly associated with the J. P. Seeburg Corporation, has been appointed director of sales for the Colonial Television Corporation here. The firm manufactures both public location and home television sets.

Anchester, on taking over his new job, stated that Colonial shortly will offer a plan to bring operators and distributors of juke boxes into the television field.

**Rutland Park Meters Click**

RUTLAND, Vt., Aug. 30.—About 395 parking meters in the business district of this city went officially into operation Thursday (28). About the same number of additional meters will be installed in the city as soon as delivery of the meters is completed, according to Police Chief Fred Carbine.

**WE BUY  
USED  
PHONO RECORDS**



**MERVIS TRUCKING  
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**FOR SALE**

15 Model 120 Wurlitzer Wall Boxes  
\$12.50 EACH

Reconditioned and in perfect condition.

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*Used Music Equipment*

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| ROCK-OLA, 1946, Model 1422, Like New . . . . . \$449.50   | SEEBURG PLAZA . . . . . \$179.50   |
| AIREON, 1946, DELUXE, Like New. 339.50  | SEEBURG HIDEAWAY, Steel Cabinet, R.C., Including 5 Seeburg Wireless Wall Boxes, One Speaker, Organ Type . . . . . 349.50 |
| AMI TELEPHONE HOSTESS MUSIC, 20-Unit System, Like New, Drastically Reduced. Write, Wire or Phone Collect. | WURLITZER 850E . . . . . 299.50  |
| SEEBURG 8800 and 9800, RC-ES. . . . . 299.50  | WURLITZER 616 LITE-UP . . . . . 99.50  |
| SEEBURG REGAL . . . . . 149.50  | WURLITZER 700 KEYBOARD . . . . . 299.50  |
| SEEBURG COLONEL, RC-ES . . . . . 249.50   | ROCK-OLA SUPER 40 . . . . . 199.50   |
|   | ROCK-OLA MASTER 40 . . . . . 199.50  |

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THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE

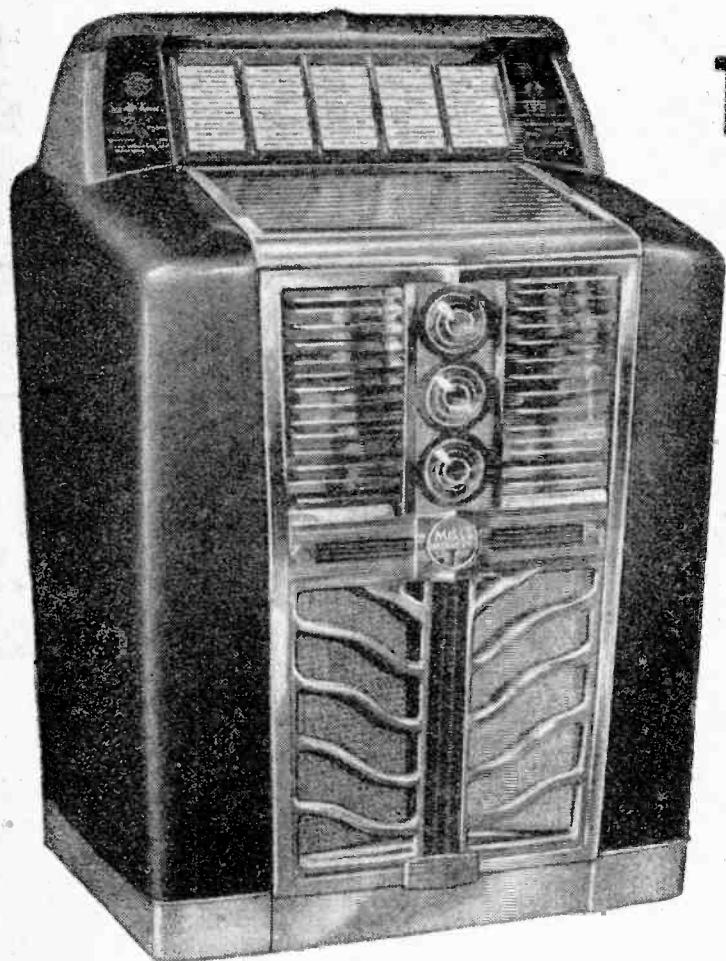


The "Manhattan"

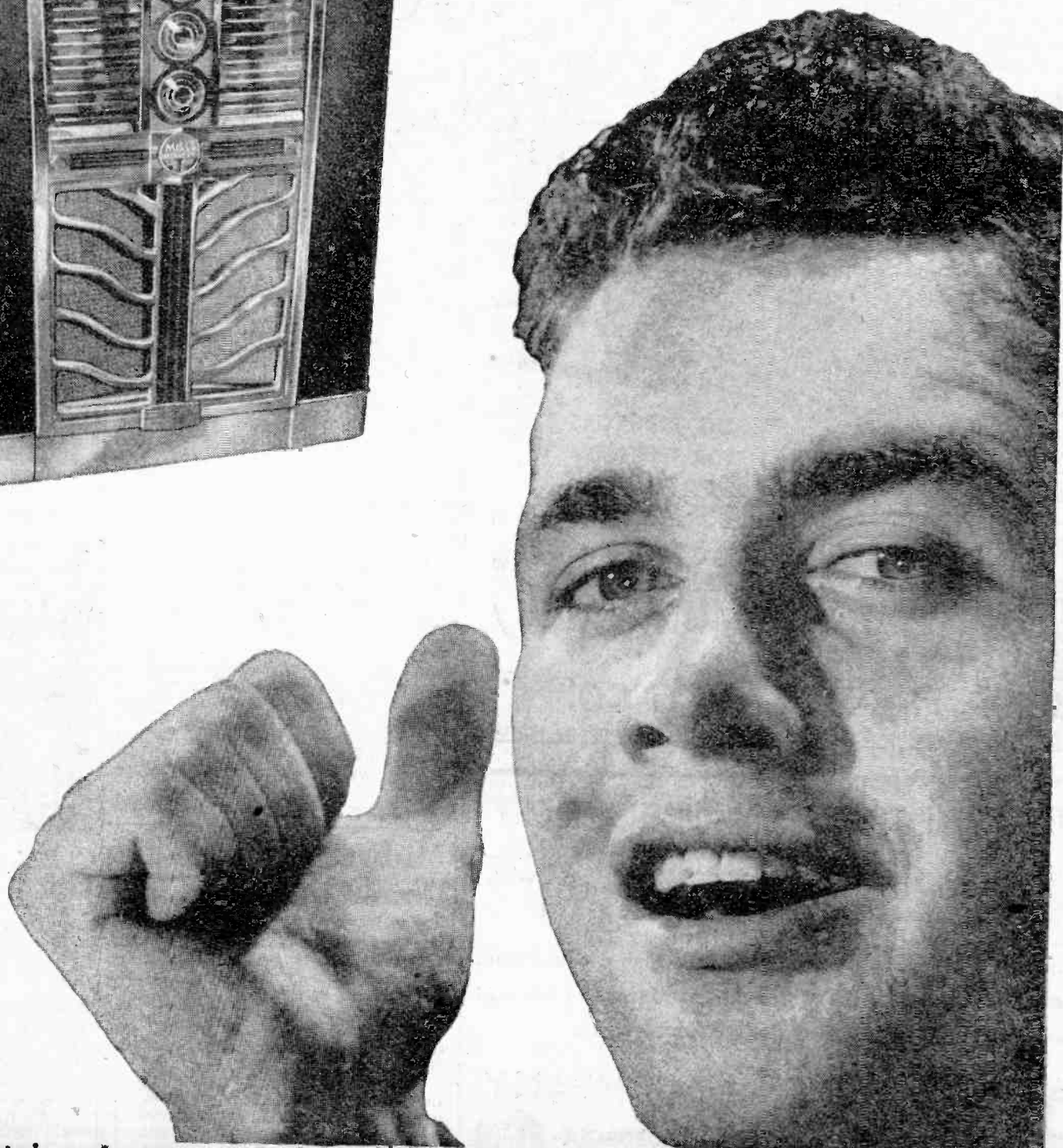
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*If it's a Mills I always play it!*  
**you can't beat a bargain!**



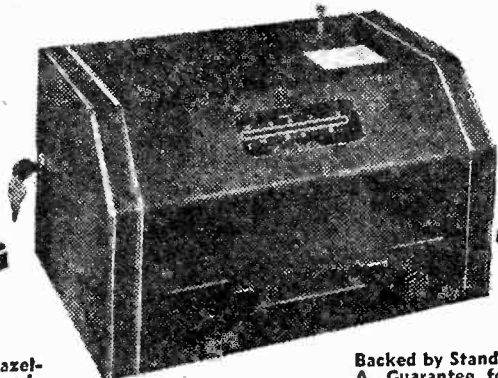
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**THE MILLS CONSTELLATION**  
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**NOTE:** Special hospital model with Telex under-pillow speaker attachment, currently being used by U. S. Army hospitals.

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### COLUMBIAN PRODUCTS CO.

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# Empire Coin Views Export Field as Important Mart

CHICAGO, Aug. 30.—Export trade will receive increasing attention from Empire Coin Machine Exchange here as they prepare to occupy enlarged and improved quarters.

Empire's new showrooms will be one of the largest coin machine displays in the world, firm officials believe. On display at any time will be over 150 coin machines of all varieties, including venders, amusement devices and music machines.

New addition will add 12,000 square feet to the Empire layout bringing total space in the Chicago offices, show room, refinishing and overhauling shops, and shipping and storage rooms to 28,000 square feet. Also slated for the near future is a new parts department.

Location is being entirely redecorated and will be air conditioned. Present plans call for the work on the addition to be completed within a month. Meanwhile, business is continuing as usual in present space.

Empire's foreign trade has been picking up considerably of late, according to Paul Glaser, export manager. Coming push for export business will be directed mostly at Latin American trade.

Earlier this year, Empire sent a contact man to Northern area contacting prospective buyers. Presently the firm is carrying advertising in native language magazines.

Foreign trade is carried on by direct contact with customers, financial arrangements being handled thru a New York export bank. All deals are made on a cash-in-advance or letter-of-credit basis, customs details being arranged by the buyers.

Glaser has recently been making investigations into the possibility of establishing East and West Coast offices, but, with the exception of considering a branch office in New York to handle financial arrangements, has come to the conclusion that most business can be handled satisfactorily from the Chicago offices. "Most all of the foreign buyers come directly to Chicago, the center of coin machine manufacturing, to do their shipping," he explains.

Most of the equipment now in Central and South America is location-owned, Glaser reports. What few operators there are usually are import distributors in fact, very few fulfilling the role of Stateside operators.

Juke boxes in these areas do a rushing business, according to Glaser. Since the establishments using them seldom close, they are played 24 hours per day, he says.

Very few changes have been necessary in equipment the firm has sent to foreign locations, Glaser says. Necessary changes in coin chutes are made by ABT Manufacturing Corporation with coin samples sent by buyers as basis. Electrical current in most countries supplied, Glaser reports, is standard a. c., but Empire carries a full line of transformers for buyers where odd-voltage or d. c. current is in use.

Majority of pin games sold are re-

built machines while counter games, almost without exception are new. Shipping is done mostly by sea, altho some air shipments have been made recently.

Mexican and Canadian trade is remaining constant while shipments have recently been made to such far-flung places as India, South Africa, Holland and the East Indies.

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VOGUE .....	155.00
VOGUE, R.C. ....	175.00
ENVOY, R.C. ....	255.00
HI TONE .....	295.00
WALLOMATICS .....	22.50
SPEAKERS (Organ Type) .....	12.50

1/3 Deposit With Order, Balance Sight Draft. Give Shipping Instructions.

### M. S. BURKS

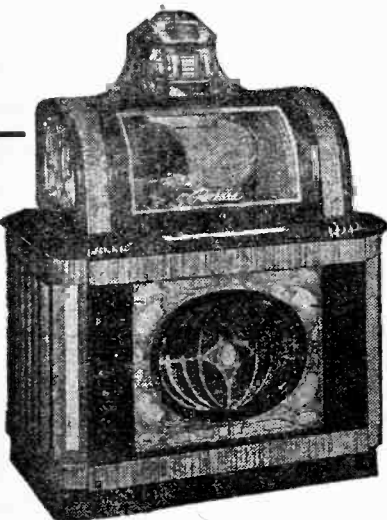
2320 HAWTHORNE AVENUE  
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# \$ CASH \$ FOR USED RECORDS

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Describe

# HEATH SILK TONE MUSIC SYSTEM

For all model Wurlitzer Phonographs. More than a conversion. Write today for full details. We have cut record wear 75 per cent while retaining original beautiful tone. Priced right.

## HEATH DISTRIBUTING COMPANY

217 THIRD STREET

MACON, GEORGIA



## MidwestRadioMakes Coin Console Model

KANSAS CITY, Mo., Aug. 30.—Midwest Radio Manufacturing Corporation here is producing coin-operated, console-type radios under the trade name of Spacemaster.

Firm was recently incorporated with a capital stock of \$10,000 and is reported to be currently producing 100 sets a week.

Michael J. Licausi is president of the company; Irwin Rifas, vice-president, and Samuel A. Rice, secretary-treasurer. All three have been associated with National Sales & Supply Company.

## It's MAGIC MUSIC

Telephone Music Box



for BOOTH or COUNTER

Write Now for Complete Story

## MODERN MUSIC, INC.

PLAZA STATION BOX 814 KANSAS CITY 2, MO.

## FOR BIGGER PROFITS

it's **PERSONAL MUSIC**



### PERSONAL MUSIC CORPORATION

U. S. Highway No. 1, Newark, New Jersey  
Telephone: Bigelow 8-2204

# COIN MACHINE DISTRIBUTORS!

**Your Letters Prove YOU Want To Add Television Profits NOW!**

Your letters continue to pour in by the hundreds! If you haven't received an answer yet, here's why. UST is checking every letter thoroughly because we want any associations formed to be long-lasting and profitable on both sides. Meanwhile, we want to thank you for writing in. Your letter will receive complete attention soon.

**SOME EXCLUSIVE TERRITORIES STILL OPEN**

UST will not sign away any territories until we know we have the right man for that area. It may be YOU! That's why we still want to hear from you if you're a coin machine distributor interested in television . . . and if you want to cash that interest into dollars and cents. Take a look at the list of cities in the lower left-hand box. If you're active within the Metropolitan Area of any of these cities, get in touch with us immediately. Some of these television cities are wide open, with exclusive territorial rights waiting for the coin machine distributors who meet UST's specifications.

**DELAY MAY COST YOU A TELEVISION SALE**

Here's how we feel about it. Taverns, clubs and restaurants everywhere in television areas are installing sets NOW! You, the coin machine distributor, have ready-made contacts and accounts that almost certainly will install television in the next few months. Why shouldn't they buy that set from you? And why shouldn't you sell them the set that will do them the most good? UST is the proven leader in the GIANT PICTURE tavern television field. Half a million people see UST televised entertainment every week. Three-fourths of all large-picture projection sets in hotels, clubs, taverns and restaurants RIGHT NOW are UST!

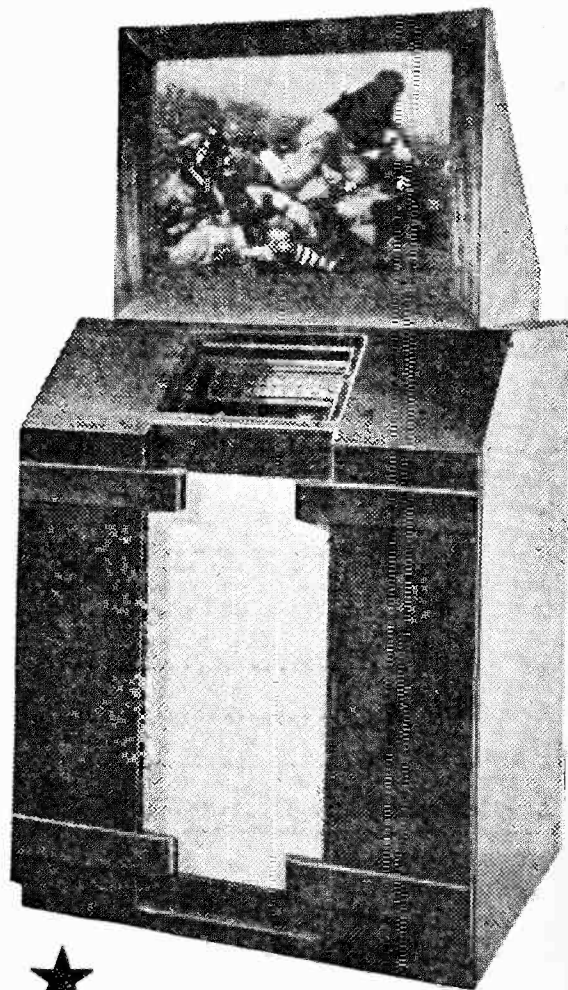
We want to hear from all coin machine distributors who are thinking about these fat television profits. But don't miss the boat! Television is growing fast! Get into the television picture now by sending us a letter or wire today, or pick up the phone and call Tommy Daly, in our New York sales office. Better still, when you're in the New York area, drop in and see Tom yourself. He'll be glad to show you around, demonstrate our many television models, and answer all your questions.

**PRESENT TELEVISION CITIES**

Los Angeles Chicago New York Washington St. Louis  
Philadelphia Detroit Troy-Albany-Schenectady

**NEW TELEVISION CITIES**

Boston	Late Fall	Richmond	Early '48	Ft. Wayne	Experimenting
Milwaukee	Late '47	Baltimore	Late '47	Pittsburgh	Experimenting
Cincinnati	Late '47	Indianapolis	Early '48	Dallas	Experimenting
Cleveland	Late '47	Ames, Iowa	Experimenting	San Francisco	Experimenting



UST's beautiful GIANT SCREEN Tavern Tele-Symphonic in the new 1947 PIC cabinet. There's immediate delivery. It's the world's biggest television screen set with national distribution backed by national advertising.



**FREE BOOKLET FOR YOU**

You can still send for your free copy of "How To Sell Television Sets Profitably". Address Box G, United States Television Mfg. Corp., 3 West 61st Street, N. Y.

*"One Full Year Ahead"*



**★ UNITED STATES TELEVISION MFG. CORP.**

3 WEST 61ST STREET, NEW YORK 23, N. Y. ★ TELEPHONE CIRCLE 6-4255

### See Coinmen Benefit From Assn. Ad Drive

CHATTANOOGA, Aug. 30.—In an endeavor to promote tourist travel on Federal Highway 27 from Chattanooga to Tallahassee (the Florida short route) the U. S. Highway 27 Association will, beginning this fall, advertise on billboards, use posters

and more than 3,000,000 pieces of direct mail literature.

President of the highway association, J. Hubert Griffin, was present at a recent meeting of more than 100 heads of county and city governments along the route. R. Tukey, association secretary, addressed the group and revealed plans to attract tourists "by the thousands" down the highway.

**Order Yours NOW and Save \$5.50**

FOR ONLY \$12.50 YOU GET:

52 Issues of The Billboard, worth .....\$13.00  
Plus The Encyclopedia of Music, worth..... 5.00

**\$18.00 Value**



**IT'S BRAND NEW ... AND COMING SOON**

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Gentlemen: Please ship upon publication (on or about Oct. 1, 1947) one copy of The Billboard 1947-'48 Encyclopedia of Music and enter my subscription to The Billboard for one year—52 issues—(or renew my current subscription upon expiration).

\$12.50 enclosed.  Send bill for \$12.50.

My Name .....  
Firm Name .....  New  
Address .....  Renewal  
City ..... Zone ..... State .....

**A PROVEN MONEY MAKER**

WITH LOCATION DEMAND

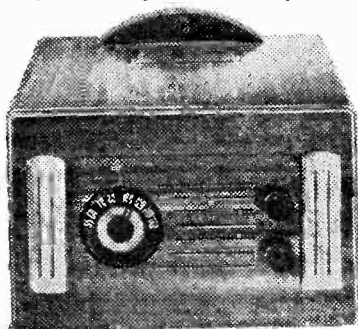
6 TUBES WALNUT CABINET

PLAYS 1 OR 2 HOURS FOR A QUARTER

INDIVIDUAL LOCK

BUILT FOR SERVICE

**\$39.95**



DISTRIBUTORSHIPS AVAILABLE IN SOME AREAS

PRODUCT OF  
**EICHEL ELECTRONIC CORPORATION**  
EVANSVILLE, INDIANA

★ ★ STAR ★ ★ **BLANK** TITLE STRIPS

THE FINEST, WHITEST PAPER OBTAINABLE.  
\$1.50 PER BOX OF 4000 STRIPS... AT YOUR  
**SEEBURG DISTRIBUTOR**

**STAR TITLE STRIP CO., Inc.** P. O. BOX 6125  
PITTSBURGH 12, PA.

### USED RECORDS

ONLY 9c EACH • 1000 FOR \$75.00

We have 40,000 records in stock, packed and ready to go. Prices F. O. B. Memphis. Minimum order 100 records. Send check with order.

**SOUTHERN AMUSEMENT CO.** 628 MADISON, MEMPHIS, TENN.

### ADVANCE RECORD RELEASES

(Continued from page 31)

#### INTERNATIONAL

- 1. ANU OLIN (We Go to the Land);
- 2. MI YIVENE (Who Will Build)...Saul Meisel (IM TZET)...Victor 25-5074
- A VEN CIGANY (The Old Gypsy)...Miklos Gafni (Gleb Yellin Ork) (HUNGARIAN MEDLEY)...Columbia 1030
- AT THE BANQUET .....Edward Krolkowski Ork (AUTOMOBILE POLKA).....Columbia 37814
- AUTOMOBILE POLKA .....Edward Krolkowski Ork (AT THE).....Columbia 37814
- BAGLAMADES .....Stratos-Styl. Keromitis (STO LIMANAKI).....Victor 26-8193
- COME BACK TO SORRENTO (Torna Tony Bari (Napolitano Ork) (THE A Surriento).....BUTCHER).....Apollo 153
- CONEY ISLAND .....Chaim Towber (LELZER BADCHEN).....De Luxe 1088
- DOWN IN THE VALLEY .....Ernest Benedict Quartet (OH, HOW).....Standard T-127
- DREAMER'S WALTZ .....Frankie Yankovic and His Yanks (John Pecon) (THREE YANKS).....Columbia 37813
- GALITZIANER UN LITVAKES.....Jacobson Bros. (SHA, SHA).....Continental C-13000
- HARTFORD POLKA .....Caruso Accordion Band (NORWICH POLKA).....Continental C-1210
- HILLTOP WALTZ ....."Whoopee" John Wilfahrt Ork (SEV POLKA).....Decca 45056
- HUNGARIAN MEDLEY .....Miklos Gafni (Gleb Yellin Ork) (A VEN).....Columbia 10306-F
- I WONDER WHO'S KISSING HER NOW .....Jean Sablon (Toots Camarata Ork) (INSENSIBLEMENT).....Victor 25-0101
- IM TZET HACHAMAH (Shepherd's Song) .....Saul Meisel (1. ANU OLIN).....Victor 25-5074
- INSENSIBLEMENT (Orchids for Madame) .....Jean Sablon (Toots Camarata Ork) (I WONDER).....Victor 25-0101
- JUMP .....Ernie Benedict Polkateers (TRINKER).....Victor 25-1092
- LAND OF DREAMS .....Leo Kempinski Continental Ork (MAY-TIME GAIETY).....Columbia 37812
- LELZER BADCHEN .....Chaim Towber (CONEY ISLAND).....De Luxe 1088
- MAMA .....Tony Bari (Napolitano Ork) (TANGO DELLA).....Apollo 152
- MAURICE CHEVALIER RETURNS ALBUM .....Maurice Chevalier (Henri Rene Ork).....Victor S-51
- Place Pigalle.....Victor 25-1088
- Aual De Bercy, Parts 1 and 2.....Victor 25-1089
- Valentine, Parts 1 and 2.....Victor 25-1090
- Vingt Ans (At the Age of 20), Parts 1 and 2.....Victor 25-1091
- Weeping Willie (Il Pleurait Willia).....Victor 25-1088
- MAYTIME GAIETY .....Leo Kempinski Continental Ork (LAND OF).....Columbia 37812
- MAZUR NA CYRKUSIE (Mazurka at the Circus) .....Silver Barrel Ork-Bernard Witkowski, Dir (POLKA W.).....Victor 25-9178
- MYER .....Annie Lubin (ZEZT!).....De Luxe 1087
- NORWICH POLKA .....Caruso Accordion Band (HARTFORD POLKA).....Continental C-1210
- O' SULLIVAN MOR .....Mike Matthews Garyowen Irish Recording Ork (THEY WERE).....Tara Ta 429
- OH, HOW SHE LIED .....Ernest Benedict Quartet (DOWN IN).....Standard T-127
- POLKA MODRYCH OCI .....Jerry Mazanec A Jeho Ork (ZA HORY).....Columbia 316-F
- POLKAS ALBUM .....Harry Harden Musette Ork ..Decca A-557
- All-American Polka.....Decca 45020
- Bring Out the Little Brown Jug Polka.....Decca 45020
- One More Stein Polka.....Decca 45019
- Pick-Pick-A Little Polka.....Decca 45018
- The Elbow Song Polka.....Decca 45019
- The Kiss Polka.....Decca 45018
- The Zoompa Polka.....Decca 45017
- Tic-Tac-Toe Polka.....Decca 45017

#### HOT JAZZ

- \*LOUIS ARMSTRONG CLASSICS
- ALBUM .....Decca A-572
- Bye and Bye—Louis Armstrong Ork.....Decca 25153
- Dipper Mouth Blues—Louis Armstrong-Jimmy Dorsey.....Decca 25155
- Mahogany Hall Stomp—Louis Armstrong Ork.....Decca 25154
- Save It Pretty Mama—Louis Armstrong Ork.....Decca 25155
- West End Blues—Louis Armstrong Ork.....Decca 25154
- When It's Sleepy Time Down South—Louis Armstrong Ork.....Decca 25156
- When the Saints Go Marching In—Louis Armstrong Ork.....Decca 25153
- (I'll be Glad When You're Dead) You Rascal You—Louis Armstrong Ork.....Decca 25156
- AT SUNDOWN (12") .....Jam Session at Commodore No. 6 (WHEN DAY).....Commodore C-1523
- BIG T BLUES .....Jack Teagarden and His Swingin' Gates (Jack Teagarden) (CHINATOWN, MY).....Commodore C-592
- BLUES BEHIND BARS .....Clyde Bernhardt (Leonard Feather's Blue Six) (BLUES WITHOUT).....Musicraft 506
- BLUES FOR FOWLER .....Bob Wilber and His Wild Cats (WILD CAT).....Commodore C-584
- BLUES WITHOUT BOOZE .....Clyde Bernhardt (Leonard Feather's Blue Six) (BLUES WITHOUT).....Musicraft 506
- BODY AND SOUL.....Roy Eldridge Ork (LOVER, COME).....Decca 24119
- BUT NOT FOR ME .....Lee Wiley (Jesse Stacy Ork) (MEMORIES).....Majestic 7259
- BUTTERFLY .....Billy Daniels-Jerry Jerome Ork (DIANE).....Apollo 1077
- CHINATOWN, MY CHINATOWN.....Jack Teagarden and His Swingin' Gates (BIG T).....Commodore C-592
- D. A. BLUES .....Pee Wee Russell's Hot Four (TAKE ME).....Commodore C-596
- DEEP SONG .....Billie Holiday (EASY LIVING).....Decca 24138
- DIANE .....Billy Daniels-Jerry Jerome Ork (BUTTERFLY).....Apollo 1077
- DON'T BLAME ME .....Sarah Vaughan (George Treadwell Ork) (TENDERLY).....Musicraft 504
- DOWNTOWN CAFE BOOGIE (12") ..Edmund Hall Sextet (UPTOWN CAFE).....Commodore C-1512
- EASY LIVING .....Billie Holiday (DEEP SONG).....Decca 24138
- DUKE ELLINGTON PLAYS THE BLUES ALBUM .....Victor P-182
- Beale Street Blues (Duke Ellington Ork) (Kay Davis).....Victor 20-2326
- Drawing Room Blues (Duke Ellington-Billy Strayhorn).....Victor 20-2327
- Frankie and Johnnie (Duke Ellington Ork) (Al Hibbler).....Victor 20-2324
- Memphis Blues (Duke Ellington Ork) (Al Hibbler).....Victor 20-2325
- Pretty Woman (Duke Ellington Ork) (Al Hibbler).....Victor 20-2325
- Royal Garden Blues (Duke Ellington Ork) (Al Hibbler).....Victor 20-2324
- St. Louis Blues (Duke Ellington Ork) (Marlon Cox).....Victor 20-2327
- Translucency (A Blue Fog That You Can Almost See Through) (Duke Ellington Ork) (Kay Davis).....Victor 20-2326
- EVERYBODY LOVES MY BABY ....Max Kaminsky Jazz Band (LOVE NEXT).....Commodore C-595
- FADE OUT .....Joe Buskin Sextet-Bill Harris (OH, LADY).....Commodore C-594
- FAR AWAY BLUES.....Johnny Hodges Ork (FRISKY).....Sunrise 2008



# Ala. Ops Elect Officers; Vote To Back Cancer Fund

MONTGOMERY, Ala., Aug. 30.—Alabama Music Operators' Association (AMOA) held a two-day business meeting August 24-25 in the Whitley Hotel here, during which R. E. L. Choate, executive secretary of the association, announced the election of new officers.

