

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 17, 1948



This turntable get-together in Detroit is centered around orkster Sam Donahue (displaying his latest Capitol platter in this pic). Jockeys gathered around Sam are (from left to right): Todd Purse, WJLB; Larry Gentile, CKIW; Toby David, WWJ; Bob Murphy, WJBK; Ed McKenzie (Jack the Bellboy), WJBK; John Slagle, WXYZ; Warren Michael Kelly, WJR, and Fran Pettay, WJR. Chances are Sam is saying thanks to the boys (and the thousands of platter spinners like them) who have kept one Donahue disk after another up on the Records Most Played on the Air chart. Latest Donahue Capitol click is "Saxo-Boogie" backed by "I'll Get Along Somehow." Air-rides for Donahue's platters are largely responsible for his all-around success in the ork circle. Sam is currently in at New York's Paramount Theater for a 4-week stand which began June 30. His exploitation and publicity is handled by Jim McCarthy.

going Over  
Bigger Than Ever!

**SEND in Your Entry Pledge NOW!**

... and Get To Work on  
Your Promotion Entry at Once!

# The Billboard's Eleventh Annual RADIO AND TELEVISION PROMOTION COMPETITION

## COMPETITION RULES

**ELIGIBLE STATIONS AND NETWORKS IN THE UNITED STATES AND CANADA ARE ELIGIBLE TO ENTER.**

**Awards will be made in the following categories:**

**SALES PROMOTION** . . . Essentially that type of promotion directed toward improving or maintaining a station's sales position, with promotion aimed at clients and agencies.

**AUDIENCE PROMOTION** . . . That type of promotion directed toward maintaining or improving a station's standing with respect to its audience size, competitively, actually or potentially.

**PUBLIC SERVICE PROMOTION** . . . Promotion of public service programs. The competition is not concerned so much with the programs themselves—even tho they are regarded as promotion on their own—but concerned with the promotion background and exploiting such programing

**SALES PROMOTION** . . . Because much radio-television promotion consists of these two elements, and because virtually such campaigns are virtually identical, such entries as are warranted entered in this category.

**STATIONS WILL COMPETE IN THE FOLLOWING DIVISIONS:**

- NETWORKS—NATIONAL
- NETWORKS—REGIONAL
- CLEAR CHANNEL NETWORK AFFILIATES
- REGIONAL CHANNEL NETWORK AFFILIATES
- LOCAL CHANNEL NETWORK AFFILIATES
- NON-NETWORK STATIONS, 250 to 1,000 WATTS
- NON-NETWORK STATIONS, 5,000 to 20,000 WATTS
- NON-NETWORK STATIONS, 50,000 WATTS
- FM STATIONS
- TELEVISION STATIONS
- TELEVISION NETWORKS
- STATIONS ON THE AIR AFTER JANUARY 1, 1948 — except for Television Stations, all of which will compete in the same division.

## FORM OF ENTRIES

Entries may take any form, from typewritten presentations to any type of elaborate "art" presentation. However, only ONE presentation is permitted for each station's entry in any particular category, altho, of course, a station may enter one, two or all three of the categories. Thus, a station competing in sales promotion, audience promotion and public service categories would have three entries—but the complete story on each category must be told in ONE presentation. Recordings are NOT permitted, either as all part of a presentation. Entries will be judged purely on the basis of facts and the judges will not be swayed by elaborate presentation. We urge that you save yourself time, effort and expense by keeping your entry as simple as possible.

## DEADLINE

All entries must be at the New York office of The Billboard Monday, November 1, 1948. Sorry, no extensions—but none.

## ADDRESS ENTRIES

The Billboard 11th Annual  
Radio and Television Promotion  
Competition  
1564 Broadway, New York 19, N. Y.

**T**HE ANNUAL Competition, analyzing the promotion efforts of stations and networks in all phases of sound and sight broadcasting, is under way again. This is the one and only event which affords broadcasters the opportunity to present to advertising agencies and advertisers, in one single package, under proper auspices and ideal conditions, a story of their promotion efforts thruout the past year. This is the one event which permits broadcasters to tell their customers what they've been doing in behalf of those self-same customers—and their programs; what they've been doing to maintain radio's position as the world's number one advertising medium—and what

they've been doing to help television up the ladder.

As in last year's Competition, final judging will be done by a notable panel of judges representing the leading advertisers and advertising agencies in radio and television. The full list is shown below.

As usual, all entries will be extensively exhibited by The Billboard so that all in radio, television and advertising may study and examine them. The first exhibit will be held in New York later this year; the second in Chicago. Exhibit dates will be announced later on. Both exhibits combine to give broadcasters a rare opportunity to tell radio's story to the advertising fraternity.

## BOARD OF JUDGES

### ADVERTISER PANEL

- J. M. Allen, Vice President in Charge of Advertising, Bristol-Myers Co.
- Howard M. Chapin, Director of Advertising, General Foods Corp.
- Albert S. Dempewolff, Advertising Manager, Celanese Corp. of America.
- Charles J. Durban, Assistant Advertising Director in Charge of Radio and Television, United States Rubber Co.
- John R. Gilman, Vice President in Charge of Advertising, Lever Brothers Co.
- R. E. Healy, Vice President Colgate-Palmolive-Peet Co.
- Harvey W. Manss, Vice President Sterling Drug, Inc.
- J. Ward Maurer, Advertising Manager The Wildroot Co.
- W. M. Ramsey, Director of Radio Media, Procter & Gamble Co.
- R. C. Rettig, Vice President Whitehall Pharmaceutical Co.

### ADVERTISING AGENCY PANEL

- Ralph B. Austrian, Vice President in Charge of Television, Foote, Cone & Belding.
- Leo Cooley, Director of Television, McCann-Erickson, Inc.
- Walter Craig, Vice President in Charge of Radio and Television, Benton & Bowles, Inc.
- Wickliffe W. Crider, Vice President Barton, Barton, Durstine & Osborn, Inc.
- Carlos Franco, Manager Radio Time Buying, Young & Rubicam, Inc.
- C. D. Gudebrod, in Charge of Television and Moving Pictures, N. W. Ayer & Son, Inc.
- Thomas L. Harrington, Vice President Ted Bates, Inc.
- Frank B. Kemp, Assistant Media Director, Compton Advertising, Inc.
- William B. Lewis, Vice President Kenyon & Eckhardt, Inc.
- Chester MacCracken, Director of Radio and Television Productions, Doherty, Clifford & Shenfield, Inc.
- Linnea Nelson, Chief Time Buyer, J. Walter Thompson Co.
- Stanley Pulver, Media Manager for American Home Products, Dancer - Fitzgerald - Sample, Inc.
- Don Stauffer, Vice President in Charge of Radio, Sullivan, Stauffer, Colwell & Bayles, Inc.
- Raymond F. Sullivan, President Stauffer, Colwell & Bayles, Inc.

**YOU CAN HELP US PREPARE MORE INTELLIGENTLY FOR EXHIBIT SPACE AND OTHER PHASES OF THE COMPETITION BY FILLING IN THIS ENTRY PLEDGE AND MAILING IT TO US TODAY**

**ENTRY PLEDGE**

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

Gentlemen:

We are planning to submit an entry in the 11th Annual Radio and Television Promotion Competition. We will enter in the following category(ies) (check any or all):

- Sales Promotion;  Audience Promotion;  Public Service Promotion;  Audience-Sales Promotion. Our entry will be in the following division (check one):
- Network (national);  Network (regional);  Clear Channel Network Affiliate;  Regional Channel Network Affiliate;  Local Channel Network Affiliate;  Non-Network, 250-1,000 Watts;  Non-Network, 5,000-20,000 Watts;  Non-Network, 50,000 Watts;  FM;  Television;  New Station.

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

Name . . . . .

Title . . . . . Station . . . . .

Address . . . . .

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

The World's Foremost Amusement Weekly

## HANDWRITING ON KINESCOPE

King Records  
Grants Jukes  
5% Kickback

## On Returned Platters

CHICAGO, July 10.—In an unprecedented move, King platters' Prexy Sid Nathan announced that juke operators will be given the 5 per cent return privilege twice a year that previously has been extended only to record retailers. The return privilege will be retroactive to July 1 and the first period will end January 1, 1949.

Previous to the King innovation, juke ops have gotten rid of out-dated platters by marketing them to firms which peddle used and dated new platters, or to retail outlets, such as dime stores and chain department stores. Platters were usually peddled for from 4 to 9 cents for used records, depending upon condition, or from 14 to 20 cents for an unused platter.

Berlin Showbiz  
Good, But New  
Acts Scarce

BERLIN, July 10.—Two main factors in the Berlin set-up have brought a hypo to German showbiz. Lack of beer gardens and travel restrictions have contributed towards good box offices in theaters, circuses and niteries.

But by the same token, the travel regulations and restrictions have brought added headaches to show producers. The difficulty in bringing in new acts lies in the fact that acts find it hard to get inter-zonal passes, and the managers have tried to lure them in with offers of high salaries. (See BERLIN SHOWBIZ, page 51)

Jock's WW Appeal  
Re Bing Ban in  
Canada Hits Home

NEW YORK, July 10. — Walter Winchell's recent line about Bing Crosby's platters being banned from Canadian air waves has resulted in the hot water treatment for disk jockey Bob Harvie, of Montreal's CJAD.

Harvie, peeved that Canadian Decca distributors (the Compo Company) had embargoed The Groaner's records from the air (The Billboard, July 3), complained about it in a letter to Winchell, who used the item and passed a copy of Harvie's note to the U. S. Decca firm. Since the two firms have only the name in common, Decca here sent the letter on to Canadian Decca.

When Herbert Berliner, prexy of the Canadian firm, received the missive, he did a fast flip and sent a blistering denouncement to J. Arthur (See JOCK'S WW APPEAL, page 4)

## Adler Now Rates

SAN FRANCISCO, July 10.—After years of blowing new life into a succession of harmonicas, Larry Adler was declared a legitimate musician this week by the American Federation of Musicians.

Altho Adler has played with numerous symphony orchestras and appears as a concert artist, his status was in doubt.

Now the musicians' union has declared that the harmonica is a musical instrument and not a toy.

Adler appeared before an examining board composed of Walter Weber, acting president; J. J. Voss, treasurer, and A. Jack Haywood, secretary. He will join Local 47 of the union, in Beverly Hills, where he lives.

Saul, Perkins Depositions Clash  
As Court Probes Miracle Claims  
Vs. Millner on Bogus Wax Charge

HOLLYWOOD, July 10.—As investigation into activities of record counterfeiters pressed to a climax, names of persons charged with participating in the bogus disk traffic were revealed in depositions for the first time since the illegal platter probe started. Legal documents made available exclusively to The Billboard include a deposition by Milton Saul, of Millner Record Sales Company, St. Louis, in which he names War Perkins, A. M. Wolfe and Day Distributing Company, all of Los Angeles, as the source from whom Millner received counterfeit Miracle records, and a deposition by War Perkins countering Saul's charges, denying participation in the bogus disk racket and disclaiming any association with Wolfe. Depositions were taken relative to the suit filed by Miracle Record Company against Millner Record Sales Company in U. S. District Court in St. Louis in which the diskery charged the latter (See SAUL, PERKINS on page 4)

Block Kisses Off  
Sunkist H'wood

HOLLYWOOD, July 10.—Martin Block, the "million-dollar disk jockey," will forsake California and re-establish his residence in New York. Block will sell his lavish encino ranch home, broadcasting studio and recording equipment before he leaves. Departure is expected in late August.

Block said he was leaving because (1) tele is growing rapidly in New York and with Chesterfield about to make a deeper plunge in the field, he will be needed there, and (2) the California climate does not agree with his child's health.

Block winds up his pic commitment with Metro-Goldwyn-Mayer in August, completing the last of a series of six musical shorts tagged Martin Block's Musical Merry-Go-Round.

Block went West originally to do a show for KFWB and the Don Lee web, meanwhile, transcribing his WNEW shows, a practice he has continued. The KFWB and Lee stanzas have since been cancelled.

Sports and Special Events  
Men Indicate Increasing  
Concern Over TV Effects

## Daniel-Ruark Coincidence Points Up Situation

By Joe Csida

NEW YORK, July 10.—Tho many TV toppers are blissfully unaware of the situation, others are seeing ever-sharper outlines of a significant handwriting on the kinescope. The scrawl is to the effect that promoters of sports and many other types of special events, as well as newspaper and magazines moguls, are becoming increasingly concerned about co-op-

erating with video.