During the meeting members of AMOA voted unanimously to back the Coin Machine Industries' drive for the Damon Runyon Cancer Fund by allocating a certain percentage of receipts on each juke box in the State between now and January 1 to go to the fund. Choate estimated that this would mean a contribution of about \$5,000.

### List New Officers

Names of new officers elected during the second day of the meeting are Claude Hall, president; T. E. Farned, first vice-president; C. L. Cawlishaw, second vice-president; S. H. Stewart, treasurer, and I. E. Cohen, secretary. AMOA, which was formed in Sep-

tember, 1946, has approximately 50 per cent of the music operators in the State as members and they operate about 70 per cent of the juke boxes in Alabama, according to Choate. In March, this year, the association opened a public relations drive to improve public opinion of the industry thruout the State and embraced a long-range educational program to be given the public thru news releases.

# Rail Lines Agree To Publish Rates On Coin Machines

LOS ANGELES, Aug. 30.—Transcontinental rail lines have agreed to publish eastbound rates comparable to existing westbound rates on miniature bowling alleys manufactured here, according to a recent Transportation Department report.

Action came about after the Chamber of Commerce supported the request of the Allite Manufacturing Company, makers of Strikes 'n' Spares, an automatic, coin-operated bowling alley, for reduced rates to Eastern markets.

The new lower rates approved by the rail lines will equalize competitive freight costs and permit Allite to market its product in the East at substantial savings of transportation costs.

According to word of the Chamber of Commerce, the new approved freight rates are being published in the tariff and will be effective to all points in the United States on and after October 15, 1947.

# Complete Music Systems

FOR SMALL LOCATIONS

# SAVE MONEY WITH SHAFFER'S PACKAGE BUYS!

GUARANTEED COMPLETELY RECONDITIONED  
ALL READY TO INSTALL IN LOCATION

- 1 SEEBURG HIDEAWAY
- 5 5-10-25c WIRELESS WALL-O-MATICS
- 1 SPEAKER
- } \$325.00
  
- 1 ROCK-OLA HIDEAWAY
- 5 ROCK-OLA WALL BOXES
- 1 SPEAKER
- } \$99.50
  
- 1 WURLITZER HIDEAWAY
- 5 #120 5-10-25c WALL BOXES
- 1 SPEAKER
- } \$99.50

### New Low Prices

### Completely Reconditioned and Refinished

Seeburg Mayfair .....	\$165.00	Wurlitzer Victory 24 .....	\$ 89.50
Seeburg Crown .....	150.00	Wurlitzer 616 .....	85.00
Seeburg Model A "Lite-Up" ..	45.00	Rock-Ola Super .....	175.00
Wurlitzer 500 .....	160.00	Rock-Ola Premier .....	140.00
Wurlitzer 600 .....	150.00	Rock-Ola Monarch .....	79.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D. ALL ITEMS OFFERED SUBJECT TO PRIOR SALE.

# SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563

## OPERATORS, ATTENTION!

TOP PRICES PAID FOR  
USED RECORDS

SELL TO Chicago's Largest  
Distributor of Used Records.

WE PAY THE FREIGHT

WRITE, CALL OR SHIP TO

## USED RECORD EXCHANGE

1736 N. Keeler CHICAGO 89, ILL.  
Telephone: CAPITAL 7852

Will Pick Up Within 100 Mile Radius

# NOW! FOR THE FIRST TIME!

## THIS IS IT!

—the finest coin phono needle ever offered to the trade. A genuine sapphire tipped needle that sounds better, makes records last longer and doubles needle life. The one and only jewel-tipped needle designed for use in the new low-pressure tone-arms! Many nationally known coin-machines now recommend sapphire for their new models. Stock up now on the needle that lasts, and lasts and lasts! Ask your jobber for the WALCO WS-900 SAPPHIRE NEEDLE.

World's pioneer and largest manufacturer of jewel-tipped phonograph needles.

# WALCO MADE BY ELECTROVOX CO., INC.

31 FULTON STREET, NEWARK 2, NEW JERSEY

CHICAGO - 224 South Michigan Avenue  
LOS ANGELES - 2216 West 11th Street

## A Jewel-Tipped Coin-Phono Needle WALCO '900' SAPPHIRE

# Seeburg USES WALCO SAPPHIRES!

If your machines run to the older models, we recommend a sensational new high-quality needle —

the WALCO PRECIOUS METAL COIN-MACHINE NEEDLE Model WA-700.

Write today for your FREE sample of this new WALCO coin-machine needle.

**New York:**

The American Legion Convention held here last week brought a number of coinmen into the city from all over the country. However, with the emphasis on Legion business and fun-making, there was little business transacted on the Avenue from Wednesday morning thru the end of the week. A heavy exodus set in Friday morning as coinmen prepared to take off from work for the long Labor Day week-end. Things are expected to get back to normal starting Tuesday.

Earl Winters, Modern Music Sales, and Dave Lowy, of the firm bearing his name, were among the coinmen participating in the convention. . . . Mike Munves vacationed over the past week-end in Atlantic City. . . . Nat Faber was another visitor along the Atlantic City Boardwalk last week. Henry Anchester is receiving congratulations on being appointed sales director of Colonial Television Corporation. . . . Joe Hirsch, president of the Associated Amusement Machine Operators of New York (AAMONY), is back in town after a short trip to Chicago, where he took care of some business.

Steve Lavoie, of Lavoie Laboratories, Morganville, N. J., will meet with some of his execs next week to discuss the firm's coin-operated tele plans. . . . A. V. Brownson, director of security for New Zealand, purchased some coin machines on the Avenue last week. Leo Knebel has arranged to take space in the East-West Distributing Company headquarters, where he will operate his new business venture. . . . Visitors along the Avenue last week included Jay Enrique, Cuba; Lucian Velez, Puerto Rico; Bill Golden, Monticello, N. Y.; Leo Bernard, Mahopac, N. Y.; Alfred A. Groen, Detroit; Lou Scholley, Nanook, Ill.

Maxie Green, New Deal Distributing, drew one of the largest crowds of ops seen on the Avenue in a long time at his opening Thursday (28). . . . Frank Ferraro, brother of Tony Ferraro, has joined the West Side Distributing Corporation. . . . Henry Gartland, of Washington, and Sol Meyers, Meyers Music, are vacationing in Atlantic City.

J. R. Bennett has joined the Automatic Drink Vending division of the Dixie Cup Company. . . . Max Iskowitz has returned to the Maxwell Music Company headquarters after a trip to Canada. . . . Pic magazine lists the NAAMO veterans' training school in its *Opportunity for Ex-Servicemen* column. . . . Frank Bro- (See NEW YORK on page 117)

**Indianapolis:**

Dan Brennen, manager of Indiana Music Corporation, distributors of Aircor phonographs, contacted operators in the Northern Indiana territory last week with good results. . . . Dale Wiley, Peru, Ind., operator, was a coin row visitor last week, buying new equipment. . . . William O'Brien is the new addition to the sales organization at Indiana Music Corporation, Aircor distributors.

E. E. Dunkin and W. R. Southwith, operators of Wired Music, Anderson, Ind., bought new equipment while on coin row last week. . . . Mrs. Eyster, of the Eyster Music Company, Terre Haute, Ind., visited here last week and bought new equipment. . . . The summer home of Earl Armstrong, at Patton Lake, near Martinsville, was destroyed by fire of unknown origin early last week. Armstrong operates Business Stimulators, distributors of all types of coin-operated amusement devices.

Peter Stone, of the Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, called on Southern Indiana operators last week. . . . Mrs. Peter Stone is suffering with a summer cold. . . . Operators report an upward trend in business, with many new spots being opened and an increase in play.

**COINMEN YOU KNOW****Los Angeles:**

Jack Greenfield, of Coast Enterprise, off to Chicago to confer with the Bert Mills Coffee Bar officials. . . . Lucille and Paul Laymon marking their 30th wedding anniversary. . . . Ray Powers, of E. T. Mape Distributing Company, off to Lake Tahoe for a vacation. . . . Ben Korte, Glendale operator, back in Los Angeles following a trip to Alaska. . . . Earl Simmons, of Paso Robles, is reported recuperating following an auto accident about a month ago. . . . Frank Anderson, arcade operator in Honolulu, here for a visit and will put in some time fishing and hunting.

Joseph Duarte, export manager of Badger Sales Company, in Mexico to look over the market. . . . Billy Happel, also of Badger Sales, returned from the Rock-Ola school in Chicago. Happel reports that it was a most successful affair. . . . Bill Shorey and his gang of Inland Sales Company in San Bernardino in the city and sporting chin whiskers, part of the deal for a 49-er celebration. . . . W. E. Erwin, of Needles, Calif., a buyer along coin row. . . . Roy Smith, of Balboa, in town during the week.

Bill Wolf, of M. S. Wolf Distributing Company, is due back from a business trip to Seattle. . . . W. O. Atkinson and A. W. Marine, of Ocean-side, buyers in town during the week. . . . Bert Polin, of San Luis Obispo, in the city looking around coin circles. . . . Jay Kurtz and Aubrey Stemler in a huddle to map out sales plans for Kayem Products. . . . Larry Yost and Joe Holloway, Kayem distributors in the Kansas and Texas areas, in the city to visit the factory they represent. . . . Preston Jarrell, of Weymouth Service, reported on the sick list. Friends hope he will be back at his desk soon. . . . Mart Parent, of M. L. Parent Distributing Company, Oakland, in Sacramento for the showing of the Douglass shoe-shine machine at the California State Fair. . . . Jack Gutshall, of Jack Gutshall Distributing Company, to Lake Arrowhead for the Labor Day week-end. . . . Bill Schrader and Jack Nelson, both of Allite Manufacturing Company, Inc., makers of Strikes 'n' Spares, off to a near-by resort for the week-end.

Bernie Shapiro, of Adams-Fairfax Corporation, has moved his offices to the new building. Shapiro, president of the company, is getting set to manufacture two new lines of vending equipment in addition to the well-known Cash Tray. . . . Jack Leonard, parts department manager for Badger Sales Company, is looking forward to getting in his new home. . . . Jim Hurley, of E. T. Mape Distributing Company, is getting used to fixing baby formulas at early morning hours.

**Twin Cities:**

At least two Twin Cities coin machine distributors plan to attend the special meeting of the South Dakota State Operators' Association at Rapid City, S. D., September 8-9. Certain they will attend are Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, Rock-Ola jobber, and Hy Greenstein, of Hy-G Music Company, Minneapolis, Seeburg distributor. The meeting, called by Mike Imig, president, will pertain to test case now pending before South Dakota courts on the operators' right to operate juke boxes in on-sale liquor establishments.

Minnesota's first State fair since 1944, which closes on Labor Day, is drawing numerous operators from all sections of the State and from neighboring States. Jobbers report that it has been a long time since so many coinmen have converged on the Twin Cities in a bunch. A partial list of those who have been here to mix State fair visits with shopping and buying (See TWIN CITIES on page 119)

**Detroit:**

Leo Angott had to run the Angott Sales practically single-handed this week, with Carl Angott and Charles Andrews both vacationing up North, while Secretary Madeline Gorman was occupied with routine legal matters. . . . Chester Rozinski reports that the Mercury Products Company will be back in production this week on the new Athletic Scale, following the disastrous fire in their plant last month.

E. H. Snyder, of the United Novelty Company, one of the real old-timers locally, is looking forward to increased activity this fall. . . . Diamond T. Phillips, who headed the Diamond Music Company, East Side operating firm, has gone into the real estate business. . . . Morry Kaplan, formerly with the Brilliant Music Company, and more recently salesman for the Pan American Record Distributing Company is opening his own distributing organization at 313 East Jefferson Avenue under the name of Morry Kaplan Music Sales.

Herman P. Tabor Jr., Willis C. Tabor, Bruce M. Simmons, and William O. Cain are establishing the Tabor Vending Machine and Distributing Company. . . . Titus Kula, who is bringing out a new independent record line, is returning to business activity after several months' illness. . . . Theodore Pappas has established the Pappas Music Company with a small East Side juke box route. . . . His brother-in-law, Timothy Conkis, of the Acropolis Music Company, is looking forward eagerly to an anticipated fall pick-up in business.

Leo Angott has gone up to Manistique to join his brother, Carl, and Charles F. Andrews, who are combining vacationing in the north woods with making several new music installations. . . . Max Lipin, head of Allied Music Sales, was in Cleveland on a business trip, leaving Aaron (See DETROIT on page 119)

**Kansas City:**

Fred Fasone, manager of Acme Candy and Tobacco Company, is next up on the nuptial calendar. He will marry Miss Rosalie Oliver November 5. After the ceremony, they expect to spend their honeymoon in California. . . . Fred's brother, Joe, who heads up Acme's vending service department, is planning a two-week jaunt to California in September. . . . Frank Fasone, partner with Frank Buccero in the firm, spent part of his vacation with his family in Florida, but he expects to take a little time off in Canada some time this month. Fasone is still working hard to bring his golf tally down to par to match Nick Evola, of Paramount Music Company, but he says he has some tough competition. Foursome around Old Mission Country Club usually includes Evola, Fasone; Chick Ramsey, auto dealer, and Thomas LaCoco, liquor store operator, and Fasone reports, a little sadly, "They're all par shooters except me." Evola, incidentally, is reported to have recorded some beautiful golf shots this summer in 16mm. color movies.

E. J. Lime, coffee vender inventor, is another golf enthusiast in the local vending colony. He has been learning the game from T. C. Reid, vice-president of the Lyman Manufacturing Company, which is planning to make Lime's vender. . . . S. Q. Noel, of the AutoVend Company, soft drink vender manufacturing firm, is just (See KANSAS CITY on page 118)

**Chicago:**

Coven Distributing Company's showroom shows the effect of a business perk during the last week—from its previous crowded condition to a pin game or two—is a sign of something, says Bob Schaefer. He adds that the semi-vacant aspect of the room will be remedied without delay. Firm's Eddie Wikoff is back from his out-of-State trip, as is Coven secretary, Sally Goldstein, who returned from her vacation last week. Visitors appearing at the Coven quarters included Si Case, Kankakee, Ill.; Dick Frasco, Peoria, Ill.; John Brexa, Cedar Lake, Ind.; Henry Geers, Monmouth, Ill., and Ben Golbyski, South Bend, Ind.

Harold Pincus, Coin Machine Service, says that the sale of the new all purpose rubber pinball kit he devised is going good and that it is being shipped nationally. Alice Lemko, secretary, returned August 26 from her vacation. . . . A. Garrick Alex, president of Vendall Company, says home life is back to normal; his two daughters, Judith and Karen, are back from their vacation at Camp Sky Lake in the Georgia mountains after an eight-week stay. Firm's service manager, Robert L. Sagles, became a daddy for the third time August 25. New addition is a girl, Lucille. Two other children are boys, Robert and Leslie.

Clayton Nemeroff, Monarch Coin Machine Company, says that Walter (Wally) Merila is no longer associated with Monarch. Merila, for a brief period, covered Wisconsin as salesman for Nemeroff. . . . According to Andrew Allan, currently with Silver Derby Shows in Minonk, Ill., one week of digger operation on a carnival midway is same as a month or more in ordinary location or an arcade; Clayton quotes above from a letter from Allan who was praising action of some Buckley Treasure Island diggers he recently purchased from Monarch. Callers during the past week were Fred Blazer, Kankakee, Ill.; Doc Howington, Freeport, Ill.; Robert McLean, Kenosha, Wis., and Lewis Boasberg, New Orleans Novelty Company, New Orleans.

Advance Machine Company, which is one of the old-timers in the coin machine field (organized in 1900), reports increased activity in its many lines of vender manufacture. E. C. Travis Jr., who has been active in the firm for the past 20 years, says sheet steel is the one thing still holding (See CHICAGO on page 116)

**Portland, Ore.**

A. M. Moss, formerly Portland branch manager for the M. S. Wolf Distributing Company, and Al Brunn, service manager for Coast Amusement Company, have organized the Kwick-Way Products Company, a partnership for the manufacture of waxes, polishes, insecticides and other household and industrial chemicals. George Heltz, former sales manager for Wolf, is sales manager for the new firm. Moss left Wolf the first of July, while Brunn will continue at Coast until the first of the year.

S. A. Sedlock, head of S. A. Sedlock Company, operating firm, ju- wound up an extended vacation to Montana, where the fishing is reportedly good. . . . Budge Wright, branch manager for Western Distributors, reports new game, Strikes 'n' Spares, meeting good demand.

Frank Sandberg, manager for Mills Sales Company, Ltd., and I. Beckman and Ted Miller, of Coast Amusement Company, have been active in maintaining the games the coin machine industry has donated to the Veterans' Hospital. Twenty-eight pinballs and games are now in operation. Altho now out of the coin machine business, A. M. Moss, who headed this committee when he was manager for (See PORTLAND, ORE. on page 119)



**THE KICKOFF FOR THE BIG FALL SEASON . . .**

**F**OR the next four weeks The Billboard editorial staff is working overtime for you interviewing manufacturers, distributors, suppliers, location owners and everyone else who can supply facts and figures necessary to give you a comprehensive yet accurate picture of the "Fall Outlook" for your business.

You will find this issue jammed full of new equipment announcements, analytical articles and useful lists. It's one you will want to read, keep and refer to often in the months ahead. Don't miss it!

**DATED**  
**OCTOBER 4**  
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**SPACE NOW**  
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Look To The **GENERAL** For LEADERSHIP

**5-BALLS—Now Delivering!**

Gottlieb's **MARJORIE**  
Chico's **GOLD BALL**  
Exhibit's **RANGER**

Genco's **HONEY**  
United's **HAWAII**  
Williams' **FLAMINGO**

**RECONDITIONED**  
Amber ..... \$149.50  
Baffle Card ..... 169.50  
Big Hit ..... 99.50  
Big League ..... 99.50  
Miss America ..... 179.50  
Mystery ..... 199.50  
Sea Breeze ..... 99.50

Spellbound ..... \$139.50  
Stage Door ..... 99.50  
Canteen ..... 99.50  
Step-Up ..... 139.50  
Superliner ..... 129.50  
Surf Queens ..... 89.50  
Suspense ..... 129.50

**STAPLES**

**NEW**  
Band Ball, 9 Ft. Skee Roll  
One World, Roll Down  
Game

**RECONDITIONED**  
Ace Bomber ..... \$150.00  
Play Golf ..... 99.50  
Total Roll ..... 275.00  
Bank Ball ..... 250.00  
Panoram ..... 295.00  
Sky Flighter ..... 125.00  
Undersea Raider ..... 150.00

**SLOTS**

**NEW**  
5¢-10¢-25¢-50¢-51 Play  
Jennings **STANDARD CHIEF**  
Jennings **SUPER DELUXE CHIEF**  
Jennings **STANDARD CLUB CONSOLE**  
Jennings **SUPER DELUXE CLUB CONSOLE**

**RECONDITIONED**  
Blue Front, 5¢ ..... \$109.50  
Blue Front, 10¢ ..... 114.50  
Original Chrome, 5¢ ..... 119.50  
Original Chrome, 10¢ ..... 124.50  
Brown Front, 5¢ ..... 114.50  
Brown Front, 10¢ ..... 119.50  
Brown Front, 25¢ ..... 124.50  
Gold Chrome, 10¢ ..... 160.00  
Chrome Bell, 5¢  
Repainted and lacquered in gold and red ..... 129.50

All above are Mills factory originals — no revamps. Completely overhauled, refinished and repainted like new. New reel strips, club handles, new award cards.

**ONE BALLS**

**NEW**  
Gottlieb's **DAILY RACES**

**RECONDITIONED**  
One-Two-Three (1940) ..... \$ 79.50  
Thorobred ..... 125.00

**Terms: 1/3 cash with order, balance C. O. D.**

Established 1925

Growing Steadily Ever Since

**GENERAL Vending Sales Corp.**

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

**COINMEN YOU KNOW**

**Chicago:**

(Continued from page 114)

up top production these days. . . . Vince Murphy, Globe Distributing, says Jimmy Johnson, who is currently vacationing in Miami Beach "where the temperatures were in the 80's while Chicago sweltered in the 100's," will be back the second week in September.

The two Sams of Chicago Coin Machine Company, Wolberg and Gensburg, are certain they have a high-play game in the new Gold Ball five-ball novelty just out. Gold Ball scoring idea is novel and should draw players because of the extra excitement it offers, they say.

Joe Bak is this week's undisputed pinball champ at United Manufacturing Company, carrying off the big money in last week's big match. Only bright spot for the rest of the United crew was that the meals were on Joe, Monday noon. Plant workers had to take a total of three half-days off last week to escape the hot spell, but with the cooler weather this week, production is zooming, Billy DeSelm reports. Recent United visitors were Joe Ash, of Active Amusement Company, Philadelphia; Louis Boasberg, New Orleans Novelty Company, New Orleans, and Leonard Goldstein, T & L Distributing Company, Cincinnati.

Phil Rubey is back on the job at Mid-State Company. The added work was too much for partner Bruno Kosek during the hot spell, so he had to call Rubey back a week before the scheduled end of his vacation to help sweat out the work. According to Kosek, the All-Star football game brought a lot of coinmen into the Chicago area, but most of them took to the telephone to pay their respects. Don Ravatt, of DeKalb, Ill., was a Mid-State visitor.

Paul Glaser is back at Empire Coin Machine Exchange after what he described as a "cool" two weeks at his home in New York. It was a combined business-vacation trip, he says. Marilyn Ziegler, Empire secretary, was overcome by the heat and had to spend a spell in the hospital. She is presently recuperating with relatives in Wisconsin. Gil Kitt is back after spending a long week-end in Michigan.

Bert Davidson, of National Filben Corporation, is back at his office after spending two weeks in the hospital with pneumonia. Recent Filben visitors were Ed George, of Akron; Bob Harper, American Phonograph Company, Philadelphia; Hank Sabes, Northwest Filben, Minneapolis, and Sam Cohen, Cohen Music and Electrical Appliance, Atlanta.

Lou Sabastian, assistant sales manager of Rock-Ola Manufacturing Company, is making a trip thru Texas and Louisiana. Jack Barabash, Stan Olson and Art Janosky are "out in the field" demonstrating the new Rock-Ola visual aid training program.

Visitors at Automatic Distributing Company here this week were E. Chaplin, Automatic Music Company, Quincy, Ill., and Al Morandi, Peru, Ill., Mike Spagnola reports. . . . Gordon Sutton of Illinois Simplex is back from a vacation in Minnesota where he managed to catch a nice mess of fish while escaping Chicago's heat. Miss Kemper, Simplex switchboard operator and bookkeeper, is now on her vacation. New decorations and remodeling is finished, Sutton reports.

Staff at Exhibit Supply Company was cheered last week by the news

that John Chrest's wife is now on the road to recovery. Frank Menciuri reports that business callers during the week included Lou Katz, of United Distributing Company, Cleveland, and R. E. Groninger, the arcade man from Lewistown, Ill.

Mr. and Mrs. George Bonner, of Columbus, O., visited the Jennings plant Wednesday (27). George is with the Garfield Novelty Company. George Oelendorf, Shreveport, La., was another who included the Jennings firm on his coin row rounds. Bill Lipscomb, firm's Eastern sales manager, returned from his business trip to Columbus. Surprise caller of the week was Andrea Merle Lovitz, three-months old daughter of Dave Lovitz, Jennings' advertising manager. Miss Lovitz made no statements concerning the coin machine business, but indicated that everything she saw at the plant was to her liking.

Pat Wilson, secretary to Jack Kelner, of Kelner Vendors, is back on the job after spending an airborne vacation at her Kentucky home. She revealed that she spent most of her waking hours in the cub plane owned by her cousin, Walter A. Mueller, Ft. Wayne, Ind., was among the callers at the Kelner offices during the week.

Fulton Moore, of Williams Manufacturing Company, reports as visitors Mr. and Mrs. Del Veatch and daughter. Del has the Veatch Distributing Company in St. Louis. Other out-of-town coinmen paying their respects at Williams included Hoskel Goldberg, of the Sterling Novelty Company, Lexington.

Bernie Shutz, Coin Amusement Games, is vacationing in Wisconsin, while his brother, Charlie, does the proverbial hospital pacing up and down in anticipation of the birth of a boy or girl to his charming wife. Henry Ginardi, whose son also works for Coin Amusement Games, just got back from a vacation at Pittsburgh, Kan.

Harold Midyett, who has the Tennessee Music Distributors with headquarters in Nashville, and W. H. Richardson, of Pioneer Distributors, Raleigh, N. C., were up from the South for visits to the new AMI sales office located in the Loop. Lindy Force, firm's manager of general sales due back from vacation after Labor Day. Monte West, AMI's sales engineer, reports that distributors and operators have been sending in letters of praise on the firm's new service manuals, recently released.

At Bell-O-Matic Corporation, preparations are being completed for anticipated rush of fall business. Bill (Sphinx) Cohen, of Silent Sales, Minneapolis, was among the callers at Grant Shay's office. Johnny Keane and Jack Longaker, both of whom are sales managers for Bell-O-Matic, were away on vacations. Kelly took his family for a trip thru Minnesota, while the Longakers are sojourning in Wisconsin.

William Booty, of ABT Manufacturing Corporation, is due back at the office from his current trip after Labor Day. . . . Mills Industries will fete Joseph Stella at a cocktail party Thursday (4) in the Mills Music showroom. Stella was recently promoted to the post of assistant manager of the firm's music division. A large crowd of coinmen are expected to be on hand to wish Stella smooth sailing. Charlie Schlicht, manager of Mills Music division reports.

**CONSOLES**

**NEW**  
Jennings Challenger, 5-5¢, 5-10¢, 5-25¢

**RECONDITIONED**  
Baker's Pacers, D.D. & J.P. . . . \$175.00  
Galloping Dominoes, Walnut Cab. . . . 99.50  
Clean . . . . 99.50  
Lucky Lucre, Walnut Cab. . . . 99.50  
Keeney Pastime . . . 150.00  
Keeney Triple Entry, 140.00  
★ 3 Galloping Dominoes, latest 1947 model, used one week, same as new . . . 595.00  
★ 4 Four Bell, 5-5¢, slant heads, special . . . . 125.00

**COUNTER GAMES**

**NEW**  
Gottlieb's Deluxe Grp Scale A.B.T. Challenger, 1¢ or 5¢  
Daval's Best Hand, 1¢  
Daval's Mexican Baseball, 1¢  
Daval's Free Play, 5¢  
Daval's Skill Thrill, 1¢  
Marvel Pop-Up, 1¢ or 5¢

Chicago Metal Universal Box Stands  
Deluxe Revolve-Around Safe Cabinets, Single, Double, Triple  
Pfanzahl Coin Machine Needles  
Downey-Johnson Coin Counters, \$217.50

Call or write for prices on all new equipment. Send  for our complete bulletin.

DISTRIBUTORS FOR GENCO—WILLIAMS—BALLY—EXHIBIT and CHICAGO COIN.

**King Pin** EQUIPMENT COMPANY  
KALAMAZOO 21, MICH. Phone 2-0021  
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DISTRIBUTING COMPANY  
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3004 Grand River

**SPECIAL . . . \$100.00 Each**  
5¢ SILVER CHROME, Hand Load  
5¢ SILVER CHROME, 10¢ Bonus Bell

**Coin-a-Matic Distribs present**

**COIN-O-MATIC COIN CHANGER**

**\$99.50**

Hold's \$50.00 in nickels. Increases play on coin-op'd machines 30%. Also ideal for service placement in stores on rental basis. Investigate this today.

**SLOTS**  
10¢ Orig. Chrome . \$140.00  
5¢ Brown Front . . 90.00  
10¢ Brown Front . . 100.00  
25¢ Brown Front . . 110.00  
5¢ Blue Front . . . 75.00  
5¢ Jennings Cigaretta . . . . 45.00  
10¢ Blue Front . . . 90.00  
25¢ Blue Front . . . 105.00  
10¢ Gold Chrome . . 125.00  
1¢ Q.T. . . . . 30.00

Chicago Metal Double and Triple Revolv-a-Round Safe Stands.

TERMS: 1/3 Deposit, Balance C. O. D.

**NEW GAMES**  
RANGER • LIGHTNING • MEXICO • BALLYHOO • PLAYBOY.

**SLOT PARTS**  
We have all Mills Slot and Jumbo Parts.

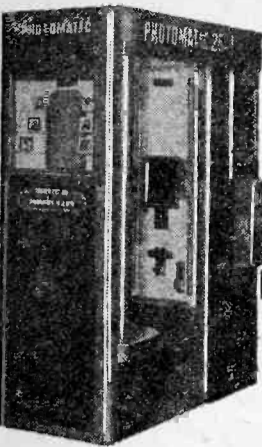
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**EXPERIENCED COIN MACHINE SALESMAN**

Qualified by experience to sell and handle operators. Liberal drawing account against commissions. Must have car. Unless you are a ten thousand dollar a year man, don't waste time. Give full details and submit photo with first letter.

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**INTERNATIONAL MUTOSCOPE CORPORATION**  
M. RABKIN, President  
44-01 Eleventh Street Long Island City 7, New York

**New York:**

(Continued from page 114)  
colli, Braddock Music Company, is on vacation.

Al Denver, Automatic Music Operators' Association (AMOA) proxy is back from a California visit and reports that plans for the annual dinner-dance are shaping up fast. . . . Irv Morris, Active Amusement Company, Newark, was a visitor on the avenue last week. . . . Lou Berger, Lorain, O., juke and amusement machine operator, is expected in town next week.

Jim Noonan, Noonan Music Company, is on his way to New York from Florida for a visit and a vacation. He'll join his wife, Maralyn, who has been here for the past week. Jim will miss Joe Nezi, his New York manager, who is now vacationing. . . . Hal R. Meeks and Jim Harrington, both of Hal R. Meeks & Company, spent the last week-end resting in the mountains. The men took their wives along for the Labor Day week-end.

Jim Mullin, of Mullin Music Company, is up and around again after being bedded because of varicose veins. . . . Billy Carr and Sam Wolf, Brooklyn operators, have left for Chicago on a combination business and pleasure trip. . . . Sam Kramer, Interboro Music, has returned to the city from the Thousand Islands.

Thomas (King) Keith, Keith Amusement Machines, turned his business over to his son, a veteran of World War II, in order to participate in the Legion convention activities. . . . Phil Raisen, Banner Novelty Company, has opened his new headquarters in Brooklyn, with those attending the opening reporting that the offices are a regular showplace. . . . Morris Road is back at his desk at Runyon Sales Company of New York after recuperating from a serious illness. . . . Henry Weiner is the new general sales manager of the Cigarette Corporation of America. . . . Gene Russell, president of Amusement Research Corporation, Yonkers, is in Atlanta this week looking over the firm's new production facilities.

Leo Stober, Isidore Rubenstein and Eugene Flormont, of Greyhound Racing Games, are planning to release their new group game shortly. The firm is also planning to exhibit at the Chicago convention of the National Association of Parks, Pools and Beaches later this year. . . . Samuel Sobel, president of Samuel Sobel, Inc., is home resting after a back injury.

A sirup manufacturer now has a new chocolate soda vending machine in the model stage. . . . Sam Wasserman, of B. Wasserman Company, celebrated his 74th birthday recently. . . . A Syracuse firm noted an item about Bob Jacobs' drink vendors in this column recently and addressed a letter to "Bob Jacobs, Coney Island Arcade Owner, Coney Island, New York." The letter was delivered promptly.

Lew Klein's Penny Arcade Amusement Center on the Flatbush extension in Brooklyn, is joining the other arcades in the city by adding poker tables. The poker games have proven to be heavy draws thruout the city. . . . Telecoin execs are now setting up the details for the second tour of the Telecoin Caravan.

Pre-convention arrivals of American Legion members jammed the midtown arcades during the early part of the week. . . . McKim (Mac) Smith, president of the National Association of Amusement Machine Owners (NAAMO), is urging more coinmen to donate various types of coin machines to the Manhattan Trades Center School.

Coney Island arcade owners looking forward to the season's heaviest play during the Mardi Gras September 3-14.



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NEW PIN BALL GAMES		MUSIC	
WRITE FOR PRICES		Rock-Ola Std. Dial-a-Tune	\$185.00
Torchy	Marjorie	Wurlitzer Victory Cabinet 24	149.50
Ranger	Honey	Wurlitzer 412	75.00
Play Boy	Flamingo	Wurlitzer 600R	185.00
Mexico	Goldball	Wurlitzer Singing Tower 201	150.00
Mam'sell			
ARCADE EQUIPMENT		5 BALL PIN GAMES	
Chicago Coin Hockey	\$ 89.50	School Days	\$ 44.50
Lite League	85.00	Champ	42.50
Used Chicago Coin Basketball Champ.	395.00	Flicker	29.50
Seeburg Target Conversion	79.50	Defense (Genco)	49.50
Bally Rapid Fire Conversion	95.00	Hollywood	89.50
Chicago Coin Goals	195.00	Catalina	79.50
Genco Total Roll	225.00	Wild Fire	39.50
Genco Play Ball	89.50	Victory	55.00
Soco Ball	295.00	Roxy	20.00
20 Wurlitzer 14 ft. Skee Ball		Diamond	25.00
		Midget Racer	89.50
		Double Barrel	89.50
		Fast Ball	89.50
		Cyclone	185.00
		Rocket, Bally	185.00

Write for Quantity Prices

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RENEWED—INSIDE AND OUT—GUARANTEED MECHANICALLY

WURLITZER		SEEBURG HI-TONE, ESRC	
Wurlitzer 616, Plain	\$100.00	Seeburg Wireless Cellar Job	109.50
Wurlitzer 500	225.00	Seeburg Low-Tone	300.00
SEEBURG		WALL BOXES—LIKE NEW	
Seeburg Vogue	\$225.00	Seeburg 20 Selection Wireless	\$22.50
Seeburg K20	149.50	Seeburg Wireless Bar-o-Matics, 5/10/25¢	35.00
Seeburg Colonel	275.00	Wurlitzer Sweet Music	12.50

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!  
1/2 Deposit, Balance C. O. D., F. O. B. Warehouse  
VISIT US IN OUR OWN BUILDING — WE ARE HERE TO STAY.

**WEST SIDE DISTRIBUTING CORP.**  
598 Tenth Avenue (49th Street) New York 18, N. Y.  
Phone Circle 6-8464

## THE FIRST COMPLETE COIN TIMER!

Now a coin timer with coin chute and coin box all in one! Simple to install, all aluminum. Operates 30 minutes to two hours for 10c. Takes up to six dimes at once. Sturdy, compact, guaranteed! Just the timer unit for your machine.

Day, immediate delivery.

**GLO-DIAL**  
CLOCK COMPANY  
922 W. 23RD ST.  
LOS ANGELES 7, CALIFORNIA



## PHONOGRAPH AND PIN BALL ROUTE FOR SALE

48 Phonographs, 15 Pin Balls, parts and pick-up Truck. One fourth new equipment. Ill health forces me out. Would consider selling half interest to someone who could handle route.

**CLARENCE BEVANS**  
BROOKFIELD, MO. Phone 853 or 848

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## America's Pioneer Coin Radio

There's A TRADIO Distributor IN YOUR AREA



**TRADIO, Inc.**  
ASBURY PARK  
NEW JERSEY  
Phone  
Asbury Park 2-7447-8-9

## Make MORE Money with Radiotel

**The ADVANCED Coin-Operated Radio**

- RCA licensed . . . Underwriters approved
- Chassis especially engineered for coin-radio play
- Slug Rejector, with separate Return Coin chute
- Additional volume control inside chassis
- Tamper-proof tumbler locks, keyed to your pleasure
- GUARANTEED trouble-free operation
- GUARANTEED bonded delivery NOW

Write... wire... phone... for details to Dept. B  
**PROFITABLE DISTRIBUTORSHIPS AVAILABLE NOW**

**Above: New Console Model No. 1700**  
Fire - mar - alcohol resistant cabinet built by Howard Hughes Aircraft Co. Dark Mahogany. 6 tubes, AC - DC.

**Right: New Table Model No. 1330**  
Rich Walnut. 5 tubes, straight AC. Surpasses all legal radio standards.



**National Coin Radiotel Company**  
4487 Beverly Blvd. Los Angeles 4, Calif.

## COINMEN YOU KNOW

**Kansas City:**  
*(Continued from page 114)*

back from a trip to his wheat farms in Western Kansas, and he reports that the golden grain looks beautiful this year, especially at \$2.10 per bushel. He and J. D. Harrington, who just returned from vacationing in Colorado, expect to go to Chicago soon to display their 200-bottle vender, which is scheduled to go into full factory production early next year.

Carl Bernitz, of Bernitz Manufacturing and Machine Works, which makes the Roulette vender, just got delivery on a new five-passenger Cessna last week. Now, he's looking for a chance to give it a good tryout. He has 1,200 hours in the air as pilot, and he uses the plane to make service and business calls thruout the country.

## STANDARD METAL TYPERS

**NEW AND USED MACHINES**



**MACHINE PARTS AND SUPPLIES**

**EXPERT REPAIR SERVICE**

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**FINEST QUALITY METAL TYPER DISCS**  
Priced from **\$7.50** Per 1,000

**LUMIFRAME LIGHT-UP TOP SIGNS**

**NEW COLORED DISCS**  
NOW AVAILABLE  
Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.



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4333 DUNCAN AVE., ST. LOUIS 10, MO.

**MILLS GOLDEN FALLS BELL**  
Rebuilt by Abco. Looks like new, works like new. Mechanism completely overhauled. Brand new Golden Falls Cabinet. Automatic Load.  
5¢ . . . \$145  
10¢ . . . 155  
25¢ . . . 165  
Hand Load  
5¢ . . . \$165  
10¢ . . . 175  
25¢ . . . 185

**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**  
**\$85.00 Ea.**



Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

**NEW SLOTS FOR IMMEDIATE DELIVERY**

**PACE**  
5¢ . . . . . \$245.00 | 10¢ . . . . . \$255.00  
25¢ . . . . . \$265.00  
Write for Quantity Prices.

1/3 DEPOSIT—BAL. C.O.D.—F.O.B. CHICAGO  
WRITE FOR FREE CATALOG!  
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!  
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

**Abco Novelty Co.**  
823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

**GET READY NOW FOR FALL!**

**IMMEDIATE DELIVERY**

CHICAGO COIN'S "GOLD BALL"  
EXHIBIT'S "MAM'SELLE"  
GOTTLIEB'S "MARJORIE"  
WILLIAMS' "FLAMINGO"

GENCO'S "HONEY"  
KEENEY'S "CLICK"  
UNITED'S "HAWAII"

**COMPARE OUR PRICES**  
**YOUR BEST BUY'S FROM TRIMOUNT**

# TRIMOUNT

COIN MACHINE CO.  
40 WALTHAM ST. BOSTON 18, MASS. PHONE 518-8441

**\$19.50 EACH**

Major '41	Knockout	Invasion	Big Chief	Dixie	Big Parade
Bosco	Landslide	Major '42	Bubbles	Capt. Kidd	5-10-20
Venus	Tail Gunner	Double Play	Kismet	Sea Raider	Sky Blazer
Formation	Double Play	Victory	Gun Club	Sunbeam	Mustang
Hi Hat	Fox Hunt	Velvet	Do Ra Mi	Argentine	West Wind
Stratoliner	Production	4 Diamonds	Snappy		

**LEHIGH SPECIALTY CO.**  
1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

Gordon Bahl, manager of the RCA Victor Distributing Company here, is just back from a vacation trip thru Canada, Minnesota and the Black Hills of South Dakota. . . . New city salesman at RCA is Richard Ware. . . . Nancy Gross, receptionist who also handles record accounts for juke operators, is recuperating from an appendectomy at St. Joseph's Hospital.

Fred Johnson, president of SelectiVend Corporation, makers of Dr. Pepper bottle venders, is back battling the materials bottlenecks again after a swing around the country to the West Coast. He was calling on bottlers from here to California and back thru Texas, and he reports that conditions in the soft drink industry appear to be just about the same thruout the country, with the vending end of the business growing just as fast as equipment becomes available.

Louis Fanara and Charles Carrola are rounding out their eighth year as partners in the State Amusement Company, music and pinball operation, and Fanara says he is looking for a healthy upturn in the business this fall with the return of cool weather.

Alex Izzard, new head of the Vendo Company's coin changer department, reports that production on the changers is "pretty good" in spite of the continuing steel shortage. . . . Joe Knapp, of Knapway Devices, Inc., reports that experimental work is going forward on his coffee vender. . . . Francis H. Allen, head of Automatic Canteen of Kansas City, who was building himself quite a reputation as a cross-country traveler, has been sticking pretty close to the plant this summer, apparently kept busy by the soft drink demand that has gone along with the record heat wave.

D. M. Kitterman, president of National Products Company, which is developing a bottle vender, is due back from Arizona September 8 with a new bride. He is marrying Miss Mamie Perkins, of Kansas City, in a ceremony scheduled for September 4 in Arizona. During his absence, W. H. Prelogar, purchasing agent and plastics production manager, is in charge of the plant out on Wilson Avenue.

Henry Siler, who heads Silent Company, one of Kansas City's best cigarette-candy-gum operations, is quite pleased with his firm's new quarters on Prospect. His two sons, Henry Jr. and Francis William, both back from the service, are now taking a big hand in the business, which Siler reports is expanding just as fast as he can get new equipment.

## Buy From DEVICES



Columbia Brand New Twin Jack-Pot Bell  
5¢-10¢-25¢ . . . . . Write

**10-Day Trial, Money Back Guarantee**

**Kicker and Catcher Counter Model**  
1¢ Model . . . \$37.50  
5¢ Model . . . 41.25

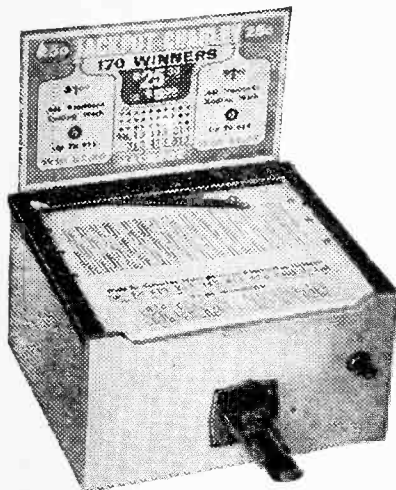
**DEVICES NOVELTY SALES CO.**  
457 N. Milwaukee Ave., Chicago 10, Ill.

## NEED THE RO OUT THEY

HAVANA	\$165.00
SUPERLINER	129.50
SUPERSCORE	149.50
SEA BREEZE	129.50
CANTEEN	59.50
LAURA	39.50
FLAT TOP	29.50
MILLS VEST POCKET BELLS. EA.	29.50

**Frank Swartz Sales Co.**  
50 other games at \$20.00 each; good buys.  
515-A FOURTH AVENUE SO.  
NASHVILLE 10, TENN.  
Phone: 4-8571

**OUR THIRD GREAT SEASON**



**COIN-OPERATED AUTOMATIC SALES BOARDS**

Deals of all kinds  
Write for particulars

**R. C. WALTERS MFG. CO.**  
4201 NORFOLK ST. LOUIS 10, MO.

**CLOSING OUT 1,000 GOLDEN FALLS CABINETS COMPLETE**

Will fit any type Mills Escalator Machine

AVAILABLE:—  
**HAND LOAD OR RESERVE TYPE**

WIRE OR PHONE COLLECT

FOR SPECIAL QUANTITY PRICE

**American Amusement Co.**  
8 E. Grand Ave. Chicago 11, Ill.  
Phone: Whitehall 4370  
Buy "AMERICAN" and you buy the "FINEST"

Act quickly

**AMI TELEPHONE HOSTESS MUSIC**

of 10 and more—like new. Reconditioned.  
Phone or Write for Real Low Price  
**RUNYON SALES CO.**  
123 W. Runyon Street Newark 8, N. J.  
Bigelow 3-8777

**FOR SALE**

- 1 Three Way Keeney Bonus Super Bell, 5-5-25 .....\$950.00
- 4 Bally Draw Bells ..... 265.
- 1 Two Way Keeney Bonus Super Bell, F.P., Comb. 5-25 .....

Equipment used only from two weeks. We invite you to look them over.

**CAPE FEAR MUSIC CO.**  
BOX 1567 WILMINGTON, N. C.

**Portland, Ore.:**

(Continued from page 114)

M. S. Wolf Company, still maintains an interest in the program, keeping a watchful eye on need for servicing and repairs.

Arnold Caplan, head of the vending division of the A & B Candy Company, reports a favorable response among the vending trade to The Billboard's recent articles pointing out damage to the industry from neglected vending machines. Caplan says operators are becoming more sensitive to their responsibilities in maintaining public good will.

D. A. Estey, head of D. A. Estey & Company, vending operating firm, reports that the Midwest and South appear to benefit somewhat from closer proximity to source of supplies. Estey commented upon his return from a month tour. After attending the National Junior Golf Tournament at Peoria, Ill., where his son, Richard, was an Oregon entry, Estey visited New Orleans, Birmingham and Milwaukee to look over vending operation practices. Son Richard reached quarter-finals in the tournament.

H. D. Leffingwell, manager of the Canteen Company of Oregon, has returned from a three-week visit to Denver, Colorado Springs and Yellowstone Park. Says business locally is as good as short supply and equipment conditions permit.

**Detroit:**

(Continued from page 114)

Lipin and Jack Parr to run the business here. . . . Gerhard (Gay) Wobermin, head of Gay-Coin Distributors, is returning from his vacation in parts unknown. . . . C. R. (Reg) Armstrong is setting up a model record department at Buhl Son's Company, new distributors for Columbia.

Morris Goldman, Mr. and Mrs. Louis Fisher, Roy Clason and Irving Berkman attended the annual Cleveland operators' picnic. . . . Paul and Peter Ghinetti and John Krotzge, of Lansing, are forming the new firm of Automatic Service, Inc., with a capitalization of \$50,000 to deal in vending machines. . . . James M. Dunn is starting a music route of his own on the East Side under the name of the Dunn Music Company.

**Twin Cities:**

(Continued from page 114)

tours includes, from Minnesota: Milo Whisman, of Hibbing; Stanley Woznak, Little Falls; Oscar Hockrein, Long Prairie; Joe Webber, Blue Earth; Coefield, Annandale; Hank Krue-Fairfax; Lloyd Labrie, Northome; Al Magers, Grand Rapids; Harold Peterson, Bethel; Bruce Ruffing, Wells.

From other States were Glenn Rackliff, Superior, Wis.; Phil Smith, Fargo, N. D.; Fred F. Fixel, Pembina, N. D.; Roy Foster, Sioux Falls, S. D.; Harold Havenor, Eleva, Wis.; Charles Leach, Rapid City, S. D.; Harold Scott, Moberge, S. D., and Milton Cayo and Carl Andrewjeski, Chippewa Falls, Wis.

Archie LaBeau, of LaBeau Novelty Company, has taken advantage of State fair week to run a Rock-Ola service school for servicemen and operators. Jack Barabash, of Chicago, is in charge of the school and the first four days drew an attendance of nearly 100 coinmen. . . . Herman Paster, of Mayflower Novelty Company, was due back at his desk this week following a business trip to Milwaukee, Detroit and other Eastern points.

Jonas Bessler, of Hy-G Music Company, is on a trip to Northern Minnesota and Canada. . . . Busy installing new phonographs in their various locations are Amos Heilicher and Jim Karusis, Minneapolis operators. . . . Oscar Truppman, of Bush Distributing Company, reports that arcades the State fair are doing a tremendous business.

LOOK

LOOK

LOOK

**F. & W. AMUSEMENT CO.**

**AMUSEMENT EQUIPMENT DISTRIBUTOR**

Has the following to offer in new and used equipment: Cenco's Advance Rolls and Honey, Chicago Coin's latest Gold Ball, also Basket Ball Champ and Play Boy, Williams' Flamingo, United's latest—Hawaii, also Mexicos. Special price on a few Havanas, new, and in original crates at \$179.50. New Goatees, ask for prices.

**CLEANED USED EQUIPMENT READY FOR LOCATION**

CHALLENGER .....	\$ 30.00	STATE FAIR .....	\$109.50
ARIZONA .....	69.50	SPELLBOUND .....	114.50
TRADE WINDS .....	69.50	AMBER .....	114.50
FRISCO .....	69.50	SHOW GIRL .....	124.50
GRAND CANYON .....	69.50	SUPER SCORE .....	129.50
SUPERLINER .....	99.50	DYNAMITE .....	139.50
BAFFLE CARD .....	99.50	LIGHTNING .....	149.50
FAST BALL .....	99.50	KILROY .....	149.50
STEP-UP .....	99.50	HAVANAS .....	159.50
STAGE DOOR CANTEN .....	49.50		

These games are ready to start making you money when they arrive. We are also first with the latest new equipment and would like to quote you prices on any of your requirements, large or small. We have two locations to supply you from. Phone, wire or write.

1/3 Deposit with all orders, balance C. O. D. Prompt service.

**Fred Burks (Owner)**

**Walter Phillips (Bkpr.)**

**F. & W. AMUSEMENT CO.**  
411 HENLEY ST. KNOXVILLE, TENN.  
Phone: No. 2-5623

**F. & W. AMUSEMENT CO.**  
205 BROADWAY COOKEVILLE, TENN.  
Phone: No. 125

**THE DOWNEY-JOHNSON COIN COUNTER**



217.50  
F. O. B. Chicago

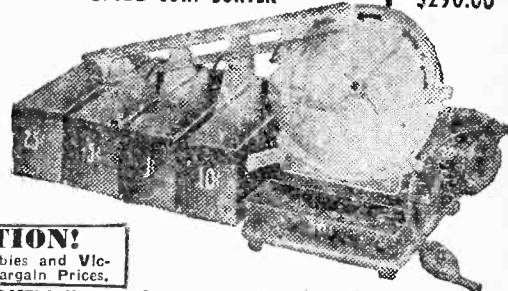
OUR COIN SORTER AND COIN COUNTER ARE BOTH UNCONDITIONALLY GUARANTEED FOR 1 YEAR.

Free Circulars Upon Request

WE HAVE ALL THE LATEST BRAND NEW GAMES WRITE FOR PRICES

OUR RECONDITIONED MACHINES ARE UP TO A HIGH STANDARD, NOT DOWN TO A PRICE. SEND FOR LIST.

GLOBE COIN SORTER \$290.00



**ATTENTION!**  
Bally Victory Derbies and Victory Specials at Bargain Prices.

DISTRIBUTORS, SEND FOR FULL PARTICULARS  
TERMS: 1/3 DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT.  
CHARLES (JIMMY) JOHNSON—VINCE MURPHY

**GLOBE DISTRIBUTING CO.**  
1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. ARM. 0780

**NEW GAMES**

- IMMEDIATE DELIVERY  
HONEY  
MARJORIE  
SHOOTING STARS  
HAVANA  
LIGHTNING  
MEXICO  
CARNIVAL  
RANGER  
BALLYHOO

MARVELS & MERCURYS  
Equipped With Special Time Clocks  
WRITE FOR PRICES

MARVEL'S 'POP-UP'  
WRITE FOR SPECIAL PRICES

- SLOTS  
1 Mills Brown Ham-merloid, 5c .....\$175.00  
1 Mills Brown Ham-merloid, 10c ..... 180.00  
1 Mills Brown Ham-merloid, 25c ..... 195.00  
1 Mills Chrome, 5c ..... 150.00

SEND FOR OUR CLOSEOUT PRICE LIST

ANY 3 FOR \$125.00!

- ARGENTINE  
BOLAWAY  
DEFENSE  
5-10-20  
GUN CLUB  
SEVEN UP  
SHOW BOAT  
SPOT POOL  
STAR ATTRACTION  
TEN SPOT  
VICTORY

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

**Mid-State Co.** 2369 MILWAUKEE AVE., CHICAGO 47, ILL.  
Phone: Everglade 2545

**FOR SALE**

Complete coin machine operation, established over 20 years, consisting of following equipment, all on location: (1) 100 post-war Pins (2) 50 Jukes—50% new Seeburg and Rock-Ola. (3) 100 Slots in private clubs. (4) 15 new Consoles. (5) 12 operating board accts. This, plus all parts and supplies and considerable first-class equipment in stock. 60x60 two-story building with additional income and two service trucks. Gross to operator per year, \$150,000. This route located in Central Midwest area. Book will substantiate the facts. Price \$175,000, with 2/3 down, balance will finance.

BOX D-107

THE BILLBOARD

CINCINNATI 22, O.