Stories in The Billboard, as far back as a year ago, have indicated concern of some of these promoters re tele activity. Tom Meany, local sports scribe, for example, pointed out last baseball season that club owners were failing to realize that video was a problem of immediate concern. Ford Frick, National League prexy, verified that belief this week. And tomorrow the major league club owners will review the whole baseball-TV picture from the vantage point of a 4,000-interview professional survey they have conducted on the effect of telecasts on baseball gates in the New York metropolitan area. Dan Daniel, recognized as one of the business's heppiest baseball chroniclers, reported in his World-Telegram column Friday (9) that the survey showed televising of ball games had resulted in an 8 per cent drop-off in adult attendance. This, according to Daniel, however, was compensated for by a pick-up in seat sales to women and children.

Daniel points out, however, that beefs from minor league club owners in cities where TV stations pick up out-of-town major league game telecasts from their web mother stations, are getting serious consideration from major league moguls. There is a good chance, apparently, that future major baseball deals will provide that originating stations may not feed the program to affiliates if there is (See SPORTS, "SPECIALS" page 17)

Philly Dealers  
Ink Retail Wax  
Fair Trade Pact

PHILADELPHIA, July 10.—After many months of hard campaigning, the Philadelphia Retail Record Dealers' Association, headed by Frank Ryall, has been able to get every major record distributor and most of the minor ones to sign a fair trade agreement—effective immediately.

The code is all-embracing, and it remains to be seen whether or not there are any loopholes in it. According to one of the bigger distributors, it is so exacting that a dealer can't even sell a broken record under the price. The agreement makes it an offense to sell records under the price established either by the manufacturer or the distributor.

Because of the business slump here since the beginning of the year, distributors were reluctant to sign any fair trade agreements—particularly since they were loaded with inventory, and the retailers were stubborn when it came to stocking them up. However, association pressure won out, and after two major labels signed up, they all fell in line.

## Under Cast Sales

While under-pricing and cut-in sales have been rampant for many months with many retailers eager to drop prices in favor of a quick turn- (See FAIR TRADE PACT on page 4)

Warner Chain  
Seeks Agents'  
Talent Lists

## Indies May Join In

NEW YORK, July 10.—While the film producer-exhibitor divorce decisions indicated the return of flesh, the first sign that such a return wasn't straight dream stuff was shown last week. Warner Bros., for the first time in more than a year, or since it closed the Earle, Philly, asked talent agencies to submit their list of top attractions.

The chain was cagey about saying what houses would use such attractions. Harry Mayer, Warner talent buyer, admitted that they would be used for "out-of-town houses." Insiders say these will probably include the Earle, Philly; Stanley, Pittsburgh, and the Warner house in Washington.

Bookers say that the return to flesh isn't due entirely to the divorce (See Warner Bros. Seek on page 42)

# TV, Radio, Phono Sales Show Only Increase in Internal Revenue Bureau Receipts

### All Other Showbiz Segments Off Last Year's Pace

WASHINGTON, July 10.—Federal tax collections from entertainment and related enterprises during the 1948 fiscal year were off \$147,574,832 from the previous year, a survey of Internal Revenue Bureau statistics

disclosed this week. Total collections in five categories were \$2,845,485,056, as compared with \$2,993,059,888 for the year ended June 30, 1947. Omitting the heavy liquor tax, which comprised some 85 per cent of the total, the decline was \$23,171,563. A decrease in drinking accounted for the rest of the decline in total collections.

## Canada Customs Ask Deposits on Entry of Musical Instruments

MONTREAL, July 10.—Many entertainers and musicians coming from the United States and Canada are running into trouble at the Canadian border when they are informed that they will have to leave substantial deposits on their instruments, phonographs, etc., when they enter the country.

Collections on the sale of radios, phonos, TV receivers and parts showed the only increase in the amusement excises, climbing to \$65,660,470 from receipts of \$63,956,288 in the 1947 fiscal year.

The Canadian customs law requires that show people bringing in instruments must make the required deposit. This is to insure that the instruments will not be sold while in Canada.

The admissions tax receipts fell off to \$433,365,149 from the previous year's figures of \$456,230,228. This tax amounts to 20 per cent of the admission price to such enterprises as theaters, cabarets, skating rinks, circuses, amusement parks, dance halls and sporting events.

Recently a record act going up to the Gayety in Montreal was told that he would have to leave a \$37 deposit on his record player. The money, he was informed, would be returned to him by mail when he returned to the U. S., leaving his deposit slip with Canadian authorities. He was almost prevented from showing up at the opening because the officials wouldn't let the instrument thru, and he had to borrow money to make the deposit.

Fiscal year (1948) collections from the tax on disks and coin machines were off a total of about \$2,500,000. Details on these levies may be found in the Music and Music Machines departments this week.

A name band recently had to leave \$1,000 deposit for the instruments.

The decline in over-all amusement tax receipts—with the exception of liquor, which affects the industry only indirectly—appears to be slight in comparison with the general slump reported in the amusement industry. However, there are other factors to be taken into account. For example, the decline in disk and coin machine collections was almost exactly counterbalanced by the gain in federal receipts from the sale of radio and TV receivers. Also, the admissions tax receipts reflect only the actual gate and no not show how much money a patron spends after he enters a place of amusement.

At the West Coast in British Columbia, some spots have a continuous \$1,000 bond put up with the customs authorities to take care of any exigencies. However, some musicians and entertainers who have had to shell out when coming in from New York, for example, have complained that the agent or booker should warn them what to expect in this matter when crossing the border.

## Delaware Charters

DOVER, Del., July 10.—The following new showbiz companies have been chartered at the corporation department of the secretary of State's office:

Arthur Godfrey Productions, Inc., Dover, Del.; purpose, deal in televising business; capital, 200 shares, no par; principal office, the Corporation Trust Company, 100 West 10th Street, Wilmington, Del.

Texas Telenet System, Inc., Dover, Del.; purpose, deal in broadcasting business; capital, \$2,000,000; principal office, the Corporation Trust

# Saul, Perkins Depositions Clash As Court Probes Miracle Claims

(Continued from page 3)

of possessing bogus copies of its product.

Following are excerpts from Saul's deposition taken in St. Louis:

Q. You are certain Mr. Wolfe is the only firm from whom you purchased these Miracle records?

A. Absolutely.

Q. Have you made any investigation to determine where Mr. Wolfe got them?

A. No, Sir; that is no interest to us.

Q. Have you advised Mr. Wolfe of the pendency of this suit?

A. We advised him not to ship us any more records.

Q. Did you give him the reason?

A. That we found to be counterfeit.

Q. Has Mr. Wolfe replied to that?

A. No, never.

Q. When did you notify Wolfe to that effect?

A. Immediately upon the serving of this particular notice.

Q. How did you notify him?

A. By telephone.

Q. By telephone, and who talked to Mr. Wolfe?

A. I didn't speak to Mr. Wolfe; I spoke to Mr. Perkins.

Q. What did Mr. Perkins say?

A. Well, he didn't say anything, except he would not ship us any more records.

Q. You then told him your records had been found to be counterfeit, and you didn't want anymore?

A. We didn't want anymore.

Q. To whom did you address your orders for these records?

A. Mr. Perkins.

Q. Mr. Perkins of the Day Company?

A. He has generally solicited me and he is the only one I know connected with this.

Q. Do you know him to be connected with the Day Company?

A. That is right.

Q. Do you know Perkins's name, first name?

A. War.

The following are excerpts from War Perkins's deposition taken by local attorney David Pollock, who is masterminding the bogus platter investigation on behalf of the labels whom he charged were injured by the alleged counterfeiting activities:

Q. You have knowledge of the fact that there is a suit pending at the present time in St. Louis wherein the Miracle Record Company is plaintiff and Millner Record Sales Company is the defendant, and wherein an injunction is being sought against Millner Record Sales Company, insofar as their selling the musical composition of Miracle Record called "Long Gone"?

A. I have read about it in "The Billboard."

Q. Was that ever called to your attention by Mr. Saul?

A. Not that I remember.

Q. Did anyone from Millner Record Sales ever phone and advise you of this action pending?

A. Not that I remember.

Q. Have you been reading the articles in "The Billboard" in connection with the carrying-on of the counterfeiting?

A. Very intensively.

Q. Do you have a pressing plant in Paris, Tex.?

A. No.

Q. Have you ever shipped any—have you ever given any orders for records to be pressed in that city?

A. No.

Q. Now, you deny ever having had a conversation with Mr. Milton Saul of Millner Records, wherein he told you not to sell him—not to ship him any more counterfeit records?

A. I do not remember ever having such a conversation of that sort with anyone. However, logically it doesn't seem a man would be interested in buying counterfeit records when he advertises records for sale on a large basis of "The Billboard" ads."

Q. In other words, you know that Mr. Saul, of Millner Records, ran a pretty good sized ad in "The Billboard" magazine offering to sell, among other records, Miracle records of the musical composition, "Long Gone," is that right?

A. I read that from an ad where he was selling many compositions and one of these was the name, "Long Gone."

Q. Do you have an employee at the present time by the name of A. M. Wolfe?

A. No.

Q. Do you know such a person?

A. Yes.

Q. And did you enter into any deal with Mr. Wolfe relative to permitting him to sell records purchased by your company?

A. I had no such agreement.

# Fisticuffs, No Progress Mark Legit Confabs

NEW YORK, July 10.—Broadway was intrigued this week by the news that during the current Actors' Equity negotiations with the League of New York Theaters producer Lee Sabinson took a poke at actor Clay Clement. Negotiations had stalled Wednesday (7) and tempers grew hotter with the weather as the producers accused the actors of bargaining in bad faith. That was the background for the punch which fortunately didn't hurt Clement, who already has a black eye. He was back in the ring yesterday (9).

Meanwhile, during the three sessions held this week not too much progress was made. The producers continue to refuse to offer more than \$70 a week to the union for actors' minimums. They still don't want to allow a six-day week east of Chicago. Equity is holding out on both fronts. Next round will be Monday (12).

## FAIR TRADE PACT

(Continued from page 3)  
over, it was the bumper crop of under-cost sales staged by the local department stores that made the retailers realize the importance of a fair trade code. Late last fall, one of the local department stores staged a giant record sale, albums as low as \$2, of what was purported to be the stock of a Pittsburgh, Pa., shop hit by fire. A close check of the stock on the counters, according to the association, failed to show any signs that there had been a fire—not even water stains on album covers or envelopes. Shortly thereafter, other department stores featured similar giant sales and even one center-city store that never had a record department blossomed forth with an under-price wax sale. It is admitted on all fronts that these department sales made a decided dent in record shop business, and the fair trade was conceived as the only practical way of shutting off these special sales.

## JOCK'S WW APPEAL

(Continued from page 3)  
Dupont, Harvie's boss at CJAD, recommending that Harvie keep his nose to the turntables and tend to his own business. Berliner claimed that Harvie's statement to WW was loaded with slander and untruths. Furthermore, he concluded, the Decca firm was going to continue the Crosby ban.

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# NUMBER ONE ACROSS THE MUSIC-DISK BOARD

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

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 24 to 38 in Music Section.

# LOCALS CLICK ON KID SHOWS

**WTAR, WNJR, KGER 1, 2, 3, in 5 to 20,000 Kw.**

NEW YORK, July 10.—Programs of a remarkably varied nature made up the entries in the 5,000 to 20,000-watt power category of the children's division, and this variety is apparent in the listing of winners, namely, WTAR, Norfolk, with *Magic in Musicland*, first; WNJR, Newark, N. J., *The New Jersey High School Show*, second, and KGER, Long Beach, Calif., *Hail the Champ*, third. Two honorable mentions were awarded, one to WOWO, Fort Wayne, Ind., for *Music for Marmaduke*, and another to KUOM, non-commercial outlet in Minneapolis, for *Tomorrow Is Yours*.

The winner, *Magic in Musicland*, on WTAR, is sponsored by a non-commercial organization, the American Association of University Women of Newport News, and is of high quality. It is a combination of music and classical readings, the music being used to lend point to the tales. The tonal background makes use of such varied material as a Chinese orchestra and bird recordings—as in the background for Hans Christian Andersen's *The Nightingale*.

*The New Jersey High School Show*, with which WNJR, Newark, grabbed second, was an ambitious effort, namely, a performance of *The Lonesome Train* by high school students. The noted musical legend, as performed by the youngsters, had dignity and—considering the non-pro talent—some fine production touches.

*Hail the Champ*, with which KGER, Long Beach, grabbed third place, packs plenty of punch and has the added advantage of being free from the cliff-hanger or blood and thunder stigma. It's a top audience-participation show slanted for the 8-16 age group, and has touches reminiscent of *Queen for a Day*, *People Are Funny* and *Quiz Kids*.