**IF YOU ARE NOT TOO BUSY TO SAVE MONEY, THEN READ THIS AD!**

All of the following five ball free play games are in tip-top shape, rails scraped and ready to be placed on location

**PRE-WAR GAMES**

Big Parade.....@ \$30.00	Flat Top.....@ \$40.00
Opportunity.....@ 39.50	Shangri-La.....@ 35.00
Keep 'Em Flying.....@ 30.00	Streamliner.....@ 40.00
Hi-Hat.....@ 30.00	Sun Valley.....@ 40.00
Grand Canyon.....@ 40.00	Sky Chief.....@ 30.00

**POST-WAR GAMES**

Vanities.....@ \$135.00	Rio.....@ \$159.50
Tornado.....@ 150.00	Midget Races.....@ 99.50
Spellbound.....@ 99.50	Miss America.....@ 140.00
Surf Queens.....@ 60.00	Maisie.....@ 165.00
Step-Up.....@ 119.50	Kilroy.....@ 149.50
State Fair.....@ 124.50	Havana.....@ 169.50
Superscore.....@ 130.00	Fast Ball.....@ 99.50
Superliner.....@ 109.50	Fiesta.....@ 125.00
Suspense.....@ 89.50	Cross Fire.....@ 169.50
Smoky.....@ 139.50	Big Hit (Single).....@ 69.50
Sea Breeze.....@ 119.50	Big League.....@ 89.50
Show Girl.....@ 139.50	Ranger.....@ 189.50
Rockets.....@ 149.50	

Kindly include one-third deposit in cash, cashier's check or money order. State method of shipment preferred. Wire! Write! Phone! Better still, visit our air-conditioned show room. Write for prices on all new games. We won't be undersold.

**MORRIS NOVELTY COMPANY, INC.**

3007-09 OLIVE ST. PHONE: FRANKLIN 0757 ST. LOUIS 3, MO.

**FILBEN  
MIRROCLE MUSIC**

THE ONLY 30-RECORD PHONO AVAILABLE

Rapid All-Purpose Equipment—Trouble Free

**NOW!** THE "BREAK" MUSIC OPERATORS HAVE ALWAYS WANTED! CUTS YOUR INVESTMENT IN NEW EQUIPMENT!

YOU CAN GET DELIVERY NOW!  
SEE UNITED COIN TODAY

WISCONSIN'S "ONE-STOP" DISTRIBUTORS  
HANDLING EVERYTHING IN MUSIC, GAMES,  
VENDERS AND ALL ALLIED EQUIPMENT

Wisconsin's Leading Distributors

**UNITED COIN MACHINE COMPANY**

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.



MAX BROWN

The Weather's Cooler and Our Prices Have Dropped Too

Look at these Terrific Fall Specials

We have all Pre-War Plastic Bumper games, perfectly reconditioned. Your Choice \$25.00 Each

Write for prices on all new pin games. All prices include free crating.

1/2 Dep., Bal. C. O. D., F. O. B. Phila., Pa.

Havana.....	\$139.50
Kilroy.....	129.50
Rio.....	139.50
Suspense.....	89.50
Step-Up.....	89.50
Fast Ball.....	89.50
Dynamite.....	79.50
Spellbound.....	79.50
Smarty.....	78.50
Surf Queen.....	59.50
Big League.....	59.50
Midget Racer.....	69.50

YOU'LL LIKE THE WAY WE DO BUSINESS

**Phila. COIN MACHINE EXCHANGE**

844 N. BROAD ST. — PHONE PO 5-4772 PHILA. 30, PA.

**RECORD REVIEWS**

(Continued from page 29)

**SHEBOLOU TRIO (Chord 640)**

What Is This Thing Called Love?—Instr. These Foolish Things—Instr.

Pianist Lou Stein displays a very melodic brand of jazz variation that may find some commercial listening, altho dinking is essentially aimed at jazz fans. Stein, backed by Shelly Manne's tubbing and Bob Carter's bass (all are members of Charley Venturo's sextet), does an up-tempo job on Love, while mating is in a slower mood. While variations are strictly in the be-bop metier, they don't wander too far from the theme to become an all-out jazz item. On basis of its first cutting, this three-some ranks as one of the finest coordinated rhythm sections on wax.

For the jazzophiles, with slight commercial interest also.

**TINY HILL (Mercury 6050)**

What's the Reason?—FT; VC. You'll Live To Regret It—FT; VC.

The behemoth band leader resurrects one of his old Okeh platter successes on the A side of this Mercury disk. Ditty is almost an exact replica of the original waxing, with Tiny singing out lustily with the shuffle band backing. Reverse is from the pen of his wife, Jenny Lou Carson, and while theme is a bit like the A side, ballad is more in the rustic groove.

A double-barreled item for locations that go for Tiny Hill.

**BILL SAMUELS (Mercury 8042)**

When I Close My Eyes—FT; VC. Where's My Baby?—FT; VC.

Bill Samuels gets much better backing on these sides than on his previous Mercury waxing, having dropped his trio for record dates and on this session being backed by Ram Ramirez's all-star quintet, highlighting Bill Coleman's trumpet. When I Close My Eyes is done in the slow, pulsating rhythm that seems to be making race hits, with Samuels giving it an all-out treatment that should sell. The flipover is in a faster groove, with intro of the platter a bit off because of bad pick-up of the rhythm section.

Fair interest here for race juke ops.

**THE ESQUIRE TRIO (United Artist 108)**

Ella—FT; VC. You're the Sunshine of My Heart—FT; VC.

With gals' names catching on as titles for current hits, Ella, latest ballad contender, is one of the weakest to appear in the competition. Lyrics are especially trite and second half of the disk is only part worthy of attention, for it's strictly instrumental and features the fine blend of the Esquire Trio's piano, bass and accordion. Mating is the stronger side, with Bob Hanna's firm piano lead standing out to make the record a worthy item. Diskery has made a deal with Coin Machine Industries on this waxing to contribute 8 cents of price of each of the waxings, which go to juke ops.

You're the Sunshine will sell this one.

**DINAH WASHINGTON (Mercury 8050)**

Mean and Evil Blues—FT; VC. Fool That I Am—FT; VC.

After a series of platters, in which Dinah Washington was miscast as a ballad and standard singer, Mercury comes up with a meaty two-sider for the ex-Hampton warbler. Mean and Evil Blues follows the lines of the successful Leonard Feather tunes, which la Washington cut for Keynote and which were recently reissued on Mercury. Lyrics are in an earthy race groove and gal seems inspired to her best lyric effort by fine support from a be-bop styled blues combo. The B side is the rising ballad, Fool That I Am, done in slower tempo, with Dinah proving

that she can apply the torch correctly when necessary.

Negro locations will clamor for this one.

**BUCK BASSEY'S ROYAL YORKERS (SBW 2344)**

In the Good Old Summertime—FT; VC. Summer Morning—FT; VC.

This new waxery whips up a just so-so combination of music and song for its first entry. The Royal Yorkers (organ, piano and drums) do an old-time impression on Summertime side, with the piano player making like a player piano behind George Ball's vocal. Reverse is a very weak tune, marred further by a corny intro, with Ball exchanging a couple of insipidly sweet lines that mean and add nothing to the waxing. Balance is bad on both sides, with drums coming thru too weakly, and record would be improved all around if some instrument, other than tubs, were added to the combo.

Little phono interest here.

**LEOPOLD STOKOWSKI (Victor 10-1310)**

Die Fledermaus—Parts I & II—W.

Leopold Stokowski, conducting the Hollywood Bowl Symphony Orchestra, gives a choice reading for his own symphonic transcription of Johann Strauss' waltz melodies from Die Fledermaus, taking both sides of the 10-inch track. Conducts the symphony with true Viennese lilt and abandon, and the recording captures the resonance and richness of the symphony orchestra.

For the home library.

**S. Doolin Back From Sanitation Meetings**

CHICAGO, Aug. 30.—National Confectioners' Association (NCA) Sanitation Director Gerald S. Doolin returned from a six week tour of Western states during which he conducted sanitation meetings and surveyed local sanitation officials. Doolin's tour is the forerunner of similar trips which he will make thruout sections of the country.

Doolin attended the first sanitation meeting in Denver during which 65 persons, representing manufacturers in that area, met. Chairman of the meet was John H. Jacobs, O. P. R. Confectionery Company, Denver. Second meeting was held in Salt City with officials of State and county attending. Chairman was Leon Sweet, Sweet Candy Company.

Third gathering was at Portland, Wash. At this joint meeting of confectionery representatives, State and local officials, J. C. Haley, Brown & Haley, was chairman. Attendance was 36. San Francisco was the scene of the fourth sanitation meeting. Kenneth L. White, NCA director, associated with Awful Fresh MacFarlane Company, directed the meet. Fifth an last meeting took place in Los Angeles July 21. Robert W. Kanee, Christopher Candy Company, was chairman. Attendance numbered 100 persons.

**Report Virginia Tourist Trade**

RICHMOND, Va., Aug. 5.—Chamber of Commerce reported increased tourist business in this year and predicts that after completion of a sanitation program, make tourist spots more attractive to visitors a further rise will be recorded. As illustration of the upped tourist trade, the chamber points out that 41 per cent more visitors came to Shenandoah National Park this June than same month last year. Tourist gains were also reported at other scenic attractions thruout the State.



# CMI Cancer Drive Gains In Momentum

## Several Firms Plan Aid

CHICAGO, Aug. 30. — Plans for special events highlighted this week's activities in the Coin Machine Industries, Inc., (CMI) drive to boost the Damon Runyon Memorial Fund for Cancer Research.

Louis Boasberg, New Orleans Novelty Company, New Orleans, has designated Wednesday (3) as Damon Runyon Cancer Fund day in his arcade there and that day's gross will go to the drive.

## Many Ops Plan Aid

Several operators have set aside a definite period during which a percentage of take will go to the fund drive. Puccio Novelty Company, Pittsburg, Calif., will donate 5 per cent of the gross during the week of August 24. Weaver Enterprises, La Fayette, Ind., will contribute 5 per cent of their gross during the September 1 week.

Two firms have announced plans for donation of 10 per cent of their gross during coming weeks. Stivers Novelty Company, Richmond, Ind., and I. W. Hudson, Mound City, Ill., will contribute 10 per cent of their gross during the September 1 week.

While, CMI public relations reported that they are being swamped with requests for location signs. To date 20,000 of these signs have been distributed to operators. An additional 20,000 more signs have been ordered as well as 100,000 smaller stickers reading: "Help Fight Cancer! This coin machine is working for Damon Runyon Cancer Fund sponsored by Coin Machine Industries, Inc."

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## Edelman Company Joins List of Firms At NAAMO School

DELICIOUS, Aug. 30. — Edelman Amusement Devices announces that it has made arrangements with F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO), to send a guest instructor and two of their Bang-A-Fifty bowling machines to the NAAMO sponsored coin machine Veteran Mechanic Training School now being held in the Manhattan Trades Center, New York City.

Dates for the instruction on the Edelman machine have not been confirmed as yet, firm officials state, but instruction probably will take place some time during the middle of September. Firm was told by Smith that it is the 18th coin machine manufacturer to join in the guest instructor program.

# Trade Directory

Following tabulation of trade reports received during the week of August 23 and August 30 is made for the convenience of the industry.

## New Machines

Automatically Yours (10c cigar vender). Strange-Sharenow, Military Park Building, 60 Park Place, Newark, N. J. (National distributors.)

Postage Stamp Vender. The Northwestern Corporation, 5 East Armstrong Street, Morris, Ill.

Gold Ball (pinball game). Chicago Coin Machine Company, 1725 Diversey Boulevard, Chicago 14.

Flamingo (pinball game). Williams Manufacturing Company, 161 West Huron Street, Chicago 10.

Marion Fortune - Telling Scale. Shaffer Music Company, 606 South High Street, Columbus 15, O. (National distributors.)

The Postmaster (stamp vender). Daval Products Corporation, 1512 North Fremont Street, Chicago 22.

The Pioneer De Luxe (5c hot nut vender). The Pioneer Corporation, 1115 Poplar Grove Street, Baltimore 16.

Mam'selle (pinball game). Exhibit Supply Company, 4222-30 West Lake Street, Chicago 24.

## Advance Hikes Bulk Vender Production

CHICAGO, Aug. 30.—Advance Machine Company, manufacturers of several types of stand and counter vending machines, is currently concentrating production on a new square base and globe universal bulk vender, E. C. Travis Jr., firm official, said this week.

New machine, which is being pushed because of the increased availability of ball gum, offers access to the coin box thru the front of the coin entrance and detector mechanism, which is hinged and acts as a door. Up-ending of the vender to remove coins is thus made unnecessary, Travis said. New machine is also manually adjustable to vend various size ball gums without jamming.

## Limit Pencil Venders

Firm's new model pencil venders, announced several months ago, are now in limited production but not available for general sale. Travis stated the entire current output is going to an Indiana pencil firm (which he would not name) which is acting as national distributor for the pencil machines. This firm plans to use all pencil venders received, for the time being, in high school and grammar school locations which it will service itself, Travis said. General sale of the pencil units is not expected to be possible until early 1948.

The Advance penny cigarette vender, manufactured from 1936 to 1940, may again be placed in production if demand for this type of machine is found to exist, Travis stated. The pre-war penny cigarette machine held 100 cigarettes and required a specially prepared package containing this number be placed in the unit. Such a package was made available by one or two leading cigarette manufacturers.

## Feature Drive-In Service

PASADENA, Calif., Aug. 30. — Drive-in cash and carry service is a new feature of The Hiddell Company, wholesale tobacco-candy-beverage dealer here. Firm offers prompt filling of telephone orders ready for pick-up upon arrival.

## Personnel Notices

Lee S. Jones has been named executive vice-president and director of sales of the P & S Machine Company, Chicago.

Joseph M. Stella has been appointed assistant manager of the phonograph division of Mills Industries, Inc., Chicago.

## New Firms

General Coin Products Corporation, Syracuse. (Electric cigarette vending machine manufacturing firm.)

## Address Changes

Vic Manhardt Company, Inc., 1705 West Clybourn, Milwaukee.

## Purchases

Bob Stein has purchased Peerless Vending Company, Philadelphia, from Joe Hirsch.

## Distributors Appointed

Bally Manufacturing Company, Chicago, has appointed the following firm as its regional distributor:

Chris Novelty Company, Baltimore, for Maryland, Delaware, Virginia and Pennsylvania.

Coradio Coin Operated Radio, New York, has appointed the following firms as its distributors:

Hestor Distributing Company, Buffalo, for Western New York and Northern Pennsylvania.

Plath & Athon, Madison, Wis., for Wisconsin, Minnesota and Upper Michigan.

Silent Sales Company, Washington, for Virginia and West Virginia.

Atlas Music Company, Des Moines, for Iowa, Nebraska and South Dakota.

## Top Business for Atomic Bomb City Vending Machines

OAK RIDGE, Tenn., Aug. 30. — Altho the population of this home of the atomic bomb has dwindled from a wartime peak of 80,000 to 25,000, two vending operators here are reaping a rich harvest of coins from their cigarette, candy, peanut and gum machines.

Because of the modern nature of this war-born city, vending machine operators see to it that their equipment is in keeping with the predominant tone. Alert service staffs pull in any defective machines immediately and see to it that they are returned to top working order.

Two companies operating here are Smoky Mountain Canteen Company and Canteen Food Service Company. Concessions are under Oak Ridge Welfare and Recreation Association.

Top locations here include government and town office buildings, dormitories, theaters and dance and recreation halls.

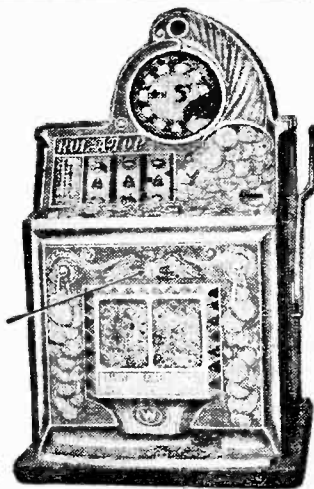
## Lily-Tulip Lists Earnings

CHICAGO, Aug. 30.—Lily-Tulip Corporation and subsidiaries has reported gross revenues for the six months ended June 30 totaled \$11,151,131. For the quarter ended June 30 gross earnings were \$5,657,290.

## Park Meters Yield \$100 Per Day in Oak Park, Ill.

OAK PARK, Ill., Aug. 30.—E. J. Glazell, comptroller of Oak Park, announced Monday (25) that the 331 parking meters here returned \$1,400 during their first 14 days of operation.

Commenting on the local innovation, Glazell said: "Because of the meters, which means limited parking, some 38,560 motorists parked, did their shopping and moved in a single day. Such movement without the meters would be impossible."



## 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

## MAKE US A REASONABLE OFFER

and we will ship any of the following games — all in A-1 condition:

- |                  |                 |
|------------------|-----------------|
| LIBERTY          | SHOWBOAT        |
| SHANGRI-LA       | ACTION          |
| VENUS            | G. I. JOE       |
| SPOT POOL        | SUNBEAM         |
| ARGENTINE        | MISS AMERICA    |
| ARTISTS & MODELS | FIVE-TEN-TWENTY |
| GLAMOUR GIRLS    | THUMBS UP       |
| GIRLS AHOY       | ATTENTION       |
| WORLD SERIES     | ZIG ZAG         |
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Remember — every machine has been reconditioned and certified by CALVERT'S 8-POINT INSPECTION SERVICE. Next to a new machine, a CALVERT reconditioned machine is best!

★ ONE BALLS ★

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- 5c BONUS BELL ..... \$395.00
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DOUBLE BARRELS  
In Original Crates \$75

Write for Special Prices on BRAND NEW ROCKETS.

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**SALESMAN WANTED!**

to cover Pittsburgh area for nationally known distributor of Pin Ball Games. Exclusive territory. Must have car and know all operators in territory. Drawing account against commissions. State experience and present employment. All replies confidential.

**BOX D-106**

c/o The Billboard, Cincinnati 22, O.

# See 1947 Peak Export Year; Foreign Juke Prices Down

(Continued from page 95)

the statistics. As exporters point out, however, it is difficult to get a true picture of Canadian juke box purchases, since many incomplete mechanisms are sent up to Canada for assembly and completion there.

**Brazil Pays Most**

Highest prices paid for music machines in the June export market was the shipment made to Brazil—a total of five juke boxes, with a value of \$4,751, or an average value per machine of \$950. Next highest was the single music machine shipped to Hong Kong, China—probably to the British colony there—for \$941. Both of these purchases were undoubtedly new music machines.

The average price paid for vending machines during June in the export market shows that foreign buyers are taking more new equipment than they formerly did. Highest priced vending units went to Curacao, where buyers took three venders valued at a total of \$937, or an average price of \$312 per vender. Lowest priced vending units went to Canada which paid an average price of \$120 for 165 venders.

Prior to the war, most of the venders shipped abroad were penny bulk machines, which meant that the pre-war and the early post-war vending export business actually amounted to very little in the way of dollar volume. Most observers of

the export market believe that the potential market is greatly limited, since many countries—excluding Mexico and Canada—have yet to acquire a taste for soft drinks and confections and many more lack facilities for producing these supplies in any quantity. Eventually, vending exporters believe that the Latin-American countries, with Canada and Mexico, will provide a steady market for major types of vending machines.

**Game Price Up**

During June, commerce department figures show, the amusement games exported went for the highest prices since the end of the war. The average price of games exported during that month was \$143, as compared to \$80 the previous month.

Highest priced games went to Korea, where some unknown buyer paid an average price of \$366 for nine amusement machines. In total dollar value, Canada led all other games buyers. Mexico—which many believe will become a major games market within a short period of time—ran behind three other countries, Korea, Panama and the Canal Zone, as an importer of games.

Since the commerce department has started to lump all small purchasers of coin machines into a group labeled "Other Countries," it is impossible to tell how many nations bought equipment during June. The smallest totals, and the lowest average price, prevails in these countries, where, for instance, the average price paid for 365 amusement games was only \$18.

## NAAMO GRADUATION

(Continued from page 96)

is still going ahead full blast, Smith states. Carl Trippe, of Ideal Novelty Company, St. Louis, writes that he is sending two Mills studio phonographs to the school. He has already sent a Keeny Submarine and two Bally Bull Guns. Coinmen from almost all parts of the country have been sending machines.

Aim of the drive for coin machines is to give the vets experience in repairing used coin machines of all types and to award each vet a \$100 check upon graduation from the sale of the machines—after they have been repaired—by a special NAAMO committee. Any extra revenue obtained from the sale of the machines will be used for the second group of vets who start receiving instruction the middle of November.

Any coinman who wishes to donate any type of coin-operated machine to the vets should send it direct to the Manhattan Trades Center, 45 Rivington Street, New York, care of A. P. Henry, senior instructor, according to Smith.

## N. Y. ASSNS. COMBINE

(Continued from page 95)

in the coin machine field in the area and has now reopened his office after dropping it to accept a coin machine distributorship, was named legal counsel. Blatt is the brother of Willy (Napoleon) Blatt, now in Miami.

**Other Officials**

Other officials elected at the meeting were: Lou Rosenberg, vice-president; Alex Koenigsberg, secretary; Sol Wohlman, financial secretary; Lucky Skolnik, treasurer, and Norman Goldberg, sergeant at arms. Named to the board of directors with Hirsch were: Irving Weiner, Murray Lax, Barp Hartnett, Phil Kurtz, Sol Tabb and Milton Green. First official meeting of the new officers has been tentatively set for September 11, in the Capitol Hotel, starting at 8 p.m.

## Metal Magazine Says Steel Shortage Will Continue for Months

NEW YORK, Aug. 30.—Commenting on the steel situation last week the national metal-working weekly, *The Iron Age*, stated that the industry is straining to maintain top production the steel shortage, measured against consumer demand, is expected to continue for "months to come."

Publication's prediction was based on the fact that backlogs at most steel firms are greater now than a few months ago and that shortage of scrap, scarcity of pig iron and needed mechanical repairs to steel mill equipment are continuously cropping up. As an indication of the boomerang effect of the steel situation, the publication cited: "One major railroad this week has only four days' supply of coal for its entire system—due to coal car shortage and not a coal shortage."

Article went on to state that during the past week the nation's steel mills operated at 93.5 per cent of capacity. Reason that mills failed to get production above 95 per cent of capacity was the lack of sufficient scrap and pig iron to "more actively engage available capacity."

## New Product for Coin Machine Ops

NEW YORK, Aug. 30.—A campaign to sell an automatic deodorizer called The Conditionaire to coin machine operators for use in taverns, restaurants, filling stations and industrial plants is now being started by Paywin Industries.

A sizable portion of the millions of dollars spent annually for rest room maintenance is spent for chemical deodorants to keep them free from disagreeable odors, it was pointed out. The Conditionaire and its refill blocks are manufactured by Trojan Laboratories in Chicago. Paywin is the national distributor.

## Minn. Attorney Gen. Says Free Play Pins Legal

(Continued from page 96)

be tried in Criminal Court and not in a court of equity. The Supreme Court probably will hear the case during its fall term.

"It would appear," continued Burnquist to Broady, "that there is considerable doubt as to whether a free play constitutes as a matter of law a thing of value within the meaning of our lottery and gambling statutes.

**Asks Clear Ruling**

"The Legislature of our State should, by legislation, indicate clearly whether it intended such free replays as those here in question to be considered 'things of value' within the meaning of our lottery and gambling laws. If the Legislature had intended the right to a 'free play' to be construed to be property or a thing of value within the meaning of our lottery and gambling laws, that body should have said so in clear terms.

"Every person is entitled to have a statute sufficiently explicit to enable him to determine the reading thereof whether an act that he contemplates constitutes a crime."

Burnquist declared that, "If the meaning of a criminal statute is not so clear that reasonable minds agree as to its application to some particular act, the statute must be construed, under general legal principles, as not prohibiting that act.

"Reading all of our gambling statutes together requires the conclusion that the Legislature intends that a free replay shall not be deemed to be a thing of value within the meaning of the gambling laws," Burnquist concluded. If it is not a thing of value, within the meaning of our gambling statutes, it should not be construed as property under our lottery law."

The St. Paul situation was tated several months ago by request of Public Safety sioner Gus Barfuss, Ramsey Attorney James Lynch r free replay pin games are devices within the meaning c statute.

## Liquor Sales Drop Heralds Biz Tr

WASHINGTON, Aug. 30.—Inclination that the general trend of business is downward was given by recently released figures showing that the apparent consumption of distilled spirits for all States during the first half of 1947 took a 32.6 per cent drop from figures for the corresponding 1946 period.

Facts released showed:

Apparent consumption of distilled spirits in all States for the first half of 1947 amounted to 77,532,458 gallons.

January-June consumption in license States was down 38.4 per cent from 1946.

January-June consumption in monopoly States (where all sales are thru State liquor stores) was off 13.8 per cent as compared to last year.

Gallage consumption in license States for June was 7,712,017 gallons, a 46.4 per cent decrease from June, 1946.

Gallage consumption in monopoly States for June was 3,679,705 gallons; off 11.7 per cent from the same month a year ago.

Liquor industry spokesmen said that the difference between the drop in license and monopoly States indicates that a substantial percentage of sales in license States are being made from inventories and not from current purchases.

### Press, Radio Stress Growing Importance Of Vender Business

NEW YORK, Aug. 30.—A growing interest in vending machines as a subject for the careers throughout the country, is fostered by an increased activity campaign in newspapers and the radio. The *Superman* comic strip, distributed by the McClure News Syndicate, on August 24 started a new sequence in which the title character is called upon to assist ex-GI's in developing a frankfurter vending machine which they were supposed to have invented while in the army. The fact that *Superman* writers have been attempting to help former members of the armed forces get started in peacetime endeavor, makes this sequence in the Sunday strips both promotional and entertaining.

A report on newspaper and radio response by officials of the Telecoin Corporation indicates that the nationwide publicity of their Caravan continued several weeks after the tour ended, and is stronger now than when the Caravan was touring the country.

#### Wire Service Coverage

The country's three major news services, Associated Press (AP), United Press (UP) and the International News Service (INS) all carried lengthy follow-ups of the Caravan in the past few days, while radio coverage during the tour was one of the heaviest ever reported by a coin machine company.

An example of the publicity is the following from Jack Rutledge's AP column:

"Back in the pre-atomic era when life was simple and business was done over the counter, such machines were confined to uncomplicated gets in which you dropped a penny and got a handful of peanuts or maybe a stick of chewing gum.

"The picture has changed drastically. Coin machines now dispense cigarettes, music, razor blades, sandwiches, cold drinks, pie and countless other articles.

"Future machines may make these seem as simple as the peanut gadget. A hint to what you may expect was given by the Telecoin Corporation of New York which put on a demonstration in Dallas.

"They've got machines now that even do the weekly wash! . . . Work that used to take one or maybe two full days is now completed in about 90 minutes. Do housewives like the idea? Well, these Launderettes are spreading like wildfire."

#### Syndicated Stories

Walter W. Nichols, writing for a 500 word story on the Telecoinizer, which was sent out to the wire service, while Melvin S. Rifkin, INS, wrote a story covering all machines in the Caravan for his syndicate. Alice Hughes, who writes a column for the King Features syndicate, did a special column recently on the coin-operated laundries and the various other machines that appeal especially to women.

Radio publicity following the Caravan has also continued. Ed and Helen Fitzgerald, heard locally over a show on the Tele Quiz-

ney, heard over WHK, did a show on the coin-operated machines; Mrs. Jack Rutledge, AP writer, made broadcasts over station WLAS, while the other out-

casts and in near-by. Fort Worth the Caravan. All five news in Atlanta featured

casts, with Maggie Dastover over WBGE, drawing interest as the program featuring time-saving devices destined for the housewives. Local radio spot announcements then followed up with

after the Caravan had

## Give Details of Roberts, Idaho, New Bell Machine Ordinance

BOISE, Idaho, Aug. 30.—Coinmen throughout the Midwest and Northwest who have been wondering about the net results of Idaho's enabling act—which permits local governments to legalize and license bell machine operations—have at least one village ordinance to examine. On March 11, this year, the Idaho Legislature passed House Bill No. 43, permitting local governments to draw up such ordinances, and one of the first such ordinances to be approved and released affects bell machine operations in the village of Roberts, Idaho.

The Roberts ordinance provides that all persons or organizations who wish to operate bell machines first pay an application fee of \$500 which is later applied, if the application is approved, toward the gross license fee of \$500 per year. Licenses are to be pro-rated and may be transferred with the village officials' permission.

Complete text of the ordinance as released by Roberts village officials is printed below:

An ordinance providing for the licensing by the village of Roberts, Idaho, of coin-operated amusement devices as defined by House Bill No. 43 passed by the Legislature of the State of Idaho at the 29th session and approved by the governor of the State of Idaho on March 11, 1947; providing limitations on licenses; providing the license fees to be paid on each such machine or device and the apportionment and payment of the portion thereof to the State of Idaho and Jefferson County as provided by said House Bill No. 43; providing regulations and controls for the operation of said devices and licensing the same; providing the form of license or stamp to be obtained and displayed thereof and for cancellation thereof; providing for the pro rating of license fees for the calendar year; providing penalties for violation of this ordinance; providing for the revocation of licenses and for notice of hearing preceding such revocations; providing a saving clause, and repealing all ordinances or parts of ordinances in conflict herewith.

Be it enacted by the board of the village of Roberts, Jefferson County, Idaho:

Section 1. For the purpose of this ordinance the following definitions shall apply in the interpretation of the provisions of this ordinance:

(a) A "coin-operated amusement device" is a machine or mechanical device into which may be inserted any piece of money or other object and from which as a result of such insertion and the application of physical or mechanical force may issue wholly upon any chance of uncertain or contingent event any piece or pieces of money, or any check, memorandum, or other tangible evidence calling for money or property, or which check, memorandum, or other tangible evidence, is after issuance, actually redeemed in money or exchanged for money or property by any person whatsoever; which device is defined as and hereby declared to be gaming but not lottery.

(b) For the purpose of this act any machine having multiple combinations for coin denominations that can be operated by the insertion, in separate slots, or different coin denominations each such slot shall be deemed a separate machine and device and shall be required to pay the license fee hereinafter prescribed for each device.

(c) The word "person" includes an individual person, partnership, corporation or association.

Section 2. It shall be unlawful for any person, firm, partnership, corporation or association to possess, lease, rent, license or permit the use of or control, place, maintain, or to permit the operation of, upon any premises or at any place location or build-

ing in the village of Roberts, any coin-operated amusement device, unless and until such coin-operated amusement device shall be licensed by Roberts, Idaho, as hereinafter provided; and it shall be unlawful to permit any person under the age of 20 years to play a coin-operated amusement device, or to operate or permit the operation of such device in any public place where persons under 20 years of age would have access thereto.

Section 3. Before any such coin-operated amusement device may be operated within the village, an application for a license for each such device or devices, shall be filed with the village clerk of the village of Roberts on an application form provided by the village. Said application for shall provide, among other things, the following information: The name of the applicant, the name of the place and the location where it is proposed such coin-operated device is or devices are, to be operated; the number of such devices and the make, serial number, type and coin denomination of each machine desired to be operated by the applicant at such location; such application shall be signed and verified by the applicant, or if the application is made by a partnership, then by one of the partners, or is by a corporation or association, then by an officer of such corporation or association.

Such application, accompanied by (See Give Details on page 129)

### Remove Two-Hour Meters

GEORGETOWN, Ky., Aug. 30.—Because city council felt "there were too many meters already," 64 two-hour meters have been removed here after a six-month trial period, according to Mayor A. P. Prather. The mayor said the removal of the devices left the city with 150 meters, each permitting an hour's parking.

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ROLL  
SLIGHTLY USED  
RECONDITIONED  
AND  
REFINISHED  
LIKE NEW,  
\$275.00 ea.  
WRITE  
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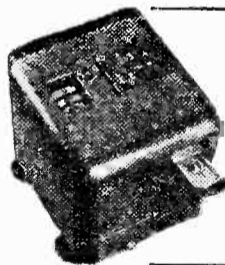
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*America's Bell Machine Center*

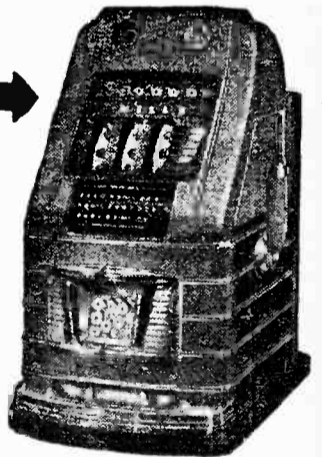
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**MILLS SENSATIONAL  
JEWEL BELL**

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**BRAND NEW  
MILLS  
VEST POCKET  
BELL  
\$65.00**



Exclusive Distributor for Mills Slots and Phonographs



**BRAND NEW MILLS  
5c Q. T. . . . . \$115.00**

#### SPECIAL SLOT TOOL KIT

9 Essential Tools for Servicing Your Bell Machine Equipment. Complete Set, only . . . . .

**\$14.95**

New Steel Box Stands for Slots . . . . . **\$22.50**

New Heavy Steel Double Revolv-A-Round Safes **\$174.25**

New Heavy Steel Triple Revolv-A-Round Safes **\$262.00**

#### RECONDITIONED CONSOLES

Mills Jumbo Late Head, P.O. . . . . \$ 69.50  
Maybell, 3/5c-1/25c Chutes . . . . . 100.00  
Evans Black Cab. Galloping Dominoes . . . . . 59.50  
Bally Club Bell . . . . . 99.50  
Evans '41 Bang Tail, J.P. . . . . 129.50  
Pace Twin Reels, 5¢/25¢ . . . . . 89.50  
Pace Twin Reels, 5¢/10¢ . . . . . 89.50  
Jenn. Silver Moon, Tot., F.P. . . . . 79.50

#### RECONDITIONED PHONOGRAPHS

Mills Throne . . . . . \$189.50  
Rock-Ola Super . . . . . 225.00  
Rock-Ola Master . . . . . 215.00  
Rock-Ola Commando . . . . . 199.50

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Your old machine plus \$25.00 will bring immediate delivery on the NEW IMPROVED, LARGER

**ACE COIN COUNTER**

This Offer Good for 60 Days  
Send in your old model Ace Coin Counter prepaid and we will send a new model C. O. D.

**ACE COIN COUNTING MACHINE CO.**  
3715 N. Southport CHICAGO

## Review '47 State Legislation Affecting Coin Machine Trade

CHICAGO, Aug. 30.—A recap of legislative activity this year (only Alabama is still reporting activity of interest to the industry) discloses how many State law-making bodies turned to enabling measures, permitting cities and counties to impose levies of their own on certain types of business.

When the legislatures first began to convene, it became apparent that one of their principal headaches would be the problem of furnishing financial support to the cities. As a result of pressure from municipal governments, the legislatures passed many an act designed to allocate a certain portion of State tax receipts to local city governments. But more im-

portant to the industry were the enabling acts.

### N. Y. Law Crucial

From the industry's point of view, the most drastic, and the most crippling, enabling measure passed during the recent legislative sessions was New York's law which permits counties to levy certain taxes. All counties in New York State, except for those in which New York City is located, are now permitted to impose a \$10 tax on automatic merchandising machines, a use tax on trucks and motor vehicles, a 2 per cent retail sales or use tax, a 3 per cent tax on luxury restaurants and a tax not to exceed 25 per cent of the State's existing tax on retail liquor licenses.

Automatic merchandising trade leaders took issue with the New York measure, pointing out that it was discriminatory and confiscatory. But in spite of their arguments the enabling act passed.

In Illinois, the legislature authorized city governments to impose a retail sales tax not to exceed one half of 1 per cent of gross receipts. Before any city in Illinois can impose such a tax, the proposed ordinance must be submitted to the vote of approval in the particular city to be affected.

### Propose Levy on Profits

In Minnesota, the legislature proposed and passed a measure which would levy a 1 per cent tax in Minneapolis on earned profits from businesses, and the same tax on profits from wages and salaries. When the measure was put up for vote on a referendum, it was rejected.

Oklahoma likewise granted cities the authority to place a 1 per cent consumers' sales tax, but cities who wish to collect such a tax must first demonstrate that they have undergone a major catastrophe. New Jersey passed an act which allows seaside and summer resort cities on the Atlantic to enact a 3 per cent selective sales tax.

Pennsylvania's recent legislative session empowered all local governments, except first class cities and first class school districts, to assess any taxes which the State has the power to tax but does not already tax. (This could, conceivably, have a great effect on the industry.) West Virginia likewise empowered local governments to impose an annual privilege tax on business and occupations which the States also taxes.

### NCA Council Assists Candy Company in P-R Activities

CHICAGO, Aug. 30.—Council on Candy of the National Confectioners' Association (NCA) is assisting the Homer J. Williamson, Inc., candy firm in Indianapolis in presenting educational and nutritional information about candy before the public.

Williamson firm, in currently carrying on a visitor program at its plant which is said to draw over a thousand persons during a year, is presenting each visitor with literature which is supplied by the council. This consists of copies of *Facts About Candy* and *Candy and Other Energy Foods* along with reprints of newspaper features referring favorably to candy.

Council's new motion picture, *Candy and Nutrition*, will be offered along with wall charts and literature for use in school class rooms, civic and church organizations beginning in September.

### Park Meters for Warrenton

WARRENTON, N. C., Aug. 30.—The town commissioners decided at a meeting last week to install parking meters immediately.

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**KENTUCKY**

IT'S  
**BRANSON**

FOR

**PIN GAMES**  
OF ALL  
LEADING  
MANUFACTURERS

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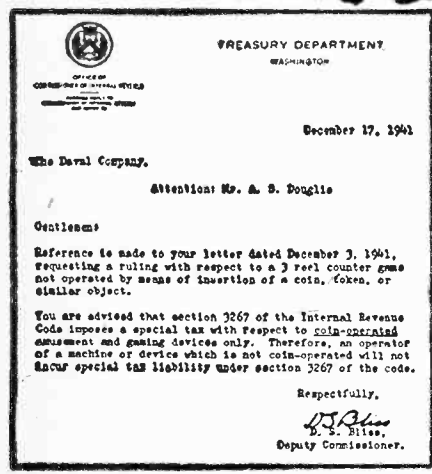
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**"NO TAX  
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COUNTER GAMES"**

says Uncle Sam!



Copy of this tax free ruling packed inside each game.

By popular demand we are again in full production on this famous Daval Token Payout Non-Coin Operated Tax Free COUNTER GAME.

Cigarette or Bell Fruit Reels.  
LOTS OF 10 OR MORE **\$39<sup>50</sup>**  
LOTS OF 25 OR MORE **\$37<sup>50</sup>**

No coin chute, no cash box! Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register. Re-inserting key takes plays off visible register, and adds them on a concealed register for operator's checkup! As on a punchboard, player pays up when he quits! Because player is not limited by availability of right kind of coins, and it's easy to pull that handle again and again, these terrific games actually take in more than coin-operated machines. ORDER TODAY!

**DAVAL PRODUCTS CORPORATION**  
1512 NORTH FREMONT STREET • CHICAGO 22

**FOR SALE:** Jack Rabbit, \$195.00 • Lite League, \$129.50 • Red Ball, \$95.00  
Roll-A-Score, \$219.50 • Supreme Skee Ball, \$99.50 • Bally Undersea  
Raider, \$134.50 • Scientific Batting Practice, \$79.50.

**WE WANT USED RECORDS! SEND US YOUR NAME AND ADDRESS AND RECEIVE OUR MONTHLY NEWSLETTE.**

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MERRICK, L. I.  
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OUR LOW PRICES  
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USED GAMES at LOWEST PRICES!

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**TWO GOOD  
MECHANIC  
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Experienced on Pin Games and Operated Equipment. Steady with progressive Distributor. C about yourself in first letter.

**EMPIRE COIN MACHINE EX**  
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**IDEAL FOOTBALLS, Floor Samples.** \$199.50  
**JACK RABBIT** ..... 149.50  
**UNDERSEA RAIDER** ..... 139.50  
**DRIVEMOBILE** ..... 139.50  
**ACE BOMBER** ..... 129.50  
**SKY FIGHTER** ..... 129.50  
**SCIENTIFIC BATTING PRACTICE.** 69.50  
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**METAL TYPER DISCS**  
**FOR GROETCHEN TYPERS**  
 Finest Aluminum—  
 Standard Thickness **\$8.50** Per 1000  
 Satin Finish  
**PRECISION DIES** Sample on Request

**MONEY BACK GUARANTEE**  
 1/3 With Order, Balance C. O. D.

**MAX GLASS**  
**DISTRIBUTING COMPANY**  
 914 DIVERSY - CHICAGO 14, ILL.

## See Cigarette Tax in Miami As Dead Duck

MIAMI, Aug. 30.—City officials held out little hope this week of a successful flight to retain Miami's 10 per cent tobacco tax after the rejection of a compromise offer made by the opponents of the tax measure (*The Billboard*, August 30).

Chief point in the suit against the tax is that it imposes its levies on the price of tobacco products after the addition of federal and State taxes. Tuesday (26) Circuit Judge Marshall C. Wiseheart declared invalid

Miami's hotel tax, basing his decision on a Supreme Court decision which made the city's night club and hotel tax invalid. Forces which are attacking the tobacco tax are basing their fight on the same points of law that have brought invalidation of the night club and hotel taxes—the city does not have the power to enact such taxes.

Court test on the tobacco tax has been reset for hearing in Circuit Court September 17. Case was recalled at the request of R. K. Bell, attorney for the opponents of the tax measure.

Meanwhile, Miami finance officials were drafting plans for new ways of raising funds to carry out the city's \$7,500,000 budget. If the tobacco tax is ruled invalid along with the hotel and night club taxes, the city treasury is expected to suffer.

**SPECIALS**

Mills Black Cherry Bells,  
 Orig. 5c ..... \$165.00  
 Mills Black Cherry Bells,  
 Orig. 10c ..... 175.00  
 Mills Black Cherry Bells,  
 Orig. 25c ..... 185.00  
 Mills Brown Fronts, 5c ..... 90.00  
 Mills Brown Fronts, 25c .. 105.00  
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**NOW \$18.50 EACH**  
 WHILE THEY LAST!  
 IN LOTS OF 12 OR MORE—\$16.50.

★ BEAUTIFUL 5 COLOR LAYOUT  
 ★ FOOL-PROOF CONSTRUCTION  
 ★ NO FEDERAL AMUSEMENT TAX  
 ★ TOP EARNINGS FOR COUNTER SPACE

The new, larger, more attractive and improved HI-LO-FIELD Dice Game is sweeping the country like wildfire. Earnings from \$50 to \$100 daily in ordinary locations. Hi-Lo-Field is helping thousands of cigar stores, taverns, night clubs and road spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour and come back for more. Easy to understand, easy to operate. NO COIN SLOT . . . portable and easily moved from counter. Ideal for all territories. OVERALL SIZE 21 inches.  
 Deposit With Order, Balance C. O. D.

**KEY SALES SERVICE**  
 4th Broadway AURORA, ILL.

# 3 Good Reasons

Why Buckley Built Equipment . . . belongs on your operating schedule

**1 Buckley Chrome MUSIC BOX**  
 Available in 20 or 24 Selections

**2 Buckley TRACK ODDS**  
 A New 7 COIN RACE HORSE CONSOLE, Cash or Check Play

**3 Buckley BELLES** Available in the Following Models:

- **CRISS CROSS BELLES** Newest idea in payout combinations.
- **BUCKLEY GUARANTEED JACKPOT BELLES** For Clubs and Locations desiring to give definite Jackpot Payouts.
- **HAND LOAD JACKPOT BELLES**
- **AUTOMATIC JACKPOT BELLES**

All Models Incorporate NEW Features and IMPROVEMENTS Not Found on Other Machines





**THE WALL BOX OPERATORS PREFER!**

**Buckley Manufacturing Co.**  
 4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS  
 PHONES: VAN BUREN 6636-6637-6638-6593

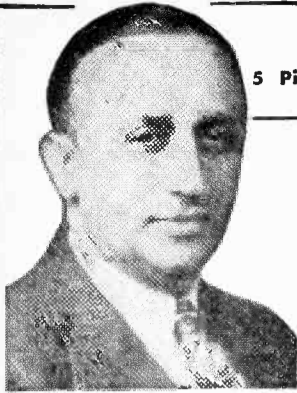
**BETTER BUILT BY BUCKLEY**

**WANTED**

**LEBURG** { CONVICTS  
 CHICKEN SAM

Must be complete with all parts  
 Will Pay \$30 Write for  
 Each—F. O. B. Shipping  
 Your City Instructions

**Dinex**  
**CORPORATION**  
 1346 ROYCE ST.  
 CHICAGO 13, ILL.  
 Crs. 0317



M. S. GISSER, Sales Mgr.

SPECIAL—THIS WEEK ONLY

5 Pinch Hitters, Roll Down Game.....\$100 each Originally \$450.00

- 3 Wurlitzer 14-ft. Skee Balls, High Score \$195.00
10 Wurlitzer 14-ft. Skee Balls 175.00
4 Bowling Leagues, 9 Ft. 75.00
5 Jafo's Sportsmen Roll Downs 195.00
10 Total Rolls 210.00

CIGARETTE VENDERS

- 6 National 9-30, 9-Column \$ 85.00
5 Stewart-McGuire, 7-Column 85.00
2 DuGrenier Champion, 11-Column 110.00

RACERS

- 5 Baker's Races with Daily Double, like new \$175.00

USED VENDERS

- 200 Northwesters, '39, used 2 weeks \$8.50
10 Silver King Ball Gum 7.50
10 Columbus Nut Vendors, latest model 7.50

ARCADE EQUIPMENT

- 2 Lite-o-Leagues \$175.00
1 Evans in the Barrel 110.00
2 Rapid Fires 110.00
1 Pitchem & Katchem 85.00
1 Radiogram 125.00
1 Voic Recorder, F.S. 895.00
3 Panorams 195.00
1 Brand New Jack Rabbit 250.00
1 Anti-Aircraft 49.50
Brand New Midget Movies 365.00
1 Undersea Raider 175.00
2 Exhibit Iron Claws 69.50
5 Ten Strikes \$ 69.50
New Chi Coin Basketball 499.50
Jafo 9 Ft. Barrel Roll 150.00
2 Batting Practices 95.00
2 Chi Coin Hockey 95.00
3 Keeney Air Raiders 110.00
3 Chicken Sams 95.00
3 New Bowl-a-Scores 125.00
1 Scientific Baseball 95.00
Microscope Punching Bag 175.00
1 Buckley Deluxe Digger 75.00
1 Exhibit Rotary Pusher Type 175.00

COIN-O-MATIC CHANGERS

Actually and Automatically changes quarters and dimes to nickels—completely automatic and fool proof. Sells at \$117.50.

NEW COUNTER GAMES

- Genco Pee Wee \$ 45.00
Marvel Pop Up 35.00
Advance Shockers 18.50
Silver King Grip 49.50
Vlows 35.00
Champion Basketball 35.00
Kicker & Catcher 35.00
A.B.T. Challenger 45.00
Imps 13.75

USED COUNTER GAMES

- 3 Home Run Guns \$ 15.00
3 Bomber Gum Vendors 10.00
1 Smiley 12.00
1 Wind Mill, New 15.00
2 Hold and Draw 15.00

8 MILLS VEST POCKETS

Reconditioned, \$35.00

BRAND NEW

- DELUXE DRAW BELLS
10 Deluxe Draw Bells, used for 2 weeks. Wire for prices.

SILVER KING

Ball Gum Vender—new model—is guaranteed not to miss—no adjustments. Samples, \$13.95. Ten or more, \$11.50
1¢ Peanut 13.95

VICTOR V

1¢ Globe \$11.75

ADVANCE

1¢ Peanut \$11.25
1¢ Gum 11.25
5¢ Pistachio 13.75

MASTER

1¢-5¢ Comb. \$15.95

BUBBLE BALL GUM

45¢ per pound for 5/8" count gum
50¢ per pound for 170 count gum
Packed in 25 pound cartons.

NOW DELIVERING

NEW GAMES

- Mexico Ballyhoo Play Boy
Ranger Carousel Heavy Hitter
Honey Gold Ball Lightning
Havana Tumbler Mademoiselle
Hawaii Toroly
Write or Phone for Prices

15 BOOMERANGS

The finest of upright Novelty Games, scoring up to 265,000, with an out ball release. SPECIAL \$165.00 Originally \$299.50 Better than Pin Games.

BRAND NEW SCALES

- Watling Tom Thumb Jr. Write
Watling 500 Write
Ideal Lo Boy \$125.00

USED SCALES

4 Ideal \$ 50.00

THIS WEEK'S SPECIAL Only \$19.95 Each



Yank in Germany Says Match, Cig Venders Lay Idle

CHICAGO, Aug. 30.—According to a report from an American civilian, Edward Breitenkamp, on government business in Frankfurt, Germany, cigarette venders in that city have not been in operation since the fall of 1939.

The German cigarette machines, Breitenkamp says, are usually found in outdoor locations. As a general rule, they were painted red, and many had a glass panel displaying the product together with a yellow cellophane sheet to protect the printing dyes on the package from sun fading. These venders sold a package of six cigarettes for 20 pfenning (about 8 cents). Very few of those still in existence could be put in operation because of missing or rusted parts.

Breitenkamp also reports seeing a number of match venders, some shaped and painted like a match. These machines, too, were not operating because of lack of maintenance and because merchandise is not available.

Should parts and merchandise by some miracle be obtained, the venders still would not be usable because of the hoarding of coins by the Germans. Coins, which are made of a zinc alloy and aluminum, are scarce enough anyway so that it is difficult to find one to use a coin telephone, Breitenkamp said.

Miami Beach, Fla., Passes Pinball Law

MIAMI BEACH, Fla., Aug. 30.—An ordinance which would prohibit anyone under 17 years of age from playing pinball games is being debated before city council here and attracting feature space in the city's newspapers.

The ordinance was passed by the council on first reading August 20. Its proponents said it was designed to prevent youths from playing the games which they described as the "popular pastime in the city of Miami Beach."

Considerable opposition to the proposed ordinance arose, however, when it was pointed out that the ordinance would subject owners of the games, or parents who "knowingly permit" their children to play the games, to fines ranging upward to \$1,000.

Say Montana Travel \$60 Million Year Biz

HELENA, Mont., Aug. 30.—Eventual rise of Montana's tourist business to position of second place in the State's principal industries was predicted by Governor Sam Ford recently during a press conference.

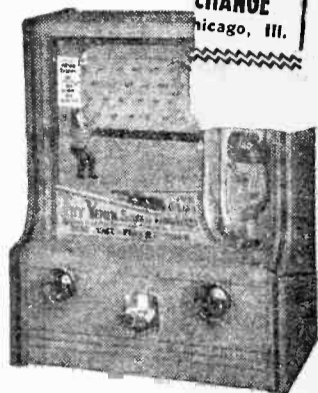
Currently, Ford said, Montana's tourist trade brings in about \$60,000,000 a year, and ranks next to agriculture and mining as money-making industries. It would pass mining as a revenue producer in the future he stated, but before that occurred more accommodations for tourists would have to be erected in the State.

Wildwood Tries Park Meters

WILDWOOD, Fla., Aug. 30 — A total of 115 parking meters have just been installed here. They were sold to the city by the Michael Art & Bronze Company, Covington, Ky., and are being put in on a trial basis. At the end of six months, if the city is not satisfied with the arrangements, the meters are to be removed.

KICKERS CATCH

THE BIG HIT FOR



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLL INVESTED THAN ANY GAME MADE

PENNY \$37.50 F. O. B. PLAY CHICAGO ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep Receipts!

BAKER NOVELTY CO.

HEADQUARTERS FOR

SLOT MACHINES

AND

BAKER PACERS

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

I BET YOU DID NOT KNOW THAT YOU CAN BUY KICKERS AND CATCHERS AND PAY FOR SAME IN 26 WEEKLY PAYMENTS ON THE TORR TIME PAYMENT PLAN. SUGGEST YOU WRITE FOR DETAILS TODAY.

ROY TORR LANSDOWNE PENNA.

PARTS and SUPPLY

Coin Machine parts and supply all machines, both old and new. today for our free catalogs.

AMERICA'S FOREMOST PART!

Heath Distributing Company

217 Third St. MACON, GA

COUNTER GAMES

All A-1 Reconditioned MILLS VEST POCKET CHROME... \$49.50 MILLS VEST POCKET BLUE AND GOLD 39.50 MILLS VEST POCKET GREEN... 29.50

1/3 Deposit, Balance C. O. D. WE BUY, SELL AND EXCHANGE

Phone: Jefferson 1644 3147 Locust St. St. Louis 3, Mo. CALL NOVELTY CO.

HOUSE CLEANING SALE!!! DON'T OVERLOOK THESE BARGAINS!

Every machine clean and mechanically perfect. Ready for location.

This group \$30.00 each or 4 for \$100.00 MEMBER

- 1 Bowlayway
1 Bubbles
1 Big Parade
1 Captain Kidd
2 Casablanca
2 Catalina
5 Five-Ten-Twenty
1 Four Roses
4 Hi-Dive
1 Hi-Hat
1 Invasion
1 Jeep
1 Jungle
6 Keep 'Em Flying
3 Knockout
1 Marines
1 Metro
1 School Days
1 Sho Me (Rox) P.B.
3 Sky Chief
1 Slugger
1 Spot Pool
1 Texas Mustang
1 Venus
3 Yankee Doodle

This group \$45.00 each or 4 for \$150.00

- 1 Canteen (Pre-War)
2 Flat Top
3 Laura
3 Liberty (Gottlieb)
1 Oklahoma
2 Santa Fe

Other Bargains!

- 5 Big Hit \$ 80.00
1 Fiesta 125.00
4 Spellbound 85.00
2 Superliner 120.00
1 Crossfire \$175.00
1 Kilroy 150.00
1 Miss America 150.00

NEW GAMES—Write for prices!

- Keeney Hot Tip (1 Ball Free Play)
Chicago Gold Ball
Keeney Click
Gottlieb Daily Races (1 ball)
ABT Challenger
Gottlieb Grip Scale
Mills Slots



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO. (Phone: Franklin 3620)



Specialty!

BUCKLEY DOUBLE TRACK ODDS AND SHOT PARLAYS



DISTRIBUTORS FOR LOUISIANA, ALABAMA AND MISSISSIPPI

10 YEARS OF EXPERIENCE TO HELP YOU OPERATE YOUR BUCKLEY SUCCESSFULLY

LOWEST PRICES ON USED TRACK ODDS

BUCKLEY AND SLOTS REBUILT, REFINISHED AND REPAIRED

CONSOLE DIST. CO.