*Music for Marmaduke*, honorable mention, was considered by the judges as one of the better jobs of developing appreciation for classical music. Script, production and music itself were all excellent.

KUOM's *Tomorrow Is Yours*, awarded honorable mention, might be described as a mature children's program. It is mature in its approach to the problems of youth, and on the program outstanding men present their views on the youngster's relation to the world, society and the nation. A thoroly commendable job.

**Pepsi-Cola Gears For Fall Ad Spree On Price Increase**

NEW YORK, July 10.—Pepsi-Cola, which recently moved to the Biow Company agency, this week was gearing up for a major advertising spree this fall, with network radio a strong possibility. The soft drink firm will base its drive on a projected price increase to 6 cents, to take effect soon. The spot campaign also will be hyped, with the tag line in the famed singing jingle to be, "Twice as much for a penny more."

The new account exec for Pepsi-Cola will be Ernie Anderson, previously associated with music management and concert presentations.

## FIRST ANNUAL LOCAL PROGRAM COMPETITION THE WINNERS

### CHILDREN'S PROGRAMS

#### 50,000 Watts

- FIRST PLACE, **KSTP**, MINNEAPOLIS, FOR "LOLLIPOP PLAYHOUSE"  
Stanley E. Hubbard, Gen. Mgr.; Brooks Henderson, Prod. Supvr.
- SECOND PLACE, **WSM**, NASHVILLE, FOR "WORMWOOD FOREST"  
Harry Stone, Gen. Mgr.; Jack Stapp, Prog. Dir.
- THIRD PLACE, **WLW**, CINCINNATI, FOR "DAYS OF THE GIANTS"  
R. E. Dunville, Gen. Mgr.; William P. Robinson, Vice-Pres. Chg. Pgms.
- HONORABLE MENTION, **WJR**, DETROIT, FOR "SCOOP RYAN, CUB REPORTER"  
Frank E. Mullen, Pres.; Franklin Mitchell, Prog. Dir.
- HONORABLE MENTION, **WNBC**, NEW YORK, FOR "THE STORY TELLER"  
Tom McFadden, Gen. Mgr.; DeLancy L. Provost, Prog. Dir.

#### 5,000 to 20,000 Watts

- FIRST PLACE, **WTAR**, NORFOLK, FOR "MAGIC IN MUSICLAND"  
Campbell Arnoux, Gen. Mgr.; Henry C. Whitehead, Prog. Dir.
- SECOND PLACE, **WNJR**, NEWARK, N. J., FOR "THE NEW JERSEY HIGH SCHOOL SHOW"  
Otis P. Williams, Gen. Mgr.; William Fariss, Prog. Dir.
- THIRD PLACE, **KGER**, LONG BEACH, CALIF., FOR "HAIL THE CHAMP"  
Lee Wynne, Gen. Mgr.; Felix Adams, Prog. Dir.
- HONORABLE MENTION, **KUOM**, MINNEAPOLIS, FOR "TOMORROW IS YOURS"  
Burton Paulu, Gen. Mgr.; Ruth E. Swanton, Prog. Dir.
- HONORABLE MENTION, **WOWO**, FT. WAYNE, IND., FOR "MUSIC FOR MARMADUKE"  
J. B. Conley, Gen. Mgr.; C. W. Vandagriff, Prog. Mgr.

#### 250 to 1,000 Watts

- FIRST PLACE, **WEXT**, MILWAUKEE, FOR "PLAYTIME FOR CHILDREN"  
John M. Printup, Gen. Mgr.; Rosa B. Evans, Prog. Dir.
- SECOND PLACE, **WABY**, ALBANY, FOR "BACKYARD FOLLIES"  
Russell B. Wilde, Gen. Mgr.
- THIRD PLACE, **WFDF**, FLINT, MICH., FOR "ADVENTURES OF THE EASTER BUNNY"  
E. A. Knopf, Prog. Dir.
- HONORABLE MENTION, **KLX**, OAKLAND, CALIF., FOR "KLX FUNNIES MAN"  
Glenn Shaw, Gen. Mgr.; Jerry Morton, Prog. Dir.
- HONORABLE MENTION, **KWEM**, WEST MEMPHIS, ARK., FOR "MARKED TREE CAVALCADE OF YOUTH"  
George P. Mooney, Gen. Mgr.; Frank Page, Prog. Dir.
- HONORABLE MENTION, **WMAN**, MANSFIELD, O., FOR "TELL ME A STORY"  
J. M. O'Hara, Gen. Mgr.; Harry C. Lytle, Prog. Dir.

### COMEDY PROGRAMS

NO AWARDS  
SEE STORY THIS ISSUE

#### Program Competition

## KSTP Wins in 50-Kw. Kid Shows; WSM, WLW Trail

NEW YORK, July 10.—Imagination, originality and taste were keynotes in the children's programs submitted by the high 50,000-watt stations. KSTP, St. Paul, took the all-over award with *Lollipop Playhouse*, a well-produced series using original stories and dramatized with excellent effect. It is to be noted that the program reviewed, in a subtle way, pointed up ideals of Americanism.

*Wormwood Forest*, with which WSM, Nashville, won second place, wrapped up a large measure of charm in its animal story. For the young-

sters, the show also contributed a measure of color and romance, and for the oldsters the show was marked by keen writing and satire.

No. 3 in the high-power category went to WLW, Cincinnati, whose *Days of the Giants* was an impressive combination of carefully selected material and excellent production. Adventure in the classic vein was the keynote, with scripts based on adaptations of legends.

The two shows meriting honorable mentions had distinctive strong points, Godfrey Schmidt, on WNBC, is a superb yarn spinner. He was dis-

## Competition Loaded With Boff Entries

#### All Categories Solid

NEW YORK, July 10.—Children's programs represented one of the most hotly contested divisions in *The Billboard's* local program competition, with all power categories pitching for awards. In general, it may be said that much of production effort is expended in the preparation of such programs, and that this production effort is often marked by high imagination and fantasy. In fact, the ingenuity displayed on kid programs exceeds by considerable measure the ingenuity apparent in adult programming. The latter, to put it another way, has become more static and hidebound, whereas the kid programs are still creative in concept and treatment.

It is also worthy of note that kid programs, according to the entries in the program competition, range from one-man or one-woman shows to highly organized community efforts. They also encompass myriad forms, including straight narration, audience participation, drama, variety, musical and quiz. And finally, it is noteworthy that stations have managed to imbue their children's programming with a good touch of public service—this being apparent in shows dealing with both the younger and older age groups, shows whose content indicates a lively interest in the health, habits and well-being of tomorrow's citizens.

#### KSTP's Lollipop

Winner in the 50,000-watt category was KSTP, Minneapolis, on the basis of *Lollipop Playhouse*, with second and third going respectively to WSM, Nashville, for *Wormwood Forest*, and WLW, Cincinnati, for *Days of the Giants*. Honorable mentions were awarded WJR, Detroit, and WNBC, New York, for *Scoop Ryan, Cub Reporter*, and *The Story Teller*, respectively.

In the 5,000 to 20,000-watt category, WTAR, Norfolk, grabbed top award with *Magic in Musicland*. WNJR, Newark, and KGER, Long Beach, Calif., were second and third, respectively, with *The New Jersey High School Show* and *Hail the Champ*. Honorable mentions went to WOWO, Fort Wayne, for *Music for Marmaduke*, and KUOM, Minneapolis, for *Tomorrow Is Yours*.

WEXT, Milwaukee, took the nod in the low power category with *Playtime for Children*, with WABY, Albany, scoring second with *Back Yard Follies*. WFDF, Flint, was awarded third on the basis of *Adventures of the Easter Bunny*. Three honorable mentions were given, one each to KWEM, West Memphis, Ark.; KLX, Oakland, Calif., and WMAN, Mansfield, O., for *Marked Tree Cavalcade of Youth*, *KLX Funnies Man* and *Tell Me a Story*, respectively.

covered by the station during the past year and will be brought back in the fall. *Scoop Ryan*, an historical-type drama in which the reporter becomes involved in events of the period, proved an exciting vehicle well-suited for educational purposes.

# LOCALS AIN'T FUNNY, McGEE

## No Awards in Competition Comedy Phase

Only Handful "Good"

NEW YORK, July 10.—The crying sparsity of good comedy material on local airwaves was pointed up dramatically in *The Billboard's* First Local Program Competition. Not only did the comedy category receive the smallest number of entries of any program type, but of the eligible shows submitted, none was considered of sufficient excellence by the judges to merit an award.

The situation is underlined by efforts of the networks to develop comedy shows, which are adjudged perhaps the top listener lure. But while the local stations have proved a fine developing ground for talent and shows of other types, the local comedy program situation just ain't funny. Hungry as the networks are for humor, the local stations are even hungrier. The reason for this, however, is obviously that being funny requires higher-grade scripting and talent than almost any other kind of entertainment, and in most cases would call for an expenditure few local stations can afford. Of the comedy shows entered, some few did, however, rate kudos.

Among the 50,000-watt stations, top show was *Baker's Spotlight*, of WGN, Chicago. In this ailer, singer-comic Dick (Two Ton) Baker and assistant zany Hal Lansing enacted burlesqued dramatic situations written so that at the most opportune and comical spots, a transcribed spot announcement can be played without loss of transition or continuity. Interwoven thruout is Baker's singing and piano playing.

In the 5,000 to 20,000-watt group, the *Sari 'n' Elmer* homespun situation comedy series of WOWO, Fort Wayne, Ind., was adjudged of prize-winning



KLZ Farm Program Publicist

### LEWIS THOMAS

The activities, comings and goings of KLZ's Farm Reporter are important news to farmers and ranchers of the Denver region. Lewis Thomas directs publicity and assists with arrangements for KLZ's farm programs.

KLZ, DENVER

stature, but proved to be ineligible by virtue of having begun prior to the 1947 starting limitation. Also worthy of note in this division was the *April Fool's Opera* of WQXR, New York, which combined a serio-comic commentary with operatic records played at incorrect speeds plus a galaxy of weird sound effects. The result, coming from a longhair station, was quite funny. The *Kinzie-David Show* of KTUL, Tulsa, features a madcap bunch which seems to have a whopping good time turning out insane little sketches, pseudo interviews and phony commercials.

Among the 250 to 1,000-watters, CKMO, Vancouver, B. C., offered the *Bud Smalley Show*, in which comic Smalley plays a schmoe in the classic tradition, who runs thru 30 minutes of travail due to his own lack of grey matter. KPPC, Pasadena, Calif., submitted the *Carr-Greenstreet Show*, in which the duo dramatized a series of comic happenstances on the campus of mythical Cornball College. *Afternoon Nightmare*, of KANS, Wichita, kidded serious topics in lusty fashion via light-hearted sketches.

## Program Competition

# Wee - Watters Do Big - Time Job on Moppet Programs; WEXT, WABY, WFDF Win

Shows Run Gamut and Surprise With High Quality

NEW YORK, July 10.—Wee-watt stations were the heaviest users of children's programs, according to proportion of entries in *The Billboard's* First Local Program Competition. Not only were the 250 to 1,000 watters firm believers in catering to younger listeners, but they showed considerable ingenuity and care as well. Here, especially, the techniques utilized ran the radio gamut, with the three prize-winning shows respectively a one-man narrator-singer, a youth talent-variety show, and a dramatized story ailer. Honorable mentions, too, among the low-power stations included a high school's entire talent roster, a reader of the funnies and a record program.

Milwaukee's WEXT won first laurels for its *Playtime for Children*, aimed primarily at pre-school-age kids, and moppets already in nursery schools and kindergartens. Jerry Bartell, headman of the program, showed a deft touch in his handling of perhaps the most difficult type of children's show, one which all too often is completely ignored by many stations. The ailer proved tops in every respect, from conception thru performance.

### WABY Takes "Place"

A program of a different type was *Back Yard Follies*, of WABY, Albany, N. Y., which drew second prize. This show, broadcast from the stage of a local theater, was able to recreate the atmosphere and spirit of a period in show business long antedating most of the *Follies'* performers. For, what these ambitious kids did

was take on the routines, comic and musical, of famous vaudeville performers and teams of bygone years. The result was nostalgic and good entertainment in its own right.

Many stations submitted original little playlets, but few measured up to the *Adventures of the Easter Bunny* of WFDF, Flint, Mich., which won third prize. This ailer blended the charm of childhood fantasy with believable performances to make a solid impression. Each program consist of a separate original story.

Among the honorable mentions, KWEM of West Memphis, Ark., rated highly with the judges for its *Marked Tree Cavalcade of Youth*, a show which spotlights the 65-piece band, vocalists, trios, glee clubs and other performers of the local high school. The show, moreover, is virtually a community affair and is sponsored by the local implement companies, stores and motor company. The *KLX Funnies Man*, of KLX, Oakland, Calif., is one of the best of his breed. He made the funnies funnier than they are with dialect, and descriptions of people and places. Another clever show was *Tell Me a Story*, of WMAN, Mansfield, O., in which a father tells his daughter about past years, and the events and ways of life that prevailed, and then plays records of the period he has described as illustrations, certainly a novel twist.

In summary, the stations in the weaker wattage bracket flexed their muscles in the children's show category, and once more proved that you don't have to be loud to be good.

# REVIEWS OF WINNING PROGRAMS

## CHILDREN'S PROGRAMS 50,000 Watts

**Lollipop Playhouse**  
First Place—KSTP, Minneapolis  
Writer-Producer: Betty Gerling for "Stubborn Turnip"

Featured on this series are imaginative, original stories dramatized splendidly with effective organ effects. The story on the sample submitted was *The Stubborn Turnip*, about a baby turnip which was so stubborn it held its breath until it became as purple as an eggplant. The result was, it won first prize at the fair both as a turnip and an eggplant, proving that the color of its skin didn't make any difference in its quality. The production was of the highest caliber, capable of holding the interest of adults as well as kids. And the message, if it could be called that, was delivered subtly and entertainingly, but nevertheless delivered. This is an ideal example of effective original dramatic material for the younger set.

## Wormwood Forest Second Place—WSM, Nashville

Producer: Marjorie Cooney  
Writer: Tom Tichenor  
Music: Owen Bradley  
Cast: Jane Dabney, Christine Tibbott, John Culley, Elmer Alley, Tom Tichenor

There's plenty of charm in this package. It's an animal yarn, the story line centering around denizens of the forest who are attending the State fair. The characters are such interesting folk as Frankie the Frog, Kitty the Cat, Hallie the Hog, Strauss the Mouse, et al. The latter, of course, is a composer, and tries out some of his tunes on one of the more cynical inhabitants of *Wormwood*. There is also incipient romance, as the affair between Frankie and Tallulah Tobacco Worm, the latter stating: "Oh, Frankie, when you sing to me I have no doubts at all." Frankie makes references to that expert on emotions, "Havelock Ellison." This little show

has satire, charm, smart production and writing.

## Days of the Giants Third Place—WLW, Cincinnati

Producer: Charle J. Lammers  
Writer: Allan Stern  
Music: Bert Little

*Days of the Giants* is a very-well produced children's program, giving the youngsters a measure of fantasy, adventure and romance based on adaptations of classics. This particular program, for instance, was derived from *The Gorgon's Head*, from Nathaniel Hawthorne's *Tanglewood Tales*. The yarn, of course, is that of the evil king who orders young Perseus to do an "impossible" task—the obtaining of the Gorgon's head, which he wants as a gift for his bride. The narration and different voices in the story are superb, lending to the yarn excellent diction and dramatic effect. In general, this show would seem a happy combination of carefully selected material, able casting and good direction.

## CHILDREN'S PROGRAMS 5,000-20,000 Watts

**Magic in Musicland**  
First Place—WTAR, Norfolk  
Producer: Fred Paul  
Writer: Agnes Nolan  
Sponsor: American Assoc. of University Women

The American Association of University Women of Newport News, Va., sponsors this 15-minute show, aired on Saturday afternoons. Obviously, the reason for this non-commercial outfit bankrolling the show is that it intends the ailer to be of a higher quality and better nature than most. It lives up to this. Music of a classical nature, including excerpts of larger works, specialized stuff (such as music of a real Chinese orchestra) and even bird recordings, are utilized behind the reading of classic stories, such as Hans Christian Anderson's *The Nightingale*, to illustrate and point up the tale. The blend of voice and music is excellent, with honors shared equally. The commercial is (See Reviews of Winning on page 11)

# 'MORE CONTROL NEEDED'--FLY

## NBC Cancels Minstrel Show After NAACP Frowns on It

NEW YORK, July 10.—A proposed new minstrel series, to have been aired starting Wednesday (7) by National Broadcasting Company (NBC), has been withdrawn by that network because the National Association for the Advancement of Colored People (NAACP), which had originally okayed the show, in turn withdrew its approval. Efforts are now being made to revise the format so that show may air as a straight revue featuring Negro acts.

NBC's minstrel show, a Moe Gale

## 40 Employees Dropped in CBS Retrenchment

NEW YORK, July 10.—Columbia Broadcasting System (CBS) retrenched this week to the extent of amputating some 40 employees from the payrolls. Top brass claimed the operation was intended to remove some of the "plushness" from the web headquarters, and denied the move was a "wrecking operation." Most of the personnel affected were in the research and interoffice departments. It is also known that some of the web's press information department stalwarts are leaving.

Explaining the retrenchment, a web topper pointed out that last year a drastic streamlining was accomplished and that the current one was not unusual in view of increased expenditures on television. "We'll save a little money," he said.

Dropping 40 employees, incidentally, is in addition to the number who will be dropped by the web's decision to scrap its shortwave department. Some 113 persons have been in CBS shortwave, and it is not yet known how many the State Department will absorb and how many CBS will retain. National Broadcasting Company is also scrapping its shortwave set-up, but will try to retain some employees (*The Billboard*, July 10).

Revenue from CBS's AM programming is ahead of last year's figure at this time, according to the network.

## WHAM Spielers Cast Strike Vote

ROCHESTER, N. Y., July 10.—Announcers (12) at WHAM, the 50,000-watt Stromberg-Carlson owned station here, voted unanimously June 29 to strike unless the management accepts a modified pay scale that the American Federation of Radio Artists (AFRA) has proposed.

Negotiations have been deadlocked, and a meeting called by a federal mediator has not brought forth results. Another try at mediation will be made. Then, should no progress be made, the union will resort to more drastic action.

package, has been submitted from the outset to the NAACP for approval and recommendations for changes. Walter White, president of the NAACP, acted for that organization. In addition, the radio editors of three Negro newspapers, one in New York, one in Pittsburgh and one in Baltimore were consulted and signified their okays.

This week, however, after approving several early audition platters, White was asked to hear the show as it was to be aired on its premiere. White criticized the production on two counts, one that the minstrel title perpetuated the Negro stereotype that NAACP has long objected to in various phases of show business, and secondly, that the Mr. Bonesend-man-type of dialog was similarly offensive. NBC immediately withdrew the show.

Judged off one audition, the program adhered closely to the standard early-day minstrel format.

## Revere Preps Show Changes

HOLLYWOOD, July 10.—Revere Camera's *All Star Revue*, currently airing on Mutual, will expand to a half-hour series beginning August 12, with an entirely new format and cast. Bankroller is dropping practically entire cast at end of present cycle, including Andy Russell, Pied Pipers, Ray Sinatra's ork, announcer Tobe Reed and producer Mike Dutton. Only holdover will be thrush Marion Hutton, who will headline new layout.

Sponsor cut two audition platters this week, in which Clark Dennis held male vocal slot, and the Rhythm-aires were featured. Opie Cates's ork is said to be set for music chores, with Cates providing comedy relief. Audition platters were produced by Bunny Coughlin and shipped to Roche, Williams & Cleary agency in Chicago for final okay. Time slot will probably remain the same, except for an added 15-minute segment tacked on.

## SAG, Producers Ink Pact Hinging on TV

HOLLYWOOD, July 10.—Successful conclusion of contract negotiations between top pic producers and the Screen Actors' Guild came after producers agreed to negotiate immediately with the guild on tele. Under terms of the pact, flicker factory heads will discuss with the union wages, hours and conditions covering films made exclusively for the video medium.

It was agreed that the guild could cancel the freshly signed contract if producers license for tele any films made during the period covered by the new pact. Paper goes into effect August 1 this year and expires in December, 1950.

## Saddle Sore

MINNEAPOLIS, July 10.—Larry Lane, WLOL (5 kw Mutual Broadcasting System affiliate) noontime guitar-strumming cowboy crooner, is doing his stint standing these days. The reason: He took part in a civic fete at Detroit Lakes, all garbed in high-heeled cowboy boots. Unexpectedly—to Lane—they handed him a horse to ride. The boots gave him sore feet; the horse something else.

## "Take It" Heads For Big Giveaway Loot Gim, Too

HOLLYWOOD, June 10.—If present plans are approved, Eversharp's *Take It or Leave It* quizzer will shortly put into effect a new giant jackpot gimmick which will make National Broadcasting Company (NBC) the third net to fall into the current pattern of fantastic "buying listeners" type of giveaways. Plan is the brainchild of Eversharp Prexy Martin Straus, currently in Hollywood working out details with the Biow Agency and emcee Garry Moore. Gimmick will involve phone calls to listeners, a jackpot question and prizes which will at least equal and possibly surpass the fabulous giveaways now being dished out by American Broadcasting Company's (ABC) *Stop the Music* and Mutual's *Three for the Money*. Top giveaway to date has been the 20G on *Stop the Music* several weeks ago.

The stunt, aimed to hypo the Hooper of *Take It*, has been submitted to NBC for okay, with indications that the web will go along with the bankroller's idea. Altho the net last season indicated displeasure at carrying lush loot stanzas for reasons of prestige and web policy, NBC is now said to be willing to go along with the trend set by ABC and fight the giveaway craze with the same weapons. Web hinted last spring that it would nix further contests such as the *Truth or Consequences* walking man promotion, but nothing tangible was done to end the fad. Ralph Edwards, T or C emcee, is now reported readying a new super contest for preem when the show returns from the summer hiatus.

## WHN Holds Morey, Despite CBS Program

NEW YORK, July 10.—Looks like Morey Amsterdam will have to adhere to his full schedule on WHN despite his new half-hour Saturday show over the Columbia Broadcasting System. Morey, who missed a couple of his WHN programs Monday and Tuesday of this week, is under contract to the station until October, after which the station can pick up his option for another year. WHN execs this week made it clear they wouldn't release Morey, who does two shows a day, Monday thru Friday over the Loew indie.

## Regulations of Nets Need FCC Strengthening

### Webs' Hold Increasing

By Paul Ackerman

NEW YORK, July 10.—The network regulations which were promulgated in May, 1942, as a result of the Federal Communications Commission's (FCC) monopoly probe, now need strengthening, according to James Lawrence Fly, former FCC chairman, now a partner in the law firm of Fly, Fitts & Shuebruk. Fly, under whose stewardship the commission carried out the network probe, stated this week that tightening of the regulations were necessary in view of the greatly increased number of stations now operating. "The networks," he added, "now can use the threat of cancellation as a means of gaining control of a station's time over and beyond the scope of option hours."

The regulations, which resulted from the monopoly probe and which were designed to give stations more freedom in their relations with networks, have been lived up to generally, according to Fly. But the former FCC boss looks askance at the incursions of webs into the station rep field. "There has been a tendency on the part of some networks to take over representation of their affiliated stations on national spot sales," Fly explained. "This also gives the network substantial control over advertising and time sales and programming—beyond the scope permitted by the network regulations." He added: "An amendment here is in order."

### AFM-AM Pipe-Overs

Apropos of network control over stations, Fly also noted a tendency on the part of the networks to require affiliates with FM stations to pipe over from AM all of the web programs.

In the main, however, Fly indicated that, as seen from the vantage point of 1948, the network regulations accomplished the intended results, in that stations have greater control over their own time and programming and can therefore more adequately serve local needs. "A number of station operators, however, have made no real effort to exercise the freedom they have in terms of community needs. These are the exception rather than the rule," he added.

Fly also pointed out that both networks and stations have continued to prosper, whereas the networks at the time of the monopoly hearings hinted that the regulations would spell the ruin of the broadcasting business. "That same claim is comparable to those made by all defendants in anti-trust actions," the former FCC chairman said.

### Television

Commenting on television, Fly stated that the same ends achieved in radio by the network regulations (i. e., freedom from network control, (See *Fly Asks Control on page 17*)

Any promotion executed during any or all of the period from July 1, 1947, to November 1, 1948, is eligible.

For full details of *The Billboard's*  
Eleventh Annual Radio-Television Promotion Competition  
see inside front cover

# Henry Levels Suppression Of News Charge at CJCA; CBC Airs Outlets' Rebuttal

## Edmonton Station Alleged Operating Against Public Interest

MONTREAL, July 10.—A situation in which an ex-staffer accused his former employer of allegedly slanting and suppressing news, took on serious proportions here last week, as Gordon S. Henry, former station manager of CJCA, Edmonton, Alta., charged at the Canadian Broadcasting Corporation (CBC) governors meeting in Montreal that the station, by alleged manipulation of news, operated against the public interest.