1006 Poydras St. New Orleans, La. Phone: RA 3811

SAM GUIDICO BOB BUCKLEY

now delivering

- Genco Honey Williams All Star Williams Flamingo Williams Torch Williams Cyclone United Mexico Gottlieb Lucky Stars Exhibit Ranger Keeney Carousel Chi Coin Basketball Chi Coin Playboy Bally Heavy Hitter Bally Ballyhoo Bally Special Entry Bally Eureka



Sterling TOVELLY CO. 669-671 S. Broadway LEXINGTON 20

SMALL—LIVE—W BUMPER RIN EXTRA SPECIAL—LOW PRI

Table with 2 columns: Size (SMALL, MEDIUM, LARGE, EX. LARGE, JUMBO) and Price (100, 100, 100, 100, 100)

Write for our price list COW MACHINE SERVICE 1547 N. Fairfield Ave., Chicago Phone: Humboldt 3476

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

SALESMAN WANTED

To cover Northwestern Pennsylvania for nationally known distributor of Pin Ball Games. Exclusive territory. Must have car and know all operators in territory. Drawing account against commissions. State experience and present employment. All replies confidential.

BOX D-105

c/o The Billboard, Cincinnati 22, O.

OPERATORS SEE THE NEW PACKARD "MANHATTAN"

before you buy that new Phonograph ALL FIVE-BALL, FREE PLAY AND AMUSEMENT MACHINES AT LOWEST CURRENT PRICES!

ALL TYPE SLOTS AT LOWEST PRICES WHAT DO YOU HAVE TO TRADE? Write, wire or phone either office!

TWIN PORT SALES CO.

230 Lake Ave. So. Duluth, Minn. Melrose 2888 2029 Wash. Ave. So. Minneapolis, Minn. MA. 8522

If It Isn't Listed, We May Have It in Stock!

EMPIRE SUPER MARKET'S 1012-14 MILWAUKEE AVE

28,000 Sq. Ft. Better Display—Super Service!

SUPER SALE! BAT-A-BALL UPRIGHT MODEL \$84.50 JR., WITH STAND 29.50

BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

Table with 2 columns: Game Name and Price. Includes Double Barrel, Shooting Stars, etc.

Table with 2 columns: Game Name and Price. Includes Pop-Up, Abt Challenger, etc.

Table with 2 columns: Game Name and Price. Includes Bally Triple B, De L. Draw Bell, etc.

Table with 2 columns: Game Name and Price. Includes Whizz & Std., Wms. All Stars, etc.

Table with 2 columns: Game Name and Price. Includes Jennings Lite-Up Chief, Jennings Standard Chief, etc.

Table with 2 columns: Game Name and Price. Includes Silver King, Nut Vendor, etc.

Table with 2 columns: Game Name and Price. Includes Chicago Metal Revolver Safes, Universal, etc.

Table with 2 columns: Game Name and Price. Includes Bally Entry, Special Entry, etc.

RECONDITIONED 5 BALLS

Table with 2 columns: Game Name and Price. Includes Kilroy, Show Girl, Amber, etc.

SLOTS

Table with 2 columns: Game Name and Price. Includes Mills Blue Front, Mills Blue Front, etc.

CONSOLES

Table with 2 columns: Game Name and Price. Includes Keen Bonus Super Bell, Baker's Pacers, etc.

ONE BALLS

Table with 2 columns: Game Name and Price. Includes Victory Special, Pimlico, etc.

ARCADE

Table with 2 columns: Game Name and Price. Includes Total Roll, Like New, E.V. Ten Strike, etc.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL. Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

**BRAND NEW CLOSE-OUT!**

PACKARD, MODEL 7  
★ PACKARD HIDEAWAYS, ★  
#400  
BOXES—SPEAKERS

WRITE—PHONE—WIRE

**JOE EISEN & SONS**  
612 10th Ave. New York 19, N. Y.  
Circle 5-4875

**Quiet Eating**  
SAN FRANCISCO, Aug. 30.—Popcorn vender sales may profit by the invention of a local theater manager. The manager, Irving M. Levin, has just invented a bag that should overcome the biggest objection to audience-munching in the auditorium—a noiseless popcorn bag that does away with that rasping crackle.

Levin described the new bag as a "hushed" model of specially processed, laminated cellophane. "Its the lamination that cuts out the crackle," he said.

**West Coast Regional Meet of NCA Draws CandyMen to Seattle**

SEATTLE, Aug. 30. — National Confectioners' Association's (NCA) Council on Candy August 19 regional meeting held here drew 135 guests and centered around the theme "co-operation."

Smith H. Cady Jr., council director, stressed co-operation as a necessary ingredient in the formula for the success of any candy promotion, seconding a talk on the subject by John Hamilton, president of Hamilton Candy Company, Seattle. Also discussed was the council's advertising program and the motion picture, *Candy and Nutrition*, was shown.

**Candy in General**

Cady stated that "in our ads as well as in the movie we talk only about candy in general. Manufacturers and distributors recognize that only by working together co-operatively can we deliver the desired message. It is agreed that any consumer who frowns on candy frowns on all brands of candy, and no single company could successfully tackle the job of raising the stature of candy in general in the public mind."

Also seated at the speakers' table during the meeting were J. C. Haley, Brown & Haley, chairman of the Seattle group; H. E. Durment, president of Northwest Candy Club; C. H. McKinstry, Imperial Candy Company; J. Longine Butler, Queen Anne Candy Company; F. K. Dent, Dent Chocolate Shops, and Harold Walsh, Paul F. Beich Company.

Council on Candy's Portland, Ore., regional meet held August 20 drew 95 guests. Members of two of the largest groups attending represented Automatic Canteen Company of America and Parkway Confections, Inc.

Cady spoke on the benefits of showing the candy movie before school groups, women's clubs and church organizations. "Obviously, this motion picture can do much to supplement our other promotional efforts, particularly in relation to schools," he said.

Other officials at the speakers' table were S. S. Humphrey, Candy Products Company, chairman; N. H. Van Duyn, Van Duyn Chocolate Shops, Manufacturing Retailer Committeeman, and Norm Matschek, Pacific Brokerage Company, supplier committeeman.

**New York City Considers Park Meters in Test Area**

NEW YORK, Aug. 30.—Long discussed use of parking meters in New York to alleviate the continually snarled parking situation, received another spur this week, when Harris Chasanoff, president of the Rockaways Chamber of Commerce, suggested that the meters be tested in that area.

"The Chamber of Commerce of the Rockaways," stated Chasanoff, "has been advocating the installation of parking meters at our peninsula for a number of years. In 1946 it was instrumental in having the parking meter bill introduced in the State Legislature.

"Since the city under existing State law can install parking meters, and since the installation of parking meters has proven satisfactory to those cities where it has been tried, we respectfully urge the city of New York to formulate the necessary plans for the installation of these meters at specified locations in the Rockaways.

"We sincerely feel that this is a logical and constructive step toward eventual solution of our parking dilemma."

Several New York daily newspapers, in the past few weeks, also have asked the city to consider the use of parking meters in the mid-town area.

**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.

**Seeburg**

EXCLUSIVE DISTRIBUTOR WISCONSIN AND UPPER MICHIGAN

DEPENDABLE MUSIC SYSTEMS WITH SOUND DISTRIBUTION

**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!

**PHONOGRAPHS**

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	\$124.50
Wurlitzer 42/600, Victory, Completely Reconditioned	124.50
Wurlitzer 616A, Completely Reconditioned	89.50
Rock-Ola Imperial, Excellent Shape	89.50
Rock-Ola Super, Like New	199.50
Rock-Ola Windsor, Excellent Condition	124.50
Rock-Ola Monarch, Like New	124.50
Rock-Ola Standard, Perfect	174.50
Seeburg Regals or Crowns, Completely Reconditioned	149.50
Seeburg Casino or Plaza, Completely Reconditioned	149.50
Seeburg Classic, Completely Reconditioned	224.50
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
8800 or 9800, R.C., Completely Reconditioned	235.00
8200, R.C., Completely Reconditioned	250.00

**AIREON—Used, Like New \$325.00**

Write for Quantity Prices

**PHONOGRAPH ACCESSORIES**

WS2Z Seeburg Wireless Wallomatic	Write for Prices
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	39.50

**PIN TABLES**

METRO	\$29.50	DIXIE	\$29.50	STARS	\$29.50
BIG CHIEF	29.50	BIG TOWN	29.50	FIVE, TEN, TWENTY	39.50
HIGH STEPPER	29.50	KEEP 'EM FLYING	59.50	LINE-UP	29.50
SPEED DEMON	29.50	ABC BOWLER	29.50	BOL-A-WAY	39.50
HOLD OVER	29.50	ENTRY	29.50	BRITE SPOT	29.50
ROOM TOWN	29.50	THREE SCORE	29.50	WILLIAMS	
AIRPORT	29.50	HI-DIVE	39.50	SJS-ENSE	124.50
SCHOOL DAYS	29.50	SPOT-A-CARD	49.50		
WILLIAMS TORNAO, Like New	\$179.50	GENCO STEP-UP, Like New	139.50		

**MISCELLANEOUS**

Goalee, Chicago Coin, Like New	\$124.50	Chicago Metal Double Safe	
Chicago Coin Hockey, A-1 Condition	49.50	Stands, Crackle Finish, Reinforced Type	\$64.50
Keeney Anti-Aircraft, Brown	49.50	Bally Alley, Like New	69.50
Keeney Air Raider, like new	89.50	Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled	32.50
Champion Hockey	39.50	Mills Owl	15.00
Keeney Submarine, A-1 Cond.	79.50	25 Watt Bulbs, Case of 120	9.00
Bally Rapid Fire, Refinished and Reconditioned	94.50	Chicken Sams With Conv., Perfect	89.50
Batting Practice, Excellent Shape	79.50	Bank Roll, 7 Ft., A-1 Condition	100.00
Supreme Skee Roll, 9 1/2", Like New	125.00	Bank Roll, 9 1/2 Ft., A-1 Condition	125.00
Roll-a-Ball With Barrel, Excellent Shape	125.00		

Terms: 1/3 Deposit, Balance C. O. D.

SEND FOR OUR COMPLETE LIST OF QUALITY EQUIPMENT

FORMERLY MILWAUKEE COIN MACHINE CO.

**S. L. London Music Co., Inc.**

130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

**The VENDING MACHINE CO.**

FAYETTEVILLE, NORTH CAROLINA U.S.A.

**ARCADE OUTFITTERS SINCE 1912**

THE FOLLOWING FACTOR CON-DITIONED AND BEA-REPAINTED MACHINES W-LOOK LIKE NEW:

**BASEBALLS**

- Western Deluxe
- Western Major League
- Scientific Batting Practice
- Scientific Upright
- Scientific Upright Basketball

- Blow Ball (Upright)
- High Ball (Upright)
- Midget Skeeball
- Card Machines, Mutoscope, Vends 4
- 1-1¢, 1-2¢, 2-5¢

FREE! ILLUSTRATED PRICE LIST.

New or Rebuilt Amusement Machines—Make or Model—Parts, Supplies and Co.—Munves Has Them All.

**MIKE MUNVES**

510-514 W. 34th St. N.Y. 1, N.Y. (Bryant 9-6677)

**MARVEL BUILDS MIGHTY FINE GAMES**

**MARVEL MANUFACTURING CO.**

**FOR SALE**

IN WESTCHESTER COUNTY, N. Y. PINBALL & AMUSEMENT ROUTE

Consists of 90% Post-War Games (new), 1 truck and large selection of Parts. This Route is well established and must be seen to be appreciated. All returns confidential. Will sell all or take in partner.

**BOX 239**

THE BILLBOARD

1564 Broadway New York 19, N. Y.



# Give Details of Roberts, Idaho, Machine Ordinance

(Continued from page 123)

the sum of \$500 for each be applied toward the fee hereinafter fixed, and filed with the village clerk for approval or disapproval of the village council. If the application fully complies with the provisions of said House Bill No. 43 and this ordinance, it shall be returned to the applicant. In the event such application is approved, the license shall be returned to the applicant.

No coin-operated machine may be operated except those licensed by the licensee. No other person shall operate any such machine without the license of the licensee.

Section 5. The license fee shall be the sum of ten (10) dollars for each license for the first year, and the fee for each subsequent year shall be five (5) dollars. The fee shall be collected on the date the license is issued.

Section 6. The license issued under this ordinance shall be in the form of a license stamp, and a separate license must be issued for each coin-operated amusement device. The licensee, immediately upon issuance thereof, shall securely affix the said stamp to the coin-operated amusement device in a conspicuous place, and cancel the same by cutting it criss-cross with a sharp instrument.

for less than a full calendar year, shall be collected for the State of Idaho, and \$125 thereof, or the pro rata portion thereof if issued for less than a full calendar year, shall be collected for Jefferson County, and the balance of said license fee shall be deposited in the general fund of the village.

Provided further that the moneys so collected by the village for the State of Idaho and the county of Jefferson shall be deposited in and kept in a special trust fund and remitted to the treasurer of the State of Idaho and the treasurer of the county of Jefferson, Idaho, quarterly on April 1, July 1, October 1 and January 1 of each year.

Section 7. (a) No license stamp shall be used on any device other than the one for which the said license stamp is issued; provided, however, the village council may authorize the issuance of a substitute license upon presentation to village council of a duly verified application, on a form to be provided by village, showing such a device to have become wholly or in part, worn out, accidentally broken or accidentally destroyed to such an extent that it is rendered useless. The substitute license shall bear the same license number as the one

originally issued and shall be designated a substitute license and the same shall have thereon the name of the owner, location, type and serial number of the device for which the substitute license is issued. Such substituted license shall be affixed to the device for which it is issued and be canceled in all respects as required by law for an original license. The original license shall then be void and shall be destroyed by the licensee.

(b) The village council may authorize the transfer of a licensed device, with the license stamp attached from the owner thereof to another person or from one location to another location on application by the licensee, or his transferee, on a form to be provided by the village council, a permit for said transfer shall be issued by the village clerk, which permit shall bear the same number as the license stamp issued for said device and the name of the transferee. Said permit shall be affixed to the device transferred and shall be canceled in the same manner as the license stamp thereon. The license stamp originally issued shall remain on said device so transferred.

(c) A fee of \$5 shall be collected by the village clerk for each substitute license or permit, and the same shall be placed in the general fund of said village.

Section 8. Revocation and cancellation. If any licensee of a coin-operated amusement device violates any of the provisions of this ordinance or any of the provisions of said House Bill No. 43, or is convicted of violating any of the provisions of said House Bill No. 43, the village council is hereby authorized to and empowered to revoke all licenses to operate such devices issued to said licensee; provided, however, that in the event it is brought to the attention of the village council that such violation or violations have taken place then, before revoking such licenses, the village council shall cause a notice in writing

to be served upon such licensee setting forth in general terms the violations claimed to exist or to have existed, and such notice shall provide a time for hearing thereon before the village council, which date of hearing shall not be less than (10) days nor more than twenty (20) days from the date of service of said hearing, the village council, upon finding that the provisions of this ordinance or the provisions of said State law, said House Bill No. 43, have been violated by such licensee, such license or license shall be revoked, and no refund of any unused portion of the license fee paid shall be made to the licensee.

Section 9. Any violation of the provisions of this ordinance the penalty for which is not provided for by said House Bill No. 43 shall be unlawful, and any person so violating such provisions shall be guilty of an offense, and upon conviction thereof shall be fined not to exceed \$100, and upon failure to pay such fine shall be confined in the village jail not more than 30 days, or by both such fine and imprisonment, in the discretion of the court.

Section 10. If any section, provision or clause of this ordinance shall be declared invalid or unconstitutional by a court of competent jurisdiction, it shall not affect the validity of the remainder of this ordinance, but said ordinance shall be construed as though such invalid or unconstitutional provision were not incorporated therein, and the village council (or village board of trustees) hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrases be declared invalid or unconstitutional.

Section 11. That all ordinances, or parts or ordinances, insofar as they are in conflict herewith, be, and the same hereby are, repealed.

Section 12. This ordinance shall be in force and effect from and its passage, approval and publication.

# GRAND OPENING!

## FRIDAY AND SATURDAY, SEPTEMBER 12, 13

A big event for operators, jobbers and distributors! Genial "Chris" Christopher is your host! Fun and refreshments! Newest Bally Equipment on display. Don't miss the "CONVENTION AT CHRIS" on Friday and Saturday, September 12 and 13. Remember the date and be sure to attend!

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PIN BALLS

BIG HITS	\$119.50	FOUR ACES	\$49.50
SURF QUEENS	89.50	FLAT TOP	69.50
BIG LEAGUE	99.50	GOLD STAR	29.50
FAST BALL	19.50	HOLLYWOOD	69.50
MYSTERY	149.50	HOME RUN '42	49.50
STEP UP	129.50	HOROSCOPE	39.50
SMARTY	149.50	IDAHO	69.50
SHOW GIRL	149.50	INVASION	49.50
SUSPENSE	129.50	JEEP	49.50
HAVANA	179.50	JUNGLE	39.50
DOUBLE BARREL	139.50	KEEP 'EM FLYING	49.50
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SUPERLINER	119.50	KNOCKOUT	69.50
MIDGET RACES	19.50	LEGIIONNAIRE	39.50
KILROY	155.00	MARINES	59.50
ABC BOWLER	29.50	MARVEL BASEBALL	69.50
AIR CIRCUS	59.50	MIDWAY	49.50
ALL AMERICAN	29.50	MONICKER	39.50
AMERICAN BEAUTY	49.50	PLAY BALL	39.50
ARGENTINE	29.50	SCHOOL DAYS	39.50
ATTENTION	29.50	SENTRY	49.50
BANDWAGON	29.50	SKY CHIEF	69.50
BELLE HOP	39.50	SLUGGER	39.50
BIG CHIEF	29.50	SPORT PARADE	29.50
BIG PARADE	99.50	SPOT POOL	39.50
BOLOWAY	49.50	STREAMLINER	69.50
BOMBARDIER	59.50	STRATOLINER	29.50
BOSCO	49.50	SUNBEAM	49.50
BUBBLES	69.50	TEN SPOT	39.50
CATALINA	69.50	TEXAS MUSTANG	49.50
DEFENSE	49.50	TOPIC	39.50
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JUDE RANCH	29.50	VICTORY	49.50
EAGLE SQUADRON	49.50	WILDFIRE	39.50
5-10-20	49.50	YANKEE DOODLE	69.50



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TOTAL ROLL	\$275.00	LITE LEAGUE	\$250.00	AMUSEMATIC JACK-RABBIT (New)	\$475.00
PINCH HITTER (New)	399.50	DRIVEMOBILE	169.50	CHAMPION BASKET BALL, 1 1/2 (New)	74.50
BATTING PRACTICE	89.50	MUTO. PUNCH BAG	175.00	10 1/2 FT. SUPER SKEE ROLLS	WRITE
SKY FIGHTER	149.50	VOICE RECORDER	119.50	10 1/2 FT. PREMIER SKEE ROLLS	WRITE
AIR RAIDER	119.50	9 FT. SKEE ROLLS	109.50	12 1/2 FT. PREMIER SKEE ROLLS	WRITE
TOMMY GUN (Late)	109.50	GROETCHEN TYPER	295.00	14 FT. WURL. SKEE ROLL, Week Score	295.00
WINDJAMMER	99.50	SCIENTIFIC BASE-BALL	99.50	14 FT. WURL. SKEE ROLL, Week Score	295.00
PANORAMS	275.00	14 FT. WURL. SKEE ROLL, A-1	269.50	POP CORN MACHINES (NEW) WRITE	Easy for Attendant to Operate \$795.00
RAPID FIRES	119.50	ROLL, A-1	269.50		
CHICKEN SAMS	82.50	RAIDER	250.00		
UNDERSEA	250.00	CUSTARD MACHINES, 5 Qt. Cap.	\$595.00		
NEW RADIOTONE VOICE RECORDER AND BOOTH					

WRITE FOR COMPLETE LIST

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5 1/2 SUPER BELLS, Comb. C.P., F.P.	\$149.50	JUMBO PARADES, C.P., LATE	\$109.50
5 1/2 BALLY HIGH HANDS, Comb.	125.00	JUMBO PARADES, Comb. F.P., C.P.	139.50
25 1/2 BOB TALS, F.P.	129.50	JUMBO PARADES, A-1, F.P.	79.50
5 1/2 BOB TALS, F.P.	79.50	KENTUCKY CLUBS, A-1, C.P.	89.50
5 1/2 BIG G.P.	89.50	KEENEY'S 2-WAY 5-25 1/2 SUPER BONUS BELLS	WRITE
25 1/2 PAC MILLS 4 MILLS 4	149.50	KEENEY'S 3-WAY SUPER, 5-10-25 1/2	WRITE
	295.00		
	395.00		

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Prices on New Pin Balls. CALL US FIRST.

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

MUSIC

WRITE WIRE PHONE

For Prices on New and Used Phonographs.

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DeLuxe Draw Bells Triple Bells Evans Racers Super Bonus Bells Mills 3 Bells

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BUY FROM HUB FOR LOW PRICES LARGEST WHOLESALERS OF USED PHONOGRAPHS

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Wurlitzer 616, Lite-Up Top and Bottom	79.00
Wurlitzer 24	79.50
Wurlitzer 600, Rotary	149.50
Wurlitzer 600, Keyboard	179.50
Wurlitzer Twin 12, Collar Job	79.50
Wurlitzer 42/24 Victory	99.50
Wurlitzer 500K	139.50
Wurlitzer 700	295.00
Wurlitzer 750, E A M	325.00
Wurlitzer 950	275.00
Wurlitzer 950	275.00
Wurlitzer 42/600 Victory	115.00
Wurlitzer 61, Counter Model	75.00
Wurlitzer 71, Counter Model	99.50
Wurlitzer 81, Counter Model	105.00

SEEBURG

Seeburg Casino	\$ 75.00
Seeburg Hi-Tone 8200 Victory	110.00
Seeburg Cavino, ESRC, Remote	135.00
Seeburg Gem	129.50
Seeburg Regal	99.50
Seeburg Vogue	149.50
Seeburg Classio	149.50
Seeburg Envoy, ESRC	199.50
Seeburg Hi-Tone 8800, ES	185.00
Seeburg Hi-Tone 8800, ESRC	199.50
Seeburg Cadet, ES	159.50
Seeburg Cadet, ESRC	179.50

ROCK-OLA

Rock-Ola Windsor or Monarch	\$ 79.50
Rock-Ola Standard	139.50
Rock-Ola De Luxe	149.50
Rock-Ola Master	159.50

MILLS

Mills Throne	\$ 75.00
Mills Empress	99.50

SINGING GOLD FOR GRILLE FRONT SHEET 20x50 \$2.75 EA.

WALL BOXES

Buckley Plain or Chrome	\$ 2.50
Buckley Lite-Up, Brown	7.50
Buckley Lite-Up, Chrome	11.50
Seeburg 24 Sel. Wall-o-Matic, Remote	17.50
Seeburg 20 Sel. Wall-o-Matic, Remote	19.50
Seeburg Bar-o-Matic, 5-10-25 1/2	39.50
Seeburg 20 Sel. Wall-o-Matic, R. C., 5-10-25 1/2	42.50
Wurlitzer #120 Boxes, 5 1/2	12.50
Rock-Ola Dial-a-Tune Box	7.50
Packard Boxes, Like New (Used)	22.50
Wurlitzer #320 Sweet Music Box	10.00
Wurlitzer #125 5-10-25 1/2 Boxes	15.00

PARTS

Bennett Route Master Needles	\$ .38
Wurlitzer #145, Red Stepper	32.50
Buckley Adapter	15.00
Wurlitzer #130, Adapter	22.50
Wurlitzer #300, Adapter	22.50
Seeburg Adapter for Wurlitzer 24	12.50
Buckley Bracket for Bar Boxes	1.75
Seeburg Brackets for Bar Boxes	2.95
Seeburg Play Boy Console for R. C.	15.00
Packard Brackets for Bar Boxes	2.50
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Cash Box Locks, Each	1.00
7 1/2, 15 Watt Bulbs, Per Case	10.50
Lumines, Per Case of 24	21.00

ARCADE ROLL DOWN GAMES

GENCO TOTAL ROLLS \$199.50

GOLD GRILLE CLOTH

40" wide. (Same as used by phono. mfrs.) Per Yard, less than 10 yards, \$4.00; 10 yards, \$3.75; 25 yards, \$3.50; 50 yards or more, per yard, \$3.00.

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Champ	22.50	Suspense	89.50
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48 Twin Duo Bell, FP, 5/5¢	\$119.50
Jennings Bobtails, Tot., FP	32.50
Jennings Silver Moon, Tot., FP	32.50
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Columbia Bell, DeLuxe Club, '48	119.50
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Jennings 10¢ Chief	79.50
Jennings 5¢ Bronze Chief, '48	160.50
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Keeney Bonus Super Bell, FP/O	
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Keeney 4-Way Super Bell, 5/1	
Bally Club Bell, FP/Comb., 5¢	
Paces Twin Reels, C-PO, 5/25¢	
Paces 8-arat, 9¢, FP/Comb., 5¢	

Victory 5¢	
Big Paul, FP	
Record T, FP	

Rock-Ola M-18	
Rock-Ola Commando	
Wurlitzer 780	
Wurlitzer 9E0	
Packard Wall Boxes	

Gold Chrome	
Gold Chrome	
Front Chrome	
Green Chrome	
Green, 5¢	
Gold Bell	

Paces (w/Stand)	
Gen. (w/Stand)	
Chl. (refinished and)	
Gen. (w/Stand (New))	

Bally DeLuxe Draw Bells, 1

**MAIN OFFICE:**  
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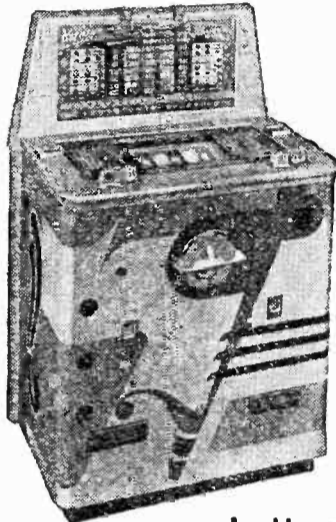
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**BONUS Super Bells**



**NOW Available with HALF DOLLAR Coin Chutes!**

Any combination obtainable in 5-10-25-50c Coin Chutes!