Henry first submitted his beefs to the CBC at the board of governors meeting in Montreal May 17-19, but the affair only drew wide public interest and extensive news coverage this week when the station's delegation appeared at a public CBC meeting to answer the charges.

Henry, in his charges, which were included in a lengthy brief to the CBC, alleged that he had resigned because: News commentator Stan Ross's daily program was stopped because of Ross's alleged expression of anti-British sentiments; during the printers' strike of 1946 affecting the city's two newspapers, *The Edmonton Bulletin* and *The Edmonton Journal* (*The Journal* owns 60 per cent of the station), Walter MacDonald (topper at *The Journal*) insisted on directing the news airers until finally CJCA news editor Gordon McCallum resigned; striking printers were refused broadcast time because the script, allegedly was "full of libel and slander forcing the union to broadcast from another station; The opposition paper, *The Bulletin* had been refused advertising on CJCA.

### CJCA Licensing

CJCA was licensed at the beginning of 1948 in the name of the Edmonton Broadcasting Corporation, with 60 per cent of the stock owned by *The Edmonton Journal*, a member of the huge Southam newspaper chain, and 40 per cent by the Taylor-Pearson & Carson Company, an automotive firm.

The station, in a 10,000-word brief, denied all the charges and put Henry's complaints down to the "vindictive utterance of a disgruntled and discharged employee." The CJCA brief outlined in detail the fights and

## WCCO Skeds Minn. U. Football Program

MINNEAPOLIS, July 10.—Taking advantage of the University of Minnesota ruling permitting commercials to originate on the campus, WCCO, the 50-kw. Columbia Broadcasting System outlet here, has sewed up its entire fall football sked.

Meanwhile, KSTP, the 50-kw. National Broadcasting affiliate, was holding off peddling football time pending the decision by the university whether to permit televising of games by KSTP-TV. If the nod is given, the station will try to sell both TV and standard broadcasts to the same sponsor.

The WCCO sked includes a preview and review of games, with Paul Wann at the mike, bankrolled by the Twin City Federal Savings & Loan; a play-by-play, broadcast by Halsey Hall, Babe LeVoir and Wann, sponsored by the Standard Oil Company, and the *Football Scoreboard*, Durkee-Atwood Company. These shows will be aired Saturdays. Bernie Bierman, Gopher grid coach, will again do his Sunday evening stint over WCCO, sponsored by Juster Bros.

squabbles between Henry and the station execs and also brought up *The Billboard's* name four times in citing the number of awards it had won for its broadcasting activities.

The station also alleged that Henry's intention was to make CBC take the license away and for Henry to move in and take over, "cutting in" other members of the staff.

Henry claimed that his only reason for bringing the matter to a head was his interest in the industry. In his description of the CJCA affair as a "test case," Henry's action may have widespread implications in the whole matter of control of radio stations by newspapers. Henry's claim is that the whole question of "freedom of radio" is at stake.

### Station's Rebuttal

In rebuttal, the station claimed that the whole question is merely the actions of a dissatisfied employee. The brief is full of references to Mr. Henry's being "tired and nervous" and of repeated suggestions to him to take "leave of absence" on company expense and time. Even after things came to a head, the station claimed, and Henry was fired, the firm still paid his expenses East to look for a job.

Of the four charges submitted by Henry, the station replied as follows:

(A) Stan Ross was being paid by the station and since he voiced what was felt were anti-British sentiments, the station no longer felt it right to carry him on a sustainer basis since Ross's views might be interpreted as being those of the station ops, Ross was told he would have to find himself a sponsor, which he did, returning to the air shortly after the incident. CJCA denied that Ross was thumbed because he ran afoul of a *Journal* editorial, stating that a search of the paper's files for the period involved revealed no conflict as to opinion.

(B) News editor McCallum was merely asked to insert a certain item in the strike coverage, to expand the news, rather than restrict it, as charged by Henry, and the brief called Henry's description of the incident a "fabrication." McCallum resigned for personal reasons and went to work for a Southam newspaper in Vancouver. The station also said that no calls were made to McCallum at any other time regarding the contents of newscasts.

(C) The striking union was allowed time on the station, said the brief, but the approval came too late, because it was not until late in the evening until the script was approved.

(D) CJCA never barred the opposition paper, *The Bulletin*, from buying time. This too, the brief alleged, is a distortion. CJCA's facilities were and are available to *The Bulletin*, the brief says.

As a final point, the station brief takes a healthy slap at CBC for allowing the whole matter to come out into the open without proper investigation first. They would have preferred, the station claimed, for the matter to be probed first before letting the public watch the dirty linen being aired.

## WILLIAMS LEAVES WNJR

NEWARK, July 10.—Otis P. Williams resigned this week as manager of WNJR, local 5 kw. station. Williams expects to announce future plans shortly.

## All-Time Hooperating Toppers

NEW YORK, July 10.—Because of interest in the top television Hooperatings chalked up so far (*The Billboard*, July 10), this publication asked C. E. Hooper, Inc., to search its files for the top radio Hooperatings of all time. The list is published below, and shows that of the leading 30, the late President Roosevelt grabbed 18, paced by his war message of December 8, 1941. This address was carried by virtually the entire American system of broadcasting, including the four national networks, most, if not all, regional networks and hundreds of unaffiliated stations piped in for the occasion.

The leading non-political Hooperating was scored by the Louis-Conn fight of July 19, 1946, their second match, which had a rating of 67.2. The second Louis-Schmeling fight is 12th in the list, with 58.6.

The only radio performer to make the top 30 was the late Major Bowes, with his amateur show, scoring twice, once with a 46.9 and once with a 45.2, for 25th and 29th, respectively.

Hooper warns that the list below may not have "hit every program," since the results of special surveys are not included. *The Billboard*, however, is willing to offer the list as historically accurate.

### Top 30 Hooperatings

1. President Roosevelt's War Message	December 9, 1941	79.0
2. President Roosevelt	February 23, 1943	78.1
3. President Roosevelt	May 27, 1941	69.8
4. Louis-Conn Fight	June 19, 1946	67.2
5. President Roosevelt	September 11, 1941	67.0
6. President Truman's V-E Day Speech	May 8, 1945	64.1
7. President Roosevelt	April 28, 1942	61.8
8. President Roosevelt	December 8, 1941	60.5
9. Louis-Walcott Fight	June 25, 1946	59.3
10. President Roosevelt	December 29, 1940	59.0
11. President Roosevelt	October 12, 1942	58.9
12. Louis-Schmeling Fight	June 22, 1938	58.6
13. President Truman	October 14, 1946	57.6
14. President Roosevelt	June 10, 1940	57.0
15. President Roosevelt	January 11, 1944	56.9
16. President Roosevelt	May 2, 1943	56.7
17. President Roosevelt	July 28, 1943	55.9
18. President Truman's V-J Day Speech	August 9, 1945	54.1
19. President Truman	April 17, 1945	53.6
20. President Roosevelt	October 27, 1941	51.9
21. President Roosevelt	September 7, 1942	50.3
22. President Truman	January 3, 1946	49.4
23. President Roosevelt	November 17, 1942	48.0
24. President Roosevelt	September 8, 1943	47.0
25. Major Bowes	Second February Check, 1936	46.9
26. President Truman	September 1, 1945	46.8
27. Wendell Willkie	October 26, 1942	45.8
28. President Roosevelt	February 22, 1943	45.7
29. Major Bowes	Second January Check, 1936	45.2
30. President Roosevelt	January 5, 1944	45.2

## RDTG To Negotiate Pact With WMCA

NEW YORK, July 10.—The Radio and Television Directors' Guild (RDTG) has skedded a meeting Thursday, July 15 with WMCA to negotiate a new pact for its meggers. Directors at the station are getting a minimum of \$50 each week now, and the RDTG wants substantial hikes. It is believed the union will ask for \$130 as a weekly minimum. This will be the first contract negotiated by the RDTG with the station, since the last one was taken over from the American Federation of Radio Artists (AFRA).

Final preparations are also being made by the New York contingent to go out to Hollywood for the union's convention August 6, 7 and 8 at the Hotel Roosevelt. Among the delegates from here will be George Zachary, Oliverly Nicoli, Frances Buss, Charles Polachek, Earle McGill, Bill Sweets, Bob Shayon, Don Gillis, Nicholas Burnette and Carl Eastman.

## Martineau To Head Brew Company Casts

HARTFORD, Conn., July 10.—Bob Martineau, manager of WKNB, New Britain, Conn., since January, 1947, is resigning to go with the Narragansett Brewing Company, Cranston, R. I. In his new position, Martineau will co-ordinate radio and television broadcasts over 30 stations.

No successor at the station has been revealed.

## Ole Opry Fans

NASHVILLE, July 10.—Twenty-two-year-old Grand Ole Opry broke all attendance records Saturday night (3) when over 6,000 applauded the WSM show into an extra performance after the regular broadcast period. Heard Saturdays, 8-12 midnight, the show drew a crowd that blocked the streets in front of the Ryman Auditorium.

The program, which presents a stage show with a cast of 100, stars Roy Acuff, Eddy Arnold, Red Foley, Ernest Tubbs and Cowboy Copas.

## Torme Show May Stay Put for Fall

NEW YORK, July 10.—With Dinah Shore still unsigned to a contract renewing her *Call for Music* program for Philip Morris, the possibility existed this week that the Mel Torme situation comedy airer, filling in for the Shore opus during its six-week hiatus, may become a permanent fixture in the slot. Neither the sponsor nor the producing Biow Company agency will decide on the fall question until the Torme show has got its feet wet and stirred up some reaction. Milton Biow, agency chief, said this week that if the program does well, it might stay put for the fall.

Show airs at 7 p.m. Tuesdays over National Broadcasting Company.

# 500 STATIONS—So What?

by Edgar Kobak

President, Mutual Broadcasting System

## So—It's the World's Largest Network

WITH its 500th station, added last month, Mutual's coverage is now greater than ever. Our current daytime Listenability coverage, including dual affiliates, is 29,895,000; the nighttime figure (ground-wave-plus-skywave) is 30,370,000 radio homes.

Thus, more people than ever can hear Mutual programs. And they are better programs than ever, because several thousand men and women (at headquarters and on the staffs of our stations) are contributing ideas, common sense and hard work and are putting their hearts into entertaining, informing, developing a sounder nation.

## So—Values and Advantages

To the advertiser, too, 500 stations mean values and advantages. Our new booklet tells the "500 Station" story in maps and charts and not too many words. You will be interested and surprised at our progress. (It surprised even me.) Write for your copy—it answers the "So What?" with facts and figures.

## So—The Lowest Cost for Coverage

Mutual's coverage and increased listening combine to give advertisers the lowest cost for coverage (overall cost as well as cost-per-1000 homes) of any network. Here are two examples:

HALF-HOUR evening, Full Network, full discounts, 52-week basis...32 cents per 1000 homes covered per broadcast.

QUARTER-HOUR daytime strip, Full Network, full discounts, 52-week basis...50 cents per 1000 radio homes for 5 broadcasts.

Mutual remains the best buy among networks...delivering the most value for the radio dollar.

## So—Mutual-Don Lee's \$3,000,000 Studios

An outstanding example of Mutual progress is the new Hollywood studio building into which Don Lee poured a cool three million dollars. No description could do justice to these studios, but everyone who has seen them knows they are the finest, most up-to-date and best equipped in the world.

And they are part of what "500 Stations" mean—better facilities for the advertiser, better programs for the listener.

## So—Top-Drawer Coverage of the Conventions

To bring the American people a running, dramatic picture of the political conventions, Mutual has put a great deal of time, thought, effort and money into arrangements. For instance: we are assigning 55 commentators, correspondents, newscasters and technicians to the job; we are setting up two newsrooms; we have batteries of mikes on the convention floor and in candidates' headquarters.

The result? A completely detailed story of democracy at work—of our way of life functioning for the greatest good of the greatest number.

Another major contribution of the 500-station network is its support of the Advertising Council. And the way in which all radio (including Mutual affiliates) cooperates is really inspiring.

## So—Leading Sports Programs

Over the 500-station network is broadcast a long and never-ending parade of outstanding sports events. To mention just a few crammed into a short period of weeks: there was the 500-mile Indianapolis Speedway Race; there was the Graziano-Zale battle for the championship; there will be the All-Star Baseball and Football Games; the Williams-Beau Jack lightweight championship fight; and most dramatic of all, there will be the World Series. All are Mutual exclusives.