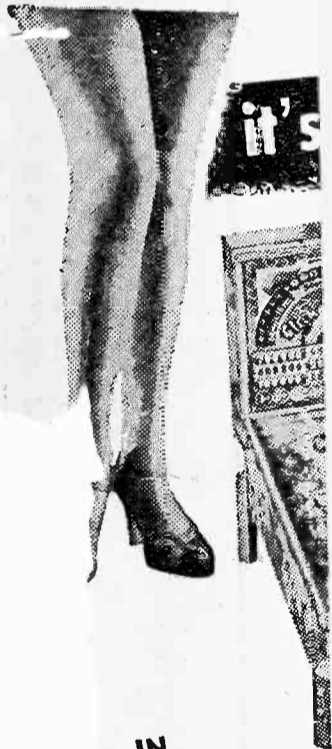
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**CLICK**

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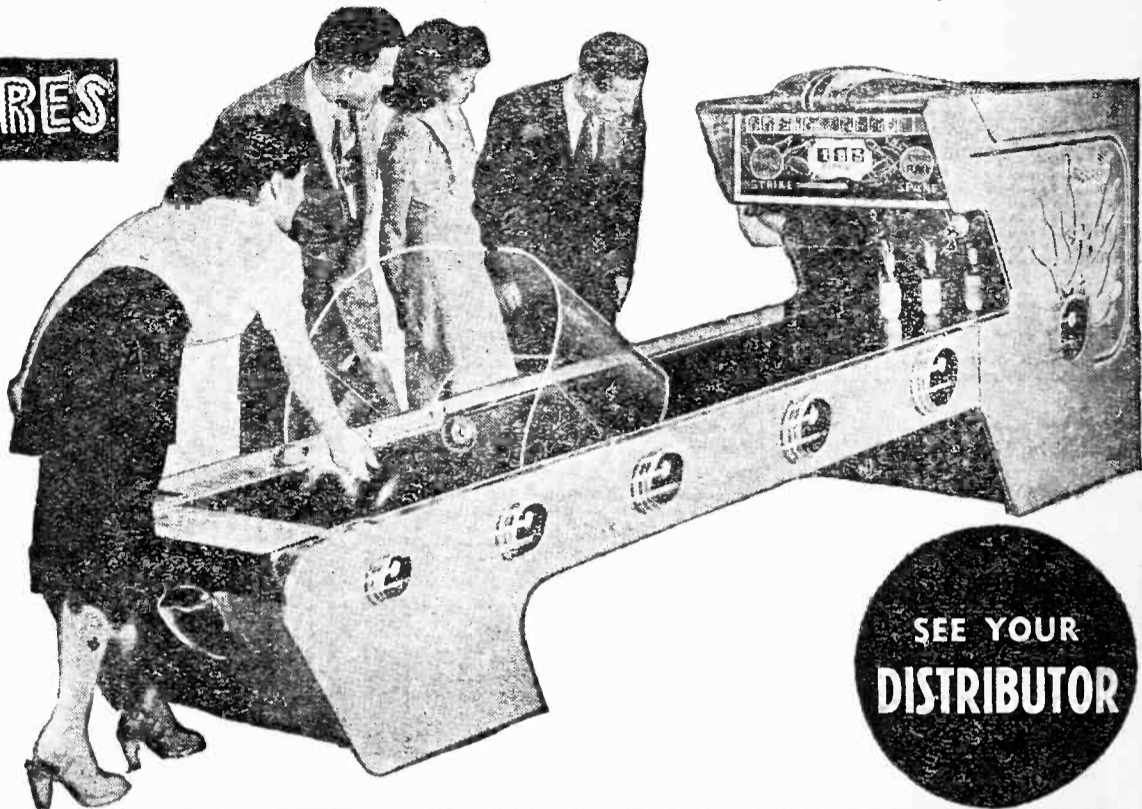
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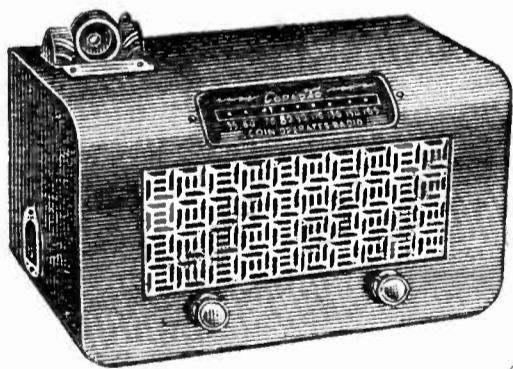


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- look and work like new

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Hi-Tone 8800, RC	125.00
Rex	350.00
Hideaway H146	
<b>WURLITZER</b>	\$165.00
500	100.00
24/42 Victory	100.00
600/42 Victory	129.50
24	95.00
50	325.00
700	
<b>ROCK-OLA</b>	\$100.00
Commandos	150.00
1939 De Luxe	150.00
1939 Standard	\$125.00
<b>MILLS</b>	\$17.50
Empress	25.00
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WS10Z (20 Button, 5-10-25c)	
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1/3 Deposit, Bal. C. O. D.	
Crating, \$15.00 Additional	

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 THE "SILVER BALLS" REGISTER FROM 10,000 TO 50,000 BY A NEW PATENTED MAGNETIC FEATURE THE "GOLD BALL" AUTOMATICALLY REGISTERS DOUBLE SCORE

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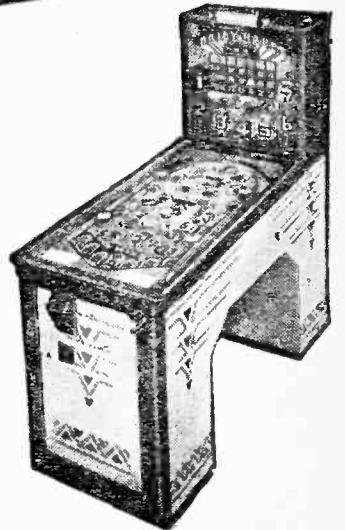
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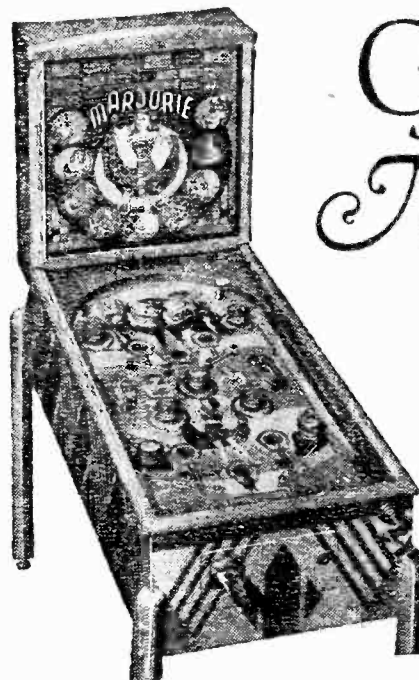
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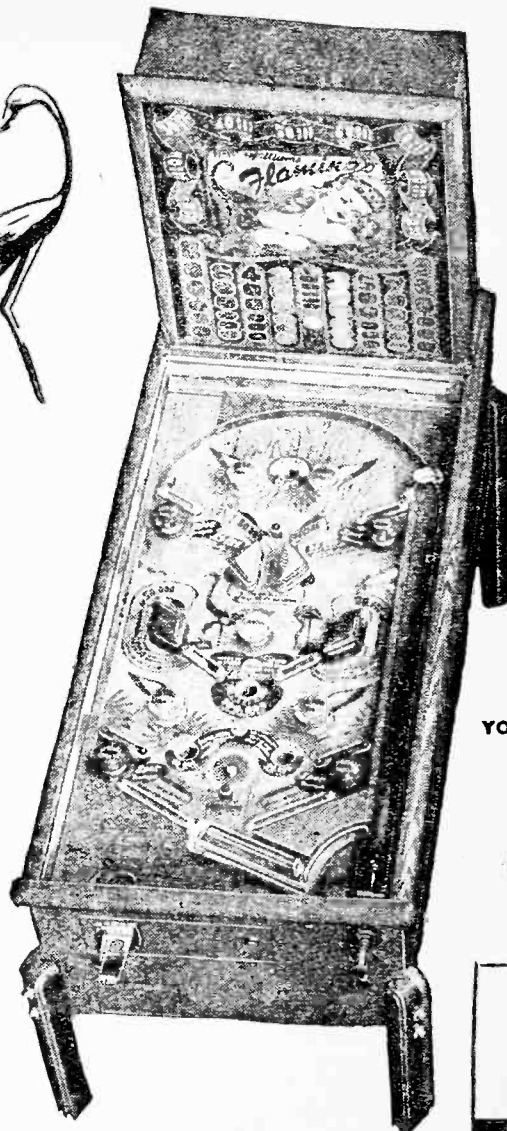
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IMPORTANT  
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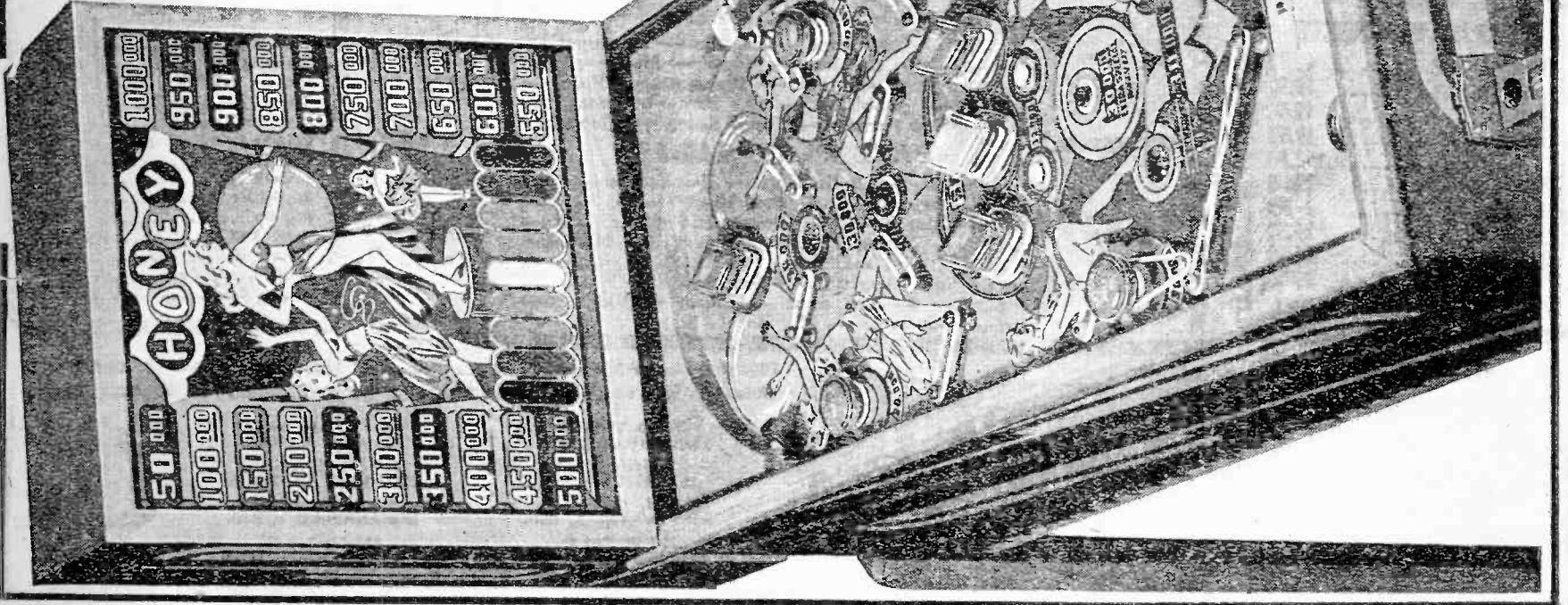
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3-WAY	WRITE	NEW KEENEY BONUS, 3-WAY	WRITE
NEW BALLY TRIPLE BELLS	WRITE	BALLY DRAW BELLS	\$275.00
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MILLS THREE BELLS	\$275.00	MILLS 4-BELLS, ORIG., 5-5-5-5	149.50
KEENEY 4-WAY, 5-5-5-25	189.00	KEENEY TWINS, F.P., P.O.	159.50
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MILLS JUMBO, LATE, F.P., P.O.	69.50	JENNINGS SILVER MOON, F.P.	49.50
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BALLY HI HAND, 25¢, F.P., P.O.	49.50	EVANS LUCKY LUCRE, 3-5A, 2-25¢	69.50
BALLY ROLL 'EM, 5¢, P.O.	49.50	EVANS 1946 BANG TAILS, P.O.	465.00
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LITZER MODEL 950	\$345.00	A.M.I. 1946 MODELS	WRITE
LITZER MODEL 850	345.00	AIREON 1946 MODELS	\$ 385.00
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KEENEY "CLICK"	295.00	BALLY BALLYHOO	279.50

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3 BLACK CHERRY, ORIG., 10¢	179.50	MILLS BLUE FRONT, ORIG., 10¢	89.50
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AVAILABLE IN GOLD—SILVER—COPPER—GREEN—WINE  
New Glamour—New Attraction with "Talking Gold" in colors. Every color sparkles brilliantly in electric light or sunlight. Immediately makes your juke box command attention. Greatly increases playing popularity.

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600	3.90	Regal	3.00
500	3.90	Crown	3.90
700	3.90	Cadet	3.00
750	1.80	Classic	3.00
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		8200	5
		8800	7.20
ROCK-OLA		9800	7.95
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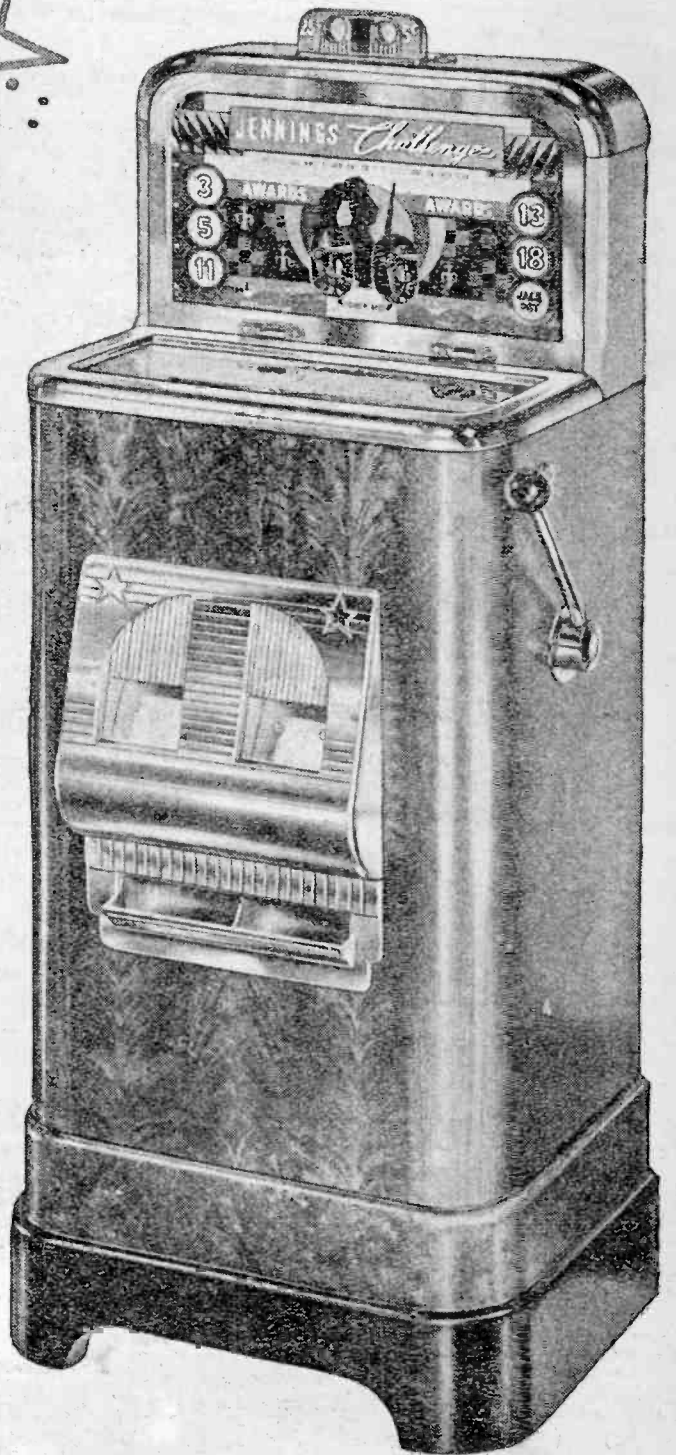
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WITHOUT RISK OR OBLIGATION



Just think of it! The sensational new Jennings Twin-Play Challenger - in 5c-5c, 5c-10c, 5c-25c Play - is yours for 7 days without risk or obligation!

This compact (23" x 17") new Jennings console has a rich walnut finished cabinet that blends beautifully with any surroundings. Its flashing chrome jackpot draws the players and keeps them playing. The Challenger actually has two coin chutes and two jackpots, but only one mechanism.

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(circle)                      5c-5c                      5c-10c                      5c-25c

We understand that if we are not fully satisfied with the Challenger after using it for seven days, we may return machine, transportation prepaid, and receive our money back.

Enclosed is check for \_\_\_\_\_ @ \$595.00 ea.

Please ship C. O. D. \_\_\_\_\_ @ \$595.00 ea.

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Per 1000	35.00
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Per 1000	40.00
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Per 100 Ft.	4.50
Playfield Glass, 21x42, Single Sheet, Case of nine (9)	20.25
Playfield Glass, 21x43, Single Sheet, Case of eight (8)	20.80
#50 Lamps, Each	.10
Per 100	8.00
7-Watt, 155 Volt Candelabra Lamps, Per 100	18.00
Ball Shooter Springs, heavy or light, Per 100	3.00
Plastic Ball Lift Covers for BALLY Games, Each	.20

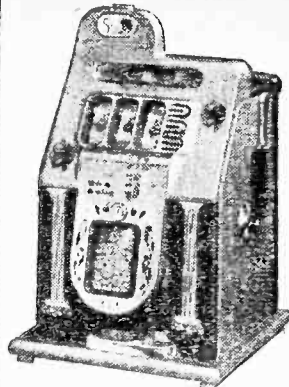
**WHILE THEY LAST!**  
 \$12.50 Service Kit and 50 Assorted Rubber Rings with 20 ft. Rubber Rail \$10.00  
 Large Yellow Live Rubber Rings, Per 100 2.50  
 Medium Yellow Live Rubber Rings, Per 100 2.15

1/3 Deposit With Order, Balance C. O. D.

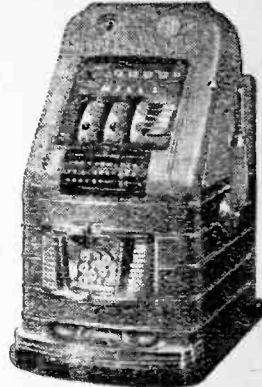
OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.



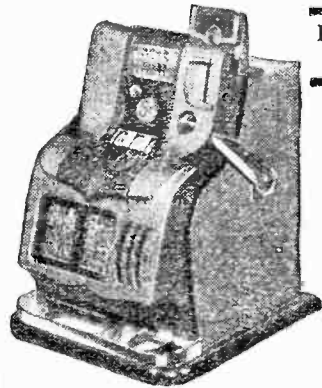
## MILLS LATEST MACHINES



**GOLDEN FALLS**  
 You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. WRITE FOR PRICES



**JEWEL BELL**  
 If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. WRITE FOR PRICES



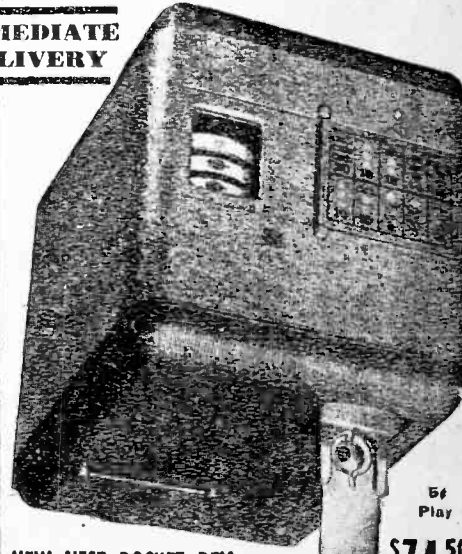
### MILLS Q T

A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

**SICKING, INC.**



### 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 play. BLUE & SILVER or GOLD & SILVER.

Established 1895 1491 CENTRAL PARKWAY CINCINNATI 14, OHIO

## COIN MACHINE of PITTSBURGH

Is Pleased To Announce That They Are Ready To Make Deliveries of . . .

FILBEN MIRRO—CLE CABINETS	\$3
FILBEN HIDE-A-WAYS	3
FILBEN SPEAKERS	1

For Immediate Delivery

Mills Black Cherrys	Bally Rocket	Exhibit Ranger
Mills Golden Falls	Bally Hoo	Chicago Coin
Mills Jewel Bells	Williams Torch	Genco Honey
Mills Vest Pockets	United Mexico	Keeney Click
Three Bells	Cottlieb Marjorie	Esquire Spot Lito
Club Royale		
Single Stands		
Double Safe Stands		

Lack of Floor Space Forces Us To Sacrifice Pin Tables at the Following Pr

\$29.50	\$39.50	\$49	
ABC Bowler	Legionnaire	Bosco	Action
Alert	Majors, '41	Five-Ten-Twenty	Big Parade
Batter Up	Miami Beach	Gun Club	Brazil
Battle	Pennant	Home Run, '42	Grand Can
Bombardier	Show Boat	Knockout	Keep 'Em I
Captain Kidd	Slap the Jax	New Champ	Laura
Champ	Snappy	Playtime	Liberty
Baker's Defense	Spot a Card	Sentry	Midway
Do Re Mi	Sport Parade	Shangri-La	Streamliner
Four Diamonds	Star Attraction	Spot Pool	Texas Must
C.I. Joe	Ten Spot	Stars	Topic
Hi Stepper	Three Up	Sun Beam	
Horoscope	Thumbs Up	Venus	
Invasion	Torpedo Patrol	Victory	
Jeep	Towers	West Wind	
Jungle	Velvet		
Leader	Zig Zag		
	Zombie		

### USED SLOT MACHINES

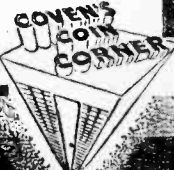
Slightly Used Columbia Bells	\$55.00	5¢ Mills Brown Fronts	
3 Way Keeney Bonus Bells	795.00	10¢ Mills Brown Fronts	
5¢ Mills Blue Fronts	50.00	25¢ Mills Brown Fronts	
10¢ Mills Blue Fronts	55.00	5¢ Vest Pockets	
25¢ Mills Blue Fronts	60.00		

4 CHAMPION HOCKEYS, in Original Crates @ 1/3 Deposit Required With Order. Please Name Second Choice

## COIN MACHINE DISTRIBUTING CO.

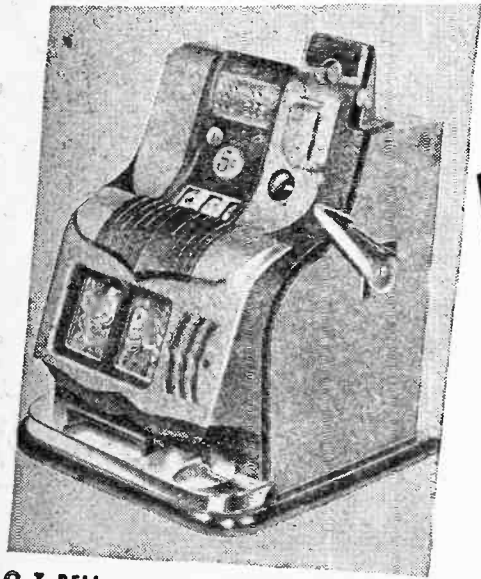
500 NORTH CRAIG STREET PITTSBURGH 13

**COVEN distributing Co.**  
 31 ELSTON AVE CHICAGO ILL  
 Phone: INDEPENDENCE 2210

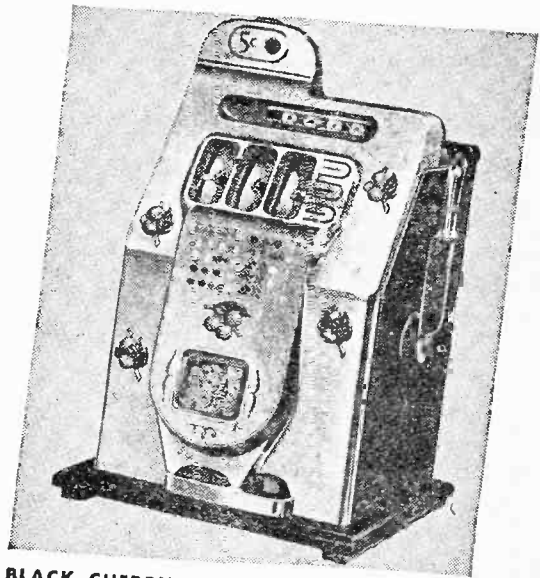


# Put the "Plus Sign" on your profits!

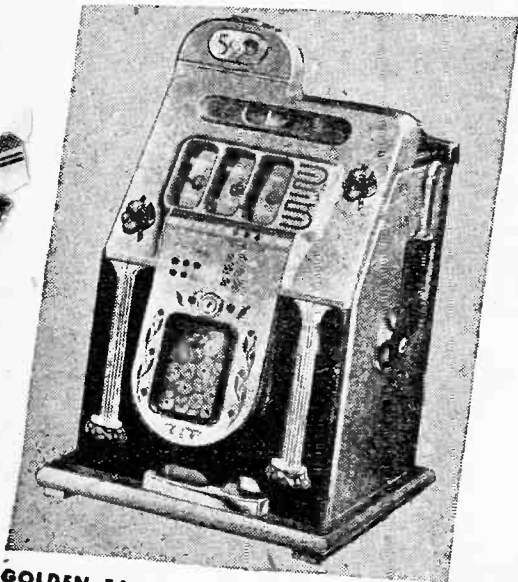
## USE MILLS BELL TYPE COIN MACHINES



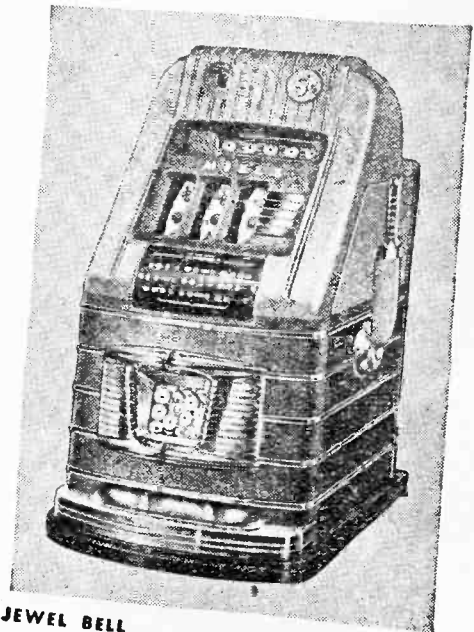
**Q T BELL**  
A 35 pound money-maker



**BLACK CHERRY BELL**  
The operator's all around Bell



**GOLDEN FALLS BELL**  
Hand Load Jackpot model



**JEWEL BELL**  
Newest and most modern Bell

# Bell-O-Matic Corporation

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

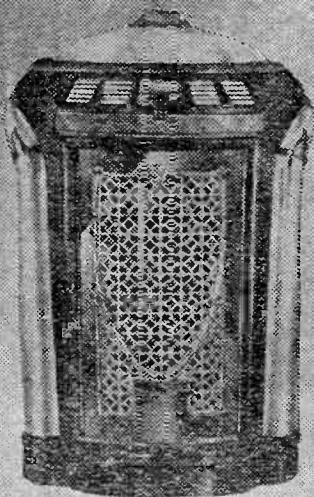
# WH-O-O-PS! HERE COME THE JONES BOYS!



Now, we've never seen a flying saucer and we don't know what they look like. But you can bet your bottom dollar that when flying saucers can be used for deliveries, we'll be right there, shootin' out Seeburg, Bally and Jennings equipment in record time.

For there's no secret about how the Jones Boys got to be leaders in this field: the Intermountain West—we did it just by being way-ahead in everything—tops in merchandise, dependable service, fast deliveries.

Yes, sir - you can always count on the Jones Boys!