## So—Toward a New Approach to Network Rates

We believe there is real need for a new approach to rates and rate-making. Consequently, we have started a basic rate study which will be made available to all networks and stations. Undoubtedly, the rate structure and practices inaugurated when radio was young had much to do with the industry's progress and growth, but after 25 years, we believe we should take a new look. I have no hesitancy in doing this since I had a hand in the early development of the rate structure for network broadcasting.

## So—The Broadcasting Code

At the NAB Convention held last month in Hollywood, the industry adopted a new Code of Standards. Mutual is proud that it was able to contribute some constructive thinking to this Code. The Preamble makes a reality of our thought, expressed last January in one of our advertisements: "...perhaps there is something which comes before a Code...maybe we need a 'Ten Commandments' of broadcasting to reflect our deep-down desire to be worthy of our trust."

## So—New Business and Renewals

Proof of Mutual's increasing value to advertisers is to be found in the new business written and renewals of accounts. Here is the record for the months of March-April-May—a record, we think, of which any network may well be proud:

*New Business:* Johns-Manville, U. S. Tobacco, the National Council of the Protestant Episcopal Church, R. B. Semler (additional days in their schedule), Shotwell Mfg. Co., Teen-Timers, Inc. and the First Church of Christ Scientist.

*Renewals:* Armour & Co., D. L. & W. Coal, Cole Milling, Philip Morris, Mutual Benefit Health and Accident, Quaker Oats and Williamson Candy.

## So—Progress in Television

In past advertisements we told something of Mutual's TV station progress—35 TV affiliates, some operating, others under construction or with C.P.'s.

Now here is the regional network picture: Our Don Lee station in Hollywood is already in operation; applications are in for San Francisco and San Diego; around these three will be built our West Coast regional network; our Mid-West regional will center around WGN-TV (Chicago) already in operation; and we will have an Eastern regional network built around our Yankee station in Boston and WOR's station in New York and Washington. The ultimate objective is to co-ordinate these regional operations into a nationwide network—which will put Mutual in the vanguard of this great new medium.

We will gladly answer any questions pertaining to any of the subjects discussed on this page. Write or phone us.

**MUTUAL BROADCASTING SYSTEM • WORLD'S LARGEST NETWORK**

**That Reminds Me**

Reviewed Monday (June 28), 9-9:30 p.m. Producer, Cal Tinney; director, Dick Coggin. Cast: Walter Kiernan (master of ceremonies), Uncle Jim Harkins and his wife, Harold Hoffman (ex-governor of N. J.), WATV, Newark, N. J.

Potentially this is a sock comedy stanza. Actually, on the program caught, it missed fire on several counts. The idea is to have three good story-tellers and their femme alter-egos listen to a tale told by Emsee Walter Kiernan. Story-tellers are supposed to come up with a tale of which they are reminded by Kiernan's yarn. But before they are permitted to tell their stories, their distaff counterparts tell the audience what story they think the men-folk are going to tell. Thus if ex-Governor Harold Hoffman's femme shadow, his daughter, foretells the gag which her dad will relate in full, the viewer who sent in the original gag, read by Kiernan, doesn't get a chunk of dough. If she doesn't foretell it, the contributing viewer gets paid. And so on thru three efforts, one by each of the story-tellers.

**Sotto Voce**

Item one on which the idea didn't jell on this program was the fact that the gals speak into a hush-a-phone so their better-halves won't hear them. The trouble is the viewer can hardly hear them either, except if he concentrates fiercely on what's being said. Which obviously isn't making it easy for people to sit back, relax and enjoy the show.

Item two is that Harkins, Hoffman and O'Rourke, while all three are good story-tellers, always seem to get involved in rather long, drawn-out, occasionally pointless tales which miss being funny by a considerable span. Kiernan makes a personable, easy-going emsee, and over-all production and camera work were good. Notwithstanding the faults previously outlined, the show manages to create an atmosphere of having a group of interesting ladies and gents sitting around your parlor telling tales. And that's truly video.

Cal Tinney, who produces, also has *Stop Me If You're Heard This One* on the National Broadcasting Company video network. *Joe Csida.*

**Point of View**

Reviewed Tuesday, July 6, 8-8:30 p.m. (EDT). Style—Panel discussion. Originated by WWJ-TV, Detroit. Moderator, Ted Grace. Cast: Dr. Alfred Kelly, Wayne University; Dr. Tibor Payz, University of Detroit; Prof. Preston Slosson, University of Michigan; Cord Meyer Jr., national president, United World Federalists. Producer, Tom Riley; cameramen, Walter Runkel, Richard McNutt; video controls, Charles Michaels and Harold DuShane; sound, Leonard Puskarich; floor manager, Christopher Montross.

On the air about four months, this panel presentation has developed a high following and an adult level of discussion—intelligent without being highbrow. The show caught had Cord Meyer Jr., in from New York, and noted professors from three universities to consider peace plans, the United Nations and world government. This formidable material was interestingly handled, if inconclusively, the discussion getting exciting at points, with some of the speakers competing for the mike to air their views, two talking at a time in their eagerness.

Moderator Ted Grace, generally



**Radio and Television Program Reviews**



Designates Radio Review



Designates Television Review

**Chesterfield Supper Club**

Reviewed July 7

**LIGGETT & MYERS TOBACCO COMPANY**

Ritchie Brooks, Adv. Mgr.

Thru Newell-Emmett Company  
F. H. Walsh, Acct. Exec.

Via NBC

Mondays-Fridays, 7-7:15 p.m.

Producer-director, Bob Moss; announcer, Tom Reddy; cast: Sammy Kaye and orchestra; Laura Leslie, Don Cornell and Dick Edwards (vocalists); the Kaye Choir and the Kaydets.

Current Hooperating of the program..... 5.7  
Average Hooperating of shows of this type (Popular Music) ..... 5.8  
Current Hooperating of show preceding ("Three Star Extra") ..... 4.8

Current Hooperating of show following ("News of the World") ..... 4.1  
**CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS**

ABC: Edwin C. Hill ..... 2.3  
CBS: "Beulah" ..... 5.1  
MBS: Fulton Lewis ..... 3.2

Sammy Kaye has been conducting his "so you want to lead a band" contests a long time. Moving the locale of this competition to the *Chesterfield Supper Club* is not too note-worthy of mention. Swing and Sway Sammy carries off the affair with sufficient aplomb, with the three contestants getting an assortment of giveaways including, of course, Chesterfields.

The chief giveaway, however, is the jackpot, which is awaiting some lucky listener. There's enough loot in this jackpot to draw considerable audience to the *Supper Club*, no matter how severely the amateur band-leaders mangle the music. A recounting of this loot, estimated as \$5,000, includes such assorted items as a boat, a television receiver, a paid vacation for two, a diamond ring, a gas range, add infinitum. Unfortunately, the phone operator did not contact a listener who heard all three bandleaders, so the jackpot was held over to next week. Maybe you can't buy the listeners after all!

Kaye's technique with the contestants is suave, his interviewing brings out information relative to their occupations and, of course, why they want to lead a band. The curiously ill-timed music follows, and is then evaluated by the applause meter.

Chesterfield works out a rather intricate, effective commercial pattern based on the ABC theme. The letters are worked into different phrases, including always buy Chesterfields, and always milder, better tasting and cooler. A subsidiary theme is the angle that millions are changing to Chesterfields. *Paul Ackerman.*

unobtrusive, set the opening announcement and final summation, occasionally interjecting a word to keep the discussion from getting out of hand, once to ask Professor Kelly, who persisted in talking down at the floor, to look at the camera. His work was deft.

Discussion started with Meyer talking before the opening announcement was over. It proved disconcerting. (See *POINT OF VIEW* on page 17)

**At Liberty Club**

Reviewed Thursday (8), 8-8:15 p.m. Style—Musical Variety. Sponsor, U. S. Rubber Company, thru Fletcher D. Richards, via WNBT (NBC), New York. Director, Roger Muir; writer, Sy Frolick; cast: Jacqueline, Gordon Gaines (baritone), Sharon De Vries (commedienne), and D'Artega and his music.

Judging from its premiere, U. S. Rubber's new *At Liberty Club* has scarcely more than a moderate gimmick for introducing some talent, altho with some talent-hep bookings, it could provide far more than the modicum of entertainment the initial stanza offered. The title tips the mitt on the show's gim, a club for at liberty talent, hosted by a girl warbler billed merely as Jacqueline, who of course, works herself and serves to bring in the other acts.

The initial script failed by a long shot to use this springboard, so much so that a piece of business used to introduce Sharon DeVries, comedienne, literally pulled her in out of the blue. The club setting found her sitting at a table with spieler Bob Stanton—who likewise went without an introduction—and after a bit of unfunny dialog, tossed off with virtually no transition from a preceding tune by Jacqueline, Miss DeVries went into a comedy routine taking off an opera aria. The girl mugs ardently and apparently can sing legit if she wants to, but overemphasis mitigated the total effect of her work.

**Bad Gaines Intro**

Similarly, an awkward introduction cued in baritone Gordon Gaines solo, with the boy getting up to leave, saying he had an audition to do. Let's face it—every single viewer knew jolly well that Gaines was on hand to sing, so why use so banal a routine? Meanwhile, he's a pleasant but not socko singer.

Jacqueline herself opens and closes the show with a tune, which is at least one too many, since the time could be spent to better advantage with another act to lend diversity, which is something the show needs and which certainly shouldn't be difficult to find. She screens well and sings okay, with a mild, but unobtrusive French accent.

**Good Sales Plug**

The commercial was well introduced, via a girl puppeteer introducing a puppet fashioned as a symbol of U. S. Rubber's video trademark, with the dummy lips synchronized to the aural copy, which stressed the firm's Laytex wire. With the addition of slides to accompany the verbiage, it made for an effective sales message.

Music is well handled by D'Artega and a small combo, but only D'Artega is shown working at the piano. While the rest of the band isn't shown—extra pay for musicians under lights—chances are that viewers might feel baffled by the rather obvious omission. It could be turned to advantage, however, each week, via a running gag switch accounting for their invisibility. *Jerry Franken.*

**Dizzy Dean**

Reviewed July 3

**S. C. JOHNSON AND SON, INC.**  
William Connolly, Adv. Mgr.  
Thru Needham, Louis & Brorby, Inc.  
Jack Louis, Acct. Exec.  
Via NBC

Saturdays, 5-5:15 a.m. (Originates at KSD, St. Louis, Mo.)

Writer, J. Roy Stockton; producer-director, Frank Eschen (assistant to Dizzy Dean). Cast: Dizzy Dean.

Current Hooperating of the program (Started July 3)..... None  
Average Hooperating of shows of this type (Miscellaneous) ..... None  
Current Hooperating of show preceding (Sustaining) ..... None  
Current Hooperating of show following ("Lassie") ..... 1.8  
**CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS**

ABC: Sustaining ..... None  
CBS: Sustaining ..... None  
MBS: "Take a Number" ..... 2.7

Dizzy Dean, in the opener of his new network sports comment series, paraphrased Will Rogers by saying, "A lot of people that don't say ain't, ain't eating." Dean commented, "I'm going to keep on a-saying ain't and keep eating." The dizzy one, all-time great among baseball pitchers, has branched out from his St. Louis play-by-play show to the webs, and should certainly catch the national fancy. He's informal, blasphemous of the sports world's greats and near-greats and gives a breezy impression that sneaks up on the listener. From the very start of the show, when he seemed to kill off a commercial in order to get in a couple of his inimitable yarns, he was fogging thru with a radio version of his old high, hard one.

The show is part anecdote, part answers to letters and part advice to youthful diamond aspirants. The first (See *DIZZY DEAN* on page 17)

**Key to the Missing**

Reviewed Sunday, June 27, 6-6:30 p.m. Style—Public service. Producer, Archdale J. Jones; director, James Cadigan; technical director, Frank Bunetta; sets, Rudy Lucek; cameramen, Ed Bezares and Barry Shear; stagemen, Lennie Messina; video engineer, Jack Fallato; audio engineer, Tom Batson. Cast: Archdale J. Jones (interviewer). Sustaining over WABD (DuMont), New York.

Not too many years back John J. Anthony became the subject of considerable gag material with his *Good Will Hour* shows on radio. He also won the hearty disapproval of many listeners who resented his patronizing, pontifical attitude toward the poor schmoe who came to him with their problems. Archdale Jones, if something doesn't happen pretty quick, bids fair to become the John J. Anthony of video. If anything, he is even more patronizing, even more pontifical and pedantic than Anthony, or maybe it just seems that way because you have to look as well as listen.