## JONES

DISTRIBUTING COMPANY

Exclusive Distributors of Seeburg-Bally-Jennings

127 East 2nd South  
Salt Lake City 1, Utah

1434 Welton Street  
Denver 2, Colorado

### FLYING SAUCER SPECIALS

(All Equipment Reconditioned and Ready for Location)

#### SEEBURG

8200, Cut Down to Lo-Tone, Refinished and Reconditioned	.....\$350.00
8800, Cut Down to Lo-Tone, Refinished and Reconditioned	..... 350.00
9800, Cut Down to Lo-Tone, Refinished and Reconditioned	..... 350.00
Colonel, R. C. E. S., Refinished Marble-Glo and Reconditioned	..... 255.00
Classic, R. C. E. S., Refinished Marble-Glo and Reconditioned	..... 235.00
Conquest Master, R.C.E.S., Refinished Marble-Glo & Reconditioned	250.00
Cadet, Refinished Marble-Glo and Reconditioned	..... 185.00

#### WURLITZER

950	.....\$275.00
850	..... 275.00
500	..... 155.00
600	..... 135.00
616	..... 65.00
Victory 500	..... 95.00

#### ROCKOLA

Super '40	.....\$225.00
Standard '39	..... 155.00
Commando	..... 165.00
1422	..... 525.00

#### BUCKLEY

Twin 12 Metal Cabine	.....\$75.00
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#### AME

Singing Tower	.....\$65.00
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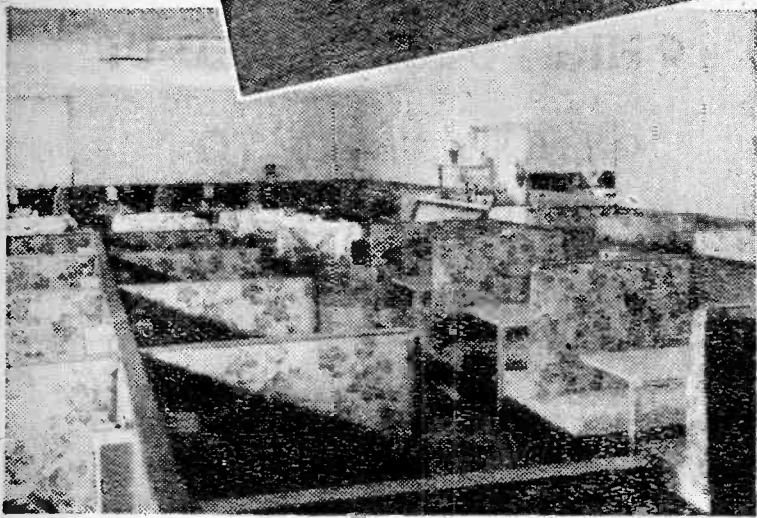
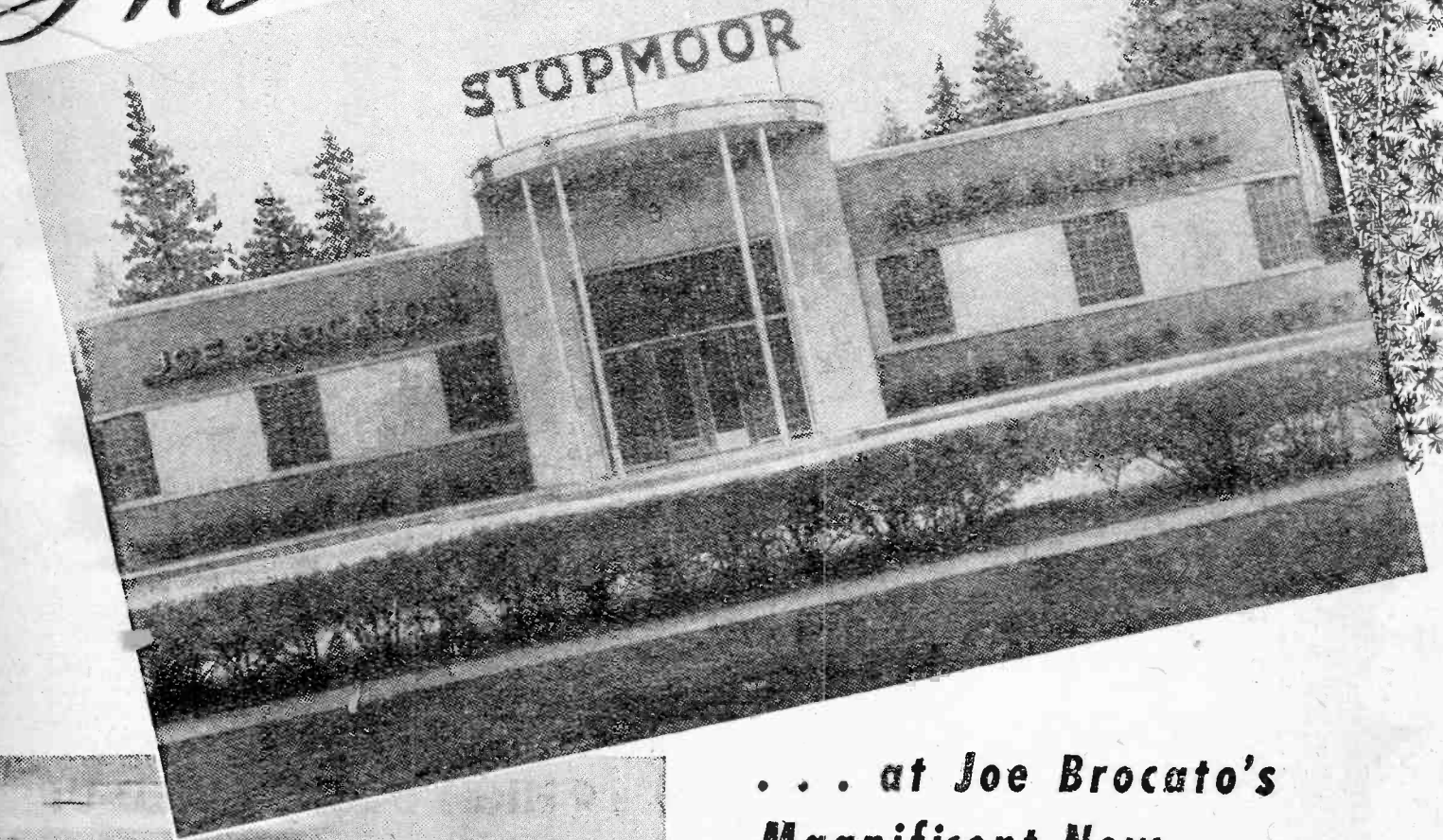
#### BILLS

Empress	.....\$115.00
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#### GAMES

Midget Racer	.....\$ 89.50
Victory Derby, Like New	175.00

*In Shreveport..*

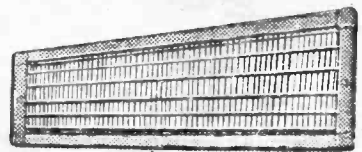


**... at Joe Brocato's  
Magnificent New  
Stopmoor Restaurant**

**IT'S A *Seeburg*  
MUSIC SYSTEMS  
MUSIC SYSTEM**

**... Scientific Sound Distribution  
that's engineered as carefully  
as air-conditioning!**

If you want a Southern exposure to music the customers love, Seeburg music, that is... stop in at the "Stopmoor", Shreveport's beautiful new restaurant, and hear the super Seeburg system installed by Robert Ehrhardt, owner of Lee's Novelty Co. Seeburg operators are getting the big breaks... the big locations these days because Seeburg is the "daddy of them all" in music systems... presenting music that's never too loud... never too soft.



**H. LYNCH & CO.**

*Exclusive Southwest Distributor*

★ Dallas, Pacific at Olive

★ Houston, 910 Calhoun

★ New Orleans, 832 Baronne

★ San Antonio, 241 Broadway

★ Memphis, 1049 Union Avenue

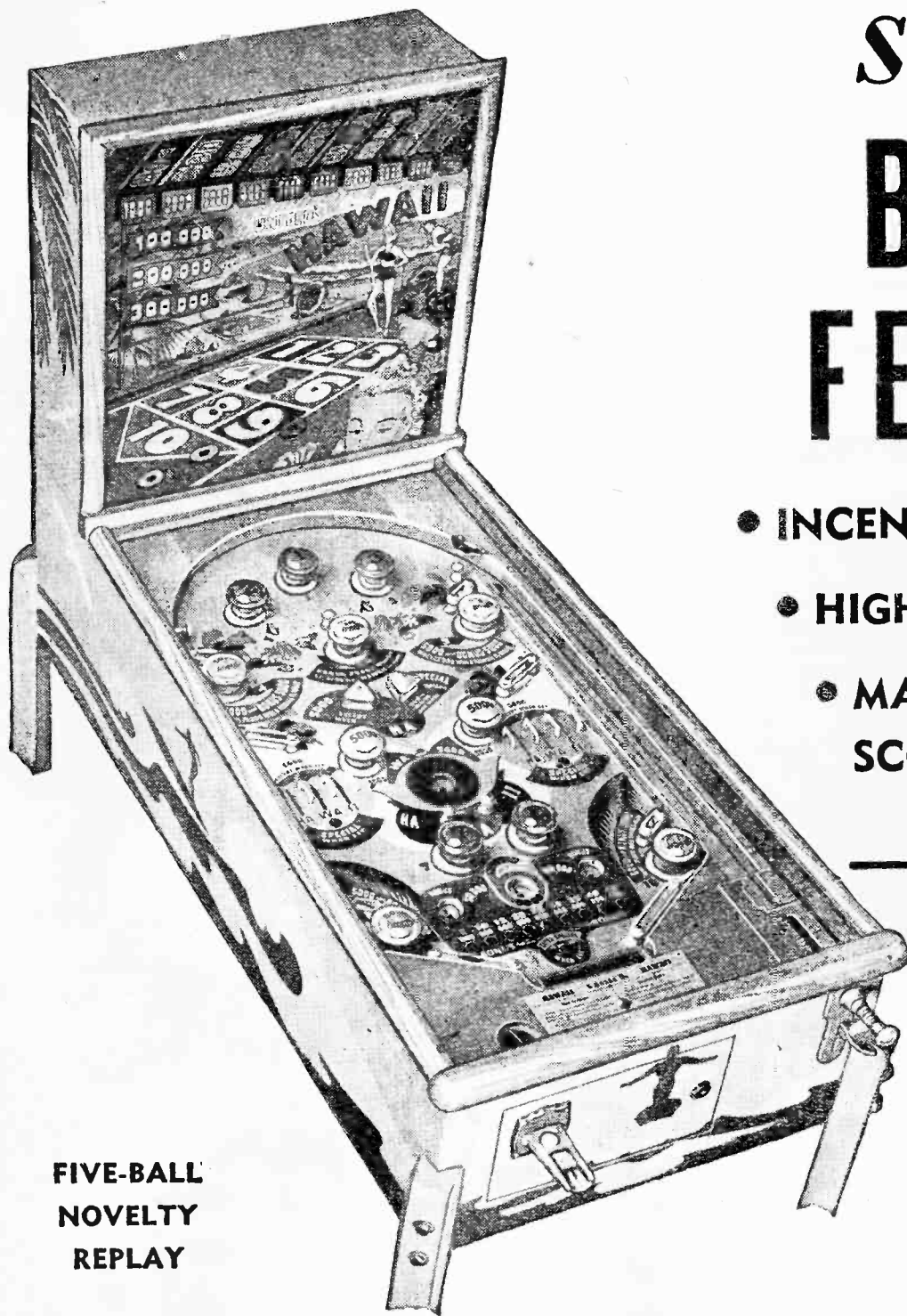
★ Oklahoma City, 900 N. Western

# HAWAII

by UNITED

... with

## SUPER BONUS FEATURE



- INCENTIVE SCORING POCKETS
- HIGH SCORE BUILD-UP
- MANY WAYS TO SCORE REPLAYS

**STEPPED-UP PROFITS**

*"GREATER THAN MEXICO"*

**FIVE-BALL  
NOVELTY  
REPLAY**

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY

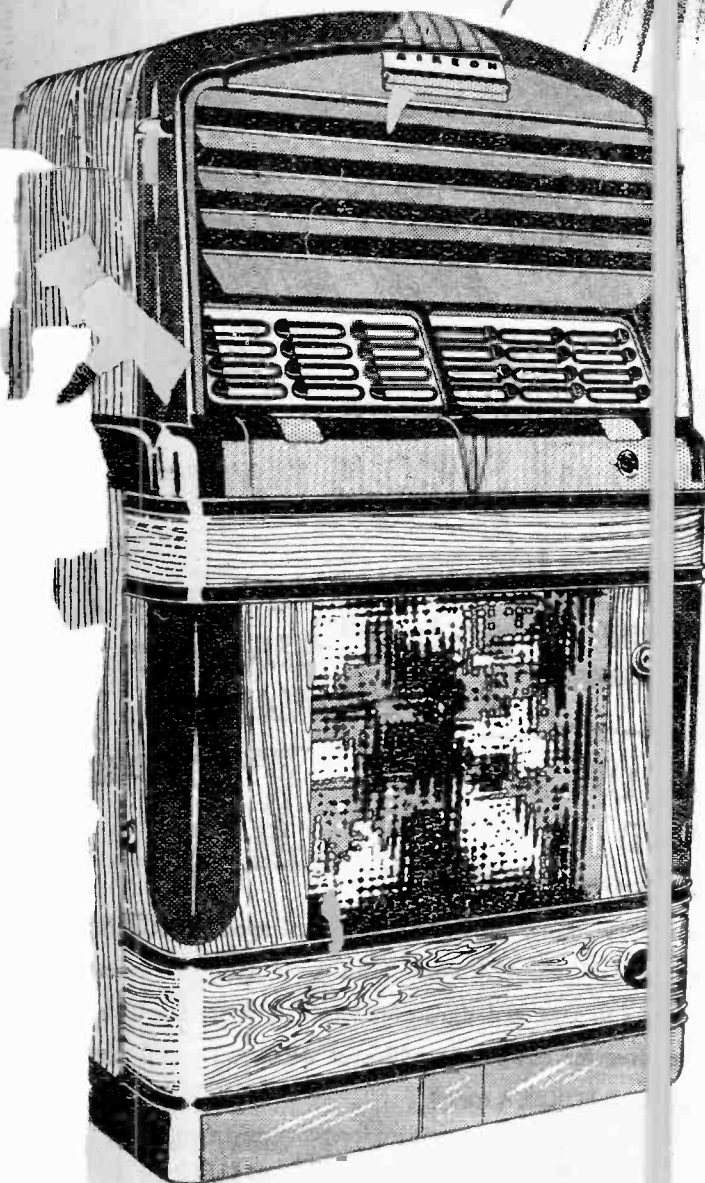


CHICAGO 40, ILLINOIS



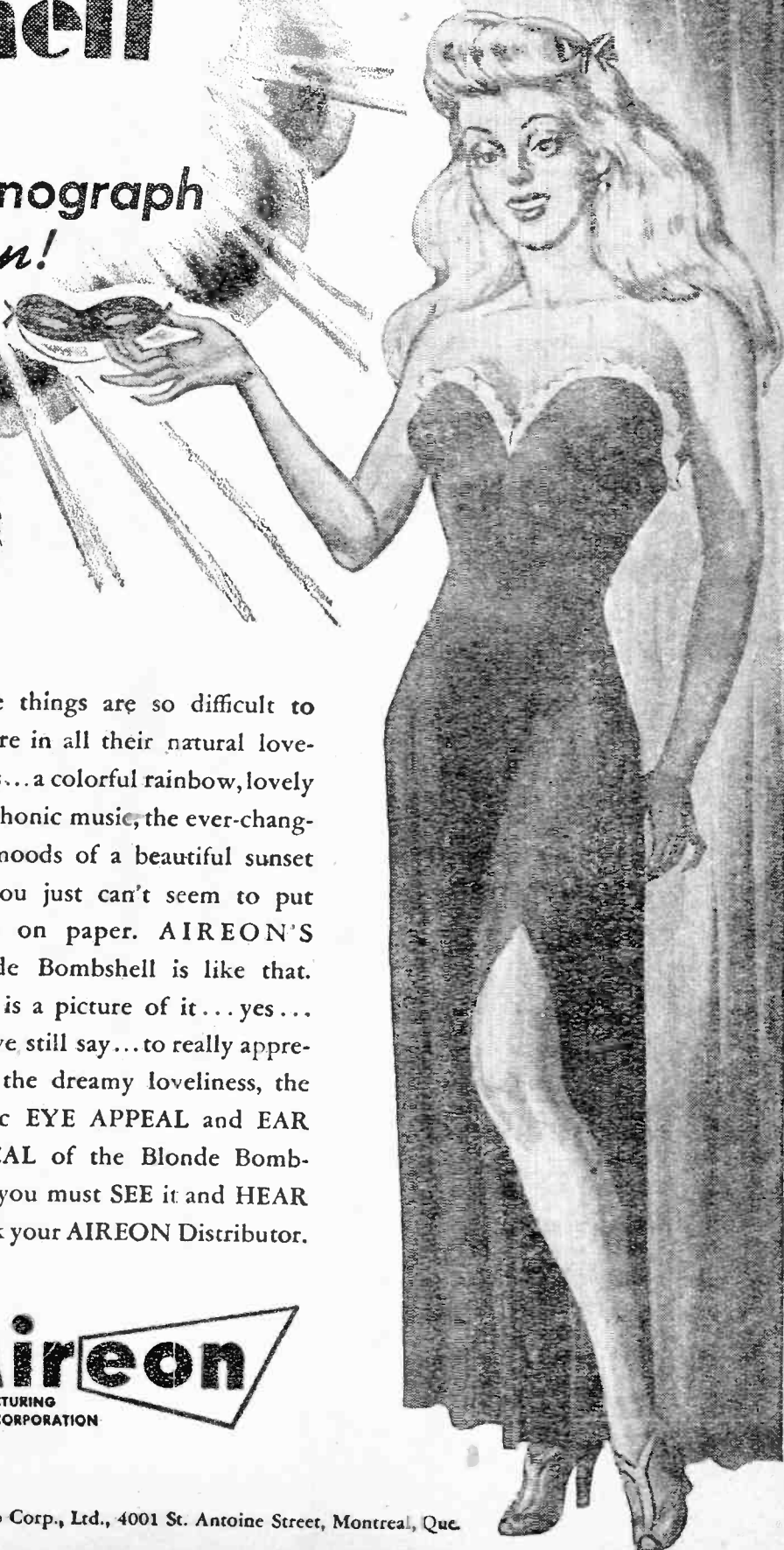
Meet the  
**Aireon**  
**Blonde**  
**Bombshell**

1948  
 Electronic Phonograph  
*Sensation!*



Some things are so difficult to picture in all their natural loveliness... a colorful rainbow, lovely symphonic music, the ever-changing moods of a beautiful sunset ... you just can't seem to put them on paper. AIREON'S Blonde Bombshell is like that. Here is a picture of it... yes... but we still say... to really appreciate the dreamy loveliness, the terrific EYE APPEAL and EAR APPEAL of the Blonde Bombshell you must SEE it and HEAR it! Ask your AIREON Distributor.

**Aireon**  
 MANUFACTURING CORPORATION



# BALLYHOO

**FASTEST MONEY-MAKER IN NOVELTY CLASS!**

**7 KICKOUT HOLES**  
SCORING 5,000 TO 50,000

**HI-SCORE UP TO 560,000**

**18 DIFFERENT SCORE VARIATIONS**

**NEW, IMPROVED  
MECHANICAL-ELECTRICAL UNITS**

You haven't seen action till you've seen BALLYHOO—wildest action ever packed into a playfield! You haven't seen earning power till you've dipped your fists into a BALLYHOO cash box! One sample will convince you. Phone your distributor today!



**CONVERTIBLE  
5 OR 3 BALL  
•  
NOVELTY OR  
FREE PLAY**



# EUREKA

**EARN PAY-TABLE PROFITS IN 5-BALL SPOTS**

**FAST  
5-BALL  
PLAY  
•  
CONVERTIBLE  
1 OR 2 BALL  
PLAY**

**OPERATE AS  
MULTIPLE  
OR  
SINGLE-COIN  
GAME**

**FAMOUS FEATURES  
OF BALLY'S GREATEST GAMES  
CHANGING ODDS  
MYSTERY SELECTIONS  
3-SECTION PLAYFIELD**

**BALLY ENTRY  
SPECIAL ENTRY  
•  
TRIPLE BELL  
•  
DE LUXE  
DRAW BELL  
•  
HI-BOY  
•  
HEAVY HITTER**

**PLUS A-B-C-D  
AND SPELL-NAME**

Earn bigger, faster profits in your 5-ball spots. EUREKA combines all the skill-thrill features of Bally's famous multiples in a game designed for 5-ball territory. Ask your distributor for complete confidential details . . . and get going with EUREKA today!



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION

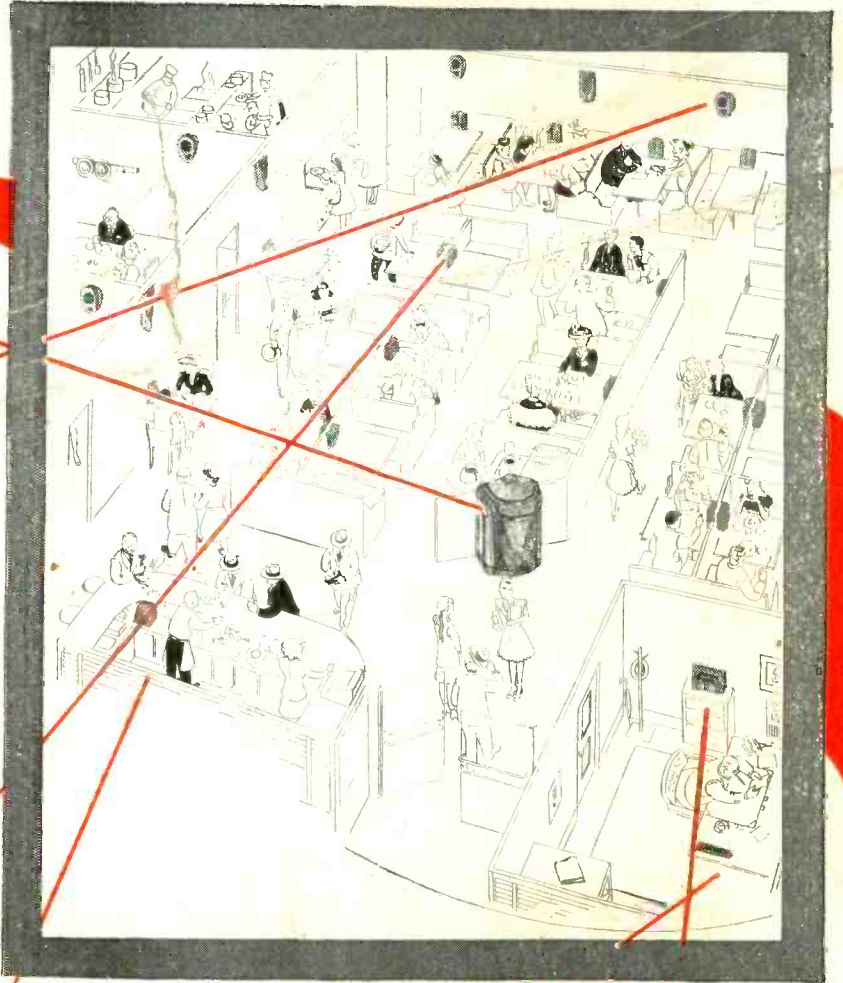
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**GIVE  
TO THE  
DAMON RUNYON  
CANCER  
FUND**

# HOW TO "Tailor" A MUSIC SYSTEM . . .

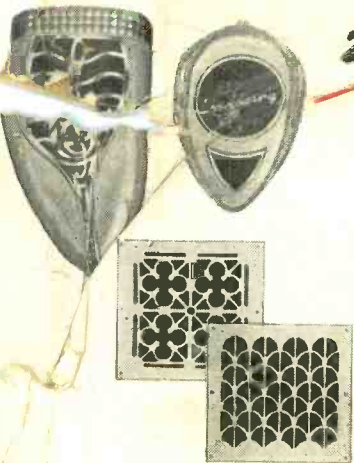
## 1. Take one Symphonola

America's foremost phonograph. Beautiful in appearance—efficient in operation. Multiple amplifiers permit independent control of speaker in phonograph and all remote speakers—no adapters or converters are necessary.



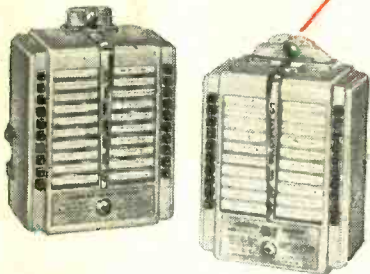
## 2. Add sufficient speakers for Scientific Sound Distribution

A pleasant background of music requires remote speakers. Scientific Sound Distribution assures no blare near the phonograph, no fade-away in far corners. The Seeburg line includes speakers for every requirement.



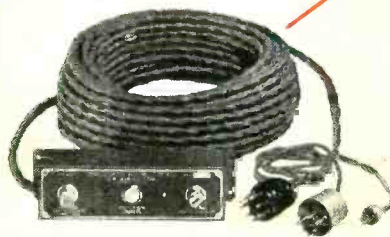
## 3. Make selection easy with note Control

Wallomatics—either Wireless or 3-Wire—are your silent. Conveniently located they bring music right to the finger of the public. All twenty selections visible at one time—no turn—no "blind" listening to prearranged programs.



## 4. Provide the Essential Control

Here is the "key" to "tailored" music installations. The Seeburg Dual Remote Volume Control permits individual control of the Symphonola Speaker, separate control of remote speakers, cancellation of any record—all from a remote point.



## 5. Where required—install a Public Address System

Many locations will want the advantages of a P.A. System. The Seeburg Pre-Amplifier and Public Address System, with its own amplifier and volume control, permits use of Symphonola Speaker and remote speakers as a public address system. Music and announcements may be mixed.



## 6. For remote rooms Additional Amplification

Designed for locations with large auditoriums or many remote rooms. The Auxiliary Remote Control Amplifier is effective up to 1000 feet from the Symphonola. Individual volume control—operation is entirely separate from that of master amplifier in the Symphonola.



# Seeburg

1902 · DEPENDABLE MUSIC SYSTEMS · 1947

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

see your Seeburg Distributor for a demonstration



**INSTALL A**

**WURLITZER**

*Engineered Music System*

**. . . for pleasing and profitable sound level**

● Music that forces a location patron to cup his ear to hear it won't coax many coins from his pocket. Neither will music so loud that he has to cover his ears in self-defense.

It's been proved in thousands of locations. Music at the proper sound level is profitable music from the Music Merchant's standpoint.

Get that proper and pleasing sound level in any location, large or small, single or multi-room, with a Wurlitzer Engineered Music System.

Your Wurlitzer Distributor will check your locations with you. He'll show you—with Wurlitzer's complete line of Auxiliary Speakers—how to produce better-sounding, better-paying music in every location on your route.

**THE RUDOLPH WURLITZER COMPANY  
NORTH TONAWANDA, NEW YORK**



**MODEL 4008**  
Super De Luxe Wall or Ceiling Speaker



**MODEL 4007**  
Oval De Luxe Speaker



**MODEL 4004**  
Musical Note Speaker