And it wouldn't be too bad at that, if he made more sense. But in at least two spots on the show caught, this keeper of the key made pronouncements which just didn't add up. On one occasion he announced that they had received a communique from a viewer who had already located a missing person for whom the arch Mr. Jones had instituted a search to open this program. The sender of the communique had failed to include his own address or phone number or (See *Key to the Missing* on page 17)

Any promotion executed during any or all of the period from July 1, 1947, to November 1, 1948, is eligible.

For full details of *The Billboard's Eleventh Annual Radio-Television Promotion Competition* see inside front cover

# REVIEWS OF WINNING PROGRAMS

(Continued from page 6)

limited to a bare mention of the association's sponsorship. A high-class program, which is popular in material but nigh in ambition and performance, should be most valuable in stimulating interest in better music and stories among younger listeners.

## The New Jersey High School Show Second Place—WNJR, Newark, N. J.

Producer: Henry I. Marshall  
Writers: Students of various schools presented  
Director: School English department heads

Thirty-ninth program of *The New Jersey High School Show* represented an outstanding effort, namely: Performance of *The Lonesome Train*, noted musical legend depicting the progress of Lincoln's funeral cortege. The performance was by high school students, including narration, solo and group singing. It came off with fine dignity, the scope of the piece delineating the emotions of the American populace at the time. Much training and production are inherent in a work of this type, plus ambition and courage on the part of the producers. It is to be noted that altho the performers are students, direction is by heads of high school English departments.

## Hail the Champ

### Third Place—KGER, Long Beach, Calif.

Producer: Don Otis  
Writer: Al Atherton  
Announcer: Herb Allen  
Emcee: Tony Pereira

Here's a wallop-packing show that's free from the cliff-hanger and blood-and-thunder tinge. It's a show that's

bound to keep the kids and the Parents and Teachers Association (PTA) happy. It's a top-notch kid audience-participation show, tailor-made for the 8-16 age bracket for the most part, the routines are zany. Kids with their knees tied are asked to race each other. They bob for ping-pong balls in water-filled tubs, get hit in the face with pies, etc. But it moves at a rapid pace, and the kid audience goes wild. Winners get their wishes from among such requests they have made as for tours thru movie studios, bikes, tennis lessons, etc. The show is well-produced, well-emseed and well-announced.

## CHILDREN'S PROGRAMS 250-1,000 Watts

### Playtime for Children

#### First Place—WEXT, Milwaukee

Producer: Rosa Evans  
Writer-Narrator-Singer: Jerry Bartell

This show is slanted for the very young age group which is often neglected by radio. Jerry Bartell, who narrates, writes and sings the program, certainly doesn't neglect them. He apparently has a talent for programs of this type, for it is quite obvious that he loves kids and has given a great deal of thought to entertaining them via the radio. His show includes stories, music—including nonsense lyrics—and games and exercises. For instance, a foot dancing and hand-clapping game, and another in which the tots reach up to try to touch the ceiling. Bartell's warbling, incidentally, is swell. It has resonance, and kids can probably ascertain that his heart is in it. Slanted for children of pre-school age (nursery schools and kindergartens)

the show is well-produced, well-written and certainly well-thought out.

### Backyard Follies

#### Second Place—WABY, Albany, N. Y.

Writer-Producer-Director: Thomas R. Sternfeld  
Pianist: Bill Harris  
Announcer: Bill Phillips

This youth talent show is aired from the stage of the local Strand Theater each week before an audience of 500 to 700. It is sponsored by Belt Line Motors, local Willys dealer. The sample submitted attempted a rather ambitious stint, seeking to recreate the atmosphere of bygone shows, doing numbers from old George M. Cohan hits, emulating Fritzie Scheff's warbling at the old Tony Pastor nitery, doing some of Gus Edwards's ancient acts, the Cherry Sisters, Pat Rooney, Al Jolson, etc. While the results may not be exact imitations, the idea was put over neatly, offering a nostalgic touch to the older listener and an education in vaude history for the kids. Cast varies from eight to 40 kids per week.

### Adventures of the Easter Bunny

#### Third Place—WFDF, Flint, Mich.

Producer: Elmer A. Knopf  
Writer: Larry Arnold  
Cast: Audrey Jones, Elmina Brooks  
Sponsor: Smith-Bridgman Company

This program, heard on Mondays, Wednesdays and Fridays from 5 to 5:15 p.m., has some original little playlets done by WFDF's staffers. Elmina Brooks plays the Easter lady who tells a different story about the Easter bunny on every show. Audrey Jones plays the role of the bunny with a high, wistful voice which comes thru neatly. The story itself is at once interesting and fantasti-

cally believable for kids. The program's sponsor is the Smith-Bridgman Company of Flint, local department store, which tied in its commercial with the show by having an "in person" visit from the Easter bunny during the pre-Easter season.

## Webs' RWG Offer Awaits Writers' Okay

NEW YORK, July 10. — Subject only to final ratification Monday (12) from staff news writers at the Columbia Broadcasting System, the National and the American Broadcasting companies, the Radio Writers' Guild has received an offer of a 7½ per cent increase for the sripters from the nets. If the writers buy, they will get \$33.75 more each month from the webs.

The new pact is expected to run from July 1, 1948, to September 30, 1949, and will cover between 35 and 40 employees. It will also include a few improvements in severance pay and in vacations. Staff news writers start at \$350 a month and work up to \$450 over a period of two years.

## WJR Ups Kramer, Mitchell

DETROIT, July 10.—Two key promotions and an expansion on the sales staff were unveiled Friday (9) by Harry Wismer, assistant to the president, at WJR here. Worth Kramer, program director, was upped to assistant general manager, creating a new post, and Franklin (Bud) Mitchell, chief announcer, was named to take Kramer's old post. At the same time Ralph Dawson, formerly with WWOK, Flint, Mich., was added to the sales staff by sales manager Arch Shawd.

# thanks, Billboard, for beaucoup bouquets



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"Leading the pack is WOR, with five awards." *Billboard*

"Laurel-copping...it's getting to be a habit." *Billboard*  
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WOR, needless to say, gets a colossal kick out of copping the following laurels in "The Billboard's First Annual Local Program Competition":

**First place:** for classical and semi-classical music, for the program "Contemporary Music."

**Second place:** for news comment via Robert S. Allen.

**Second place:** for "News on the Human Side" with Lyle Van.

**Honorable Mention:** for public service; "Name Your Poison."

**Honorable Mention:** quiz category; for "The Five Mysteries."

TO BILLBOARD: a low bow from the waist for the bouquets.

TO TIMEBUYERS: a hint that WOR's laurel-copping shows have a way of copping listeners who buy products.

—heard by the most people where the most people are

# WOR

# WHAT TELEVISION AT PHILADELPHIA

## TV Improved Conventions, Not Vice Versa -- Marlowe

By Harvey Marlowe, Manager of Programs, WPIX, New York

NEW YORK, July 10.—We learned the following key facts about convention coverage that we will employ in similar coverage in the future: We learned that planning and co-ordination paid off in big dividends. We learned that what was planned before a show, not what went on before the cameras, were the things that counted most in its final presentation. We also learned that it was mighty important to have a powerful paper like *The New York News* behind us with its experienced commentators, reporters and columnists—people who are fully cognizant of the political



H. MARLOWE

under the able guidance of Carl Warren and his assistant, Al Lawrence; men like Austin Huhn in the producer's slot, and the engineering know-how of Otis Freeman. These were some of the many factors that helped WPIX, as a

week-old television operation, to get in there and do more than its share among its more established colleagues.

We learned that the months and weeks spent in lining up the potentials, plus the basic structure of these shows, gave body to the catch-as-shows, gave body to the catch-as-shows, gave body to the catch-as-shows (TV Improved Conventions page 14)

## "A Landmark," Says Markham

By G. Emerson Markham, Station Manager WRGB, Schenectady, N. Y.

SCHENECTADY, N. Y., July 10.—The Life-NBC coverage of the Republican Convention was outstanding, altho convention oratory at times became dull in contrast with the interviews with prospective candidates. Repetition of film showing the political background of candidates was not too desirable, and several times the audience was lost to late evening interviews because of lack of sufficient pre-announcement.

Most viewers were delighted at an opportunity to "meet" important political figures on an informal basis, and programs of this type were exceeded in popularity only by the actual balloting. Ben Grauer's performance was highly commendable.

In general, in consideration of the tremendous technical task, uncertainty of activity, the television coverage of the convention will remain an historical landmark in the growth of the industry.

## 'Bravo'--WWJ-TV

DETROIT, July 10.—Over-all editing of television newsreel film for the Republican National Convention was excellent, Harry Bannister, general manager of WWJ-TV stated here, in reply to *The Billboard's* inquiry. On an average, the film reached the station within 24 hours, a time differential which Bannister says, was not too severe a handicap. Audience reaction, he added, was thoroly favorable—so much so that the station could have used much more convention film than was delivered.

## Analytical Shows Tops, Says Clipp

By Roger W. Clipp, General Manager WFIL-TV, Philadelphia

PHILADELPHIA, July 10.—For the best single show, altho we feel that the American Broadcasting System (ABC) network produced many excellent convention programs, their 11:35 p.m. round-up of commentators was outstanding. It was superior as an authoritative summary of each day's activity.

Considering technical limitations, there were no major mistakes in convention coverage. Minor errors were detected but were corrected within the early stages.

WFIL-TV certainly received an adequate variety of shows from the ABC network.

The best shows were the commentator round-ups. These were excellent, and more could be inserted when convention procedure becomes dull.

Technical facilities permitting, more telecasts should be originated from points outside Convention Hall, such as all candidates' headquarters and scenes of rallies.

Television received its greatest

## Telecasters Cite Experiences Gained Via Conv. Programing

Television's greatest programing experiment comes to an end in Pennsylvania this week, and it is safe to say that telecasters and the viewing audience alike gained more from it than any single event in the medium's history. It is already certain that the expected impetus in set sales, in those cities with stations on the air, has developed as expected and in some cases has exceeded expectations. And it is also certain that the experience gained, from a production and programing standpoint, has proved and will prove invaluable.

Beyond that the convention coverage demonstrated what many in the trade had expected—that the going will be increasingly tough for television as other media—notably newspapers—become aware of the threat television represents to them (see story on page 3). The story in 1952 then should be entirely different for the reason just cited and for other reasons, some of which are set forth in the symposium in this week's *Billboard*.

The main points involved in the symposium deal with the programing and production problems involved in Philadelphia. To get the answers, *The Billboard* sent questionnaires to key television execs throught the country covering stations which originated programs, those which took them by direct connection and those serviced by film coverage. Their reactions are given herewith.

## Lens Work Spotty in Early GOP Coverage, Claims Milne

By James T. Milne, Gen. Mgr. WNHC, New Haven, Conn.

NEW HAVEN, Conn., July 10.—No single show stood out in my estimation as the best received. I did not have the opportunity to see the entire schedule, but what I did see was passing fair. Quite a number of mistakes were made in the convention. One in particular which stood out was the photographing of the entire assemblage with a wide angle lens. This was just a blur on most screens and didn't mean anything. I think more sideline close-ups of activities, especially during the time when demonstrations were being held, would have been far more interesting. I did notice

single stimulus to date from the outstanding convention coverage. Audience reaction here was highly enthusiastic and indicated an unprecedented interest in the medium.

that on Governor Green's keynote address that they were evidently using a Zoomar lens, which brought not only the speaker into focus but also the background for 20 to 30 feet behind him. All during his talk (See *Lens Work Spotty* on page 14)

## Convention Coverage Hypes Richmond's Interest in TV

By Walter A. Bowry Jr., Asst. Gen. Mgr., WTVR, Richmond, Va.

RICHMOND, Va., July 10.—It is impossible to put our finger on any one particular show as the best received by us from our network, since most of the offerings were outstanding in public appeal, program quality and general interest.

The only mistake we observed was the inability to schedule convention shows in advance so as to enable the local station to build its schedule around convention coverage. However, this is no fault of anyone, since it is impossible to anticipate when important news will develop in covering such an event as this.

We feel that we received enough different types of shows from our network.

### Interviews Best

As for the types of shows which were done best, we found that the interviews from Room 22 (Life-NBC) as well as outside pick-up coverages were very acceptable to our viewers. There were no broadcasts which we would recommend eliminating. Generally speaking, production, camera work and programing were superb throught the

entire convention. We think the coverage left little unsaid, and we can suggest no types of convention shows to be added in the future.

In regard to television's advancement in our area, all Richmond was amazed with the coverage afforded the GOP Convention. Television was virtually the talk of the town. Each morning we received volumes of un-

## Satisfactory But Not Enuf Smoky Rooms, Activities--Landsberg

HOLLYWOOD, July 10.—Klaus Landsberg, West Coast director for television for Paramount, told *The Billboard's* symposium on convention coverage that while film coverage of the conclaves supplied to KTLA was "highly satisfactory," there might have been more smoke-filled room coverage and perhaps more footage on general activities. Over-all material, Landsberg stressed, as edited and prepared by the Paramount or-

## Horses Preferred To Politicos by WATV Viewers

By Irving Rosenhaus, President WATV, Newark, N. J.

NEW YORK, July 10.—WATV was not part of a web, so we cannot say which network show was best. We feel that no mistakes in coverage were made, aside from those of technical operation. Altho there was no web connection, enough different types of shows were received on pooled telecasts for variety.

It's difficult to say which types of shows were done best. We liked every bit of it and particularly the shots of the proceedings themselves. As for adding shows in the future, it's up to the working committee to decide what should be sent, giving the best they can for the equipment. If they do as well next time, it would be two home runs instead of one.

Toward the advancement of television, reaction was 99 44/100 per cent favorable. One letter from an irate listener to all local TV stations said he had bought an expensive set expecting to be entertained, and all he got for a week was the Republican National Convention. "This week... is one of the poorest in the history of TV entertainment," he wrote in lament. There were really more letters praising coverage of the horse races from Monmouth Park than of the convention.

# PHIA---A VIDEO SYMPOSIUM

## Equipment Too Rigid, Limited, Says Mowrey

By Paul Mowrey  
National Director of Television,  
American Broadcasting Co.

I feel that one of our worst handicaps during the GOP convention was the rigidity of equipment. At various times we could have provided wider coverage if we could have moved about faster with adequate gear. Since we have to operate with the same type of equipment at the Democratic convention, we will use four mobile units instead of two. If we can't have better equipment—we'll double what we have.

It is not our impression that any basic mistakes were made during the convention but we do feel the need of more events of this type in order to obtain the smoothness of operation we would like to have.

We feel that the convention coverage will be responsible for a tremendous advance in the size of the television audience—our basic problem of today.

We feel that in the long run the convention experience will dictate a variety of changes in various television equipment; we expect it to influence a greater interest in television techniques on the part of newscasters and commentators. In general, it is our impression that the convention has done much to standardize the technical operation and has moved even further in bringing the elements, ingenuity and imagination, on the part of program directors.

We certainly do not regret any of the shows we originated. In fact, except for the special features, our standard schedule for the Democratic convention is nearly a duplicate of that of the Republican convention. We feel that our impressions regarding the very great value of human interest have been well borne out, and we will consequently continue to stress the human interest side of the news.

## "Let Us Know If Film Has Sound," Suggests Torge

By George R. Torge, Program Director, WBEN-TV, Buffalo

BUFFALO, July 10.—In our opinion the over-all editing job was excellent, as was the service in sending the film. We had instances where the film left New York at 3:15 p.m., arrived at the Buffalo airport at 5:20 p.m., was rushed to our studios by taxi and was included in our evening schedule. The co-ordinating telegrams notifying us that the films

(See Let Us Know on page 14)

## NBC Raps Lack of Studio Space And Credentials as Hindrance Posing Production Headaches

By Norman Blackburn and William Burke Miller

Mr. Blackburn is NBC's national program director for television; Mr. Miller is co-ordinator of convention coverage.

NBC having covered the 1940 political conventions, the recent Republican National Convention was not a novel experience for many of its personnel. Two cameras were used by NBC when Wendell Willkie's name electrified the Republican delegates, and this year in a pooled industry operation, with four networks co-operating, only four cameras were used within Convention Hall. Space, or rather the lack of it, was a handicap and remains a problem to be solved before 1952. The committees on arrangements for the national conventions recognized the problem from their own standpoint when they insisted upon a pooled operation. But in assignments for individual studios the network telecasters were forced to share space with their radio broadcasting associates. The committees did not appreciate the problems of storage for properties or dressing rooms for candidates or personalities. Props cluttered the small studios and overflowed into areas assigned to broadcasters.



BLACKBURN

Frequently outstanding candidates were forced to have necessary make-up applied or removed in the presence of curious onlookers or casual observers. And there is no easier way to de-glamorize a man than to

(See NBC Raps on page 14)

## Increased Local Accent Needed, Avers Hartley

By J. Harrison Hartley,  
Director WEWS, Cleveland

CLEVELAND, July 10.—The over-all editing job of the Life-NBC convention coverage was excellent.

Films reached here never more than 24 hours after the actual events on the convention floor, and several times we got them within 18 hours.

The time lag in getting film coverage to us was definitely not a handicap.

We suggest that the man-in-street type of interview be eliminated and that more footage on the local delegates and delegation be added.

We learned that the use of a speedy transportation agency is just as vital as the selection of the most rapid method of film processing.

We feel no mistakes were made in the film coverage of the convention.

The Life-NBC coverage proved to television audiences that, even relying on film, this new medium can bring them news in action faster than anything they've heretofore encountered. The thing that impressed most was that they actually were seeing and hearing what went on in Philadelphia only a matter of hours after it happened. Many calls were received asking for repeat showings and, naturally, we obliged.

## "Politicos Must Focus Showbiz Eye" --- Zachary

CHICAGO, July 10.—Political parties will have to pay considerably more attention to the conduct and set-up of future conventions, according to Beulah Zachary, program director of tele station WBKB here, who supervised tele newsreel convention coverage for the outlet. In answer to *The Billboard's* query for its convention symposium, Miss Zachary added that the films definitely showed, especially in longer shots, that people near the stands were talking and walking around with no regard for speakers or the camera. More showmanship will have to be injected into future confabs to remedy this, she suggested.

Again, in planning sessions of this sort, the responsible organizations will have to keep in mind the huge home audience, and cut down on long, dull speeches, which may, at the same time, be important. There's a conflict between full coverage and dull

(See Politicos Must on page 14)

## Emphasize Distaff Side, Says Schreiber

By Frank P. Schreiber,  
General Manager WGN, Chicago

CHICAGO, July 10.—The over-all editing job of newsreels was excellent. It took 12 hours for film to reach us; this time lag was not too severe a handicap.

We would like to see more emphasis on interviews with candidates' wives, daughters and women delegates for the important feminine television audience.

We found transportation was highly efficient.

The only mistake we noted in film coverage was lack of emphasis on the women's angle.

Towards television's advancement in our area, the convention created more receiver sales and pointed up the fact that the 1952 convention will be networked, not filmed. We received telephone and written "thank-you's" for coverage and for having part of the nominee's speech visually and aurally.

## Swartley Acclaims 'Life'—NBC Features Tops on Coverage

By W. B. Swartley,  
Manager WBZ-TV, Boston

BOSTON, July 10.—I personally feel that the Room 22 (*The Life-NBC* originations) interviews turned out



W. B. SWARTLEY

best in convention coverage because of their informative and informal nature. Undoubtedly, there were some mistakes, but they either escaped me or failed to impress me; hence I have no remedies to suggest. The Life-NBC features gave us considerable variety in types of shows. We were well pleased.

From the standpoint of listener interest, I personally enjoyed best the Room 22 features because of their informality and the fact that you weren't quite sure what would happen next.

I have no suggestions for types of shows to be added in the future.

### Viewer's Criticisms

It is my personal opinion that the full effect of television's contribution to the convention coverage will not be fully appreciated by viewers for some time to come. Our programs gave an elaborate cross-section of what took place at the convention. The fact that there were dull spots was not charged up as a defect to television, but caused some viewers to state that convention programming was not very entertaining. Most of the comment had to do with the intricacies of convention proceedings and individual opinion as to how this and that phase of nominating a president should be conducted. Hence, we feel that the addition of video has given the layman a much better perspective of convention proceedings, which is all for the good, and that as time goes by this will stand out as the real contribution of television to the convention.

## Staged Interviews N. G., Says Winnie

By R. G. Winnie, Manager  
WTMJ-TV, Milwaukee

MILWAUKEE, July 10.—The over-all editing job of film was excellent. On an average it took 24 hours for film to reach us. The time lag in getting film coverage was not too severe a handicap, but we feel that it could be faster.

Altho none of the material sent us should be eliminated in the future, we would like to see more floor shots in the coverage. Staged interviews were a mistake in coverage. There should be fewer of these and more floor shots of the convention.

Audience reaction can be summed up as good word-of-mouth comment.

Any promotion executed during any or all of the period from July 1, 1947, to November 1, 1948, is eligible.

For full details of *The Billboard's*  
**Eleventh Annual Radio-Television Promotion Competition**  
see inside front cover

# NBC Raps Lack of Studio Space And Credentials as Hindrance Posing Production Headaches

(Continued from page 13) observe him applying cold cream or suntan before a mirror.

Proximity of studios to the convention floor is another problem to be solved. No television studio was closer than two flights of stairs to the convention floor. In the heat and humidity, as well as the crowded conditions of aisles and exits, delegates or speakers were required to be away from their posts longer than was necessary for the telecast interview. This was due to the distance and out-of-the-way location of the television studios.

Credentials were another problem. Convention committees have worked with radio broadcasters thru five conventions and simply could not appreciate the man-power requirements of television as compared to radio. To operate the industry pool upon one occasion, NBC and other networks had to share their credentials in order that sufficient CBS personnel gain admission to vital areas in order to operate the pooled equipment.

While pooled coverage of the conventions was necessary, this year, due to the lack of multiple television facilities and space for present equipment, NBC is not in favor of this type of coverage in the years ahead.

NBC, thru its privately operated micro-wave link with the Philco Corporation, was able to interpolate many special features during the quieter moments on the floor. However, pooled operations, despite their efficiency when one considers the

joint operation of pooled equipment, limited coaxial facilities, and the rotation of production and directorial personnel, do not provide the flexibility desired for individual initiative on the part of the several networks.

In programing, NBC, by joining with Life, enjoyed a singular success in the variety of subjects it presented.

In future conventions, with more equipment—and it is to be hoped with equipment that is lighter and easier to transport and set up—NBC would offer an even greater variety of coverage than in 1948. And, presumably, so would our competitors.

## “Politicos Must Focus Showbiz Eye” -- Zachary

(Continued from page 13) coverage, which it is primarily the duty of the conventioners to resolve.

As for the film editing job, Miss Zachary felt it was good, especially considering how little time was available to work on the film. After all, she said, many of the sessions lasted into early morning, but still the station had the films in plenty of time for its next evening's telecast. Films generally arrived anywhere from half an hour before the 7:00 p.m. programing time to three hours before, depending on when the sessions ended the previous evening. The time lag was definitely a minor factor in Chicago, since video beat the theaters by several days, and usually covered the late evening convention session that was carried by the afternoon newspaper editions on the day the films were shown.

One lesson learned was that sev-

## “Let Us Know If Film Has Sound,” Suggests Torge

(Continued from page 13) were on their way and the plane on which they were traveling, etc., were very helpful in our planning.

I would say the time lag in getting the film to us had no effect on the coverage.

We hope that future editing of material will always maintain the same standard. We felt it was very good.

I think most of the material was very effective. Some of the auditorium material sometimes gave the impression of running on, but it did give the audience good atmosphere. We might suggest a few more interviews with interesting people attending the convention.

We feel the filming and transporting of material was excellent. As a suggestion, it would be helpful if we could be advised whether there is sound on film. In this manner we can be prepared for a typing job or music selection.

We feel no mistakes were made in the film coverage of the convention.

I think the coverage was excellent, and it most certainly caused people to talk about television and its possibilities. We heard the phrase in Buffalo, “Last night television came of age.” We had a very successful operation the night Dewey was nominated. With a little forethought, we had everything set up; that is, a news writer to prepare bulletins and lead-ins, a Dewey documentary ready to roll and special Balop cards prepared announcing “Dewey Wins.” We followed this with an excellent film consisting mainly of Dewey conferences, etc., at the convention. The over-all result was very dramatic and to say the least most effective. We received many comments revealing public satisfaction in handling of the whole picture.

# TV Improved Conventions, Not Vice Versa -- Marlowe

(Continued from page 12) catch-can interviews with some of the top Republican representatives.

We learned, too, that the public was not only interested in having these representatives appear before our cameras, but also in the off moments between the pool coverage. The lighter side of the convention was at times of even greater interest to the television audience than the serious side. Audience preference also seemed to lean in the direction of analyses of what had preceded the program during the pool coverage.

Certain mistakes were made in the coverage that we will attempt to avoid in similar coverage in the future. Minor mishaps will always be a factor in any television presentation of this kind. There is never time for rehearsal—only time for planning. In most cases, you are dealing with people who are appearing before the television camera for the first time. Such performers, unless properly informed, are likely to be a bit of a hazard in regard to getting the best possible shots. We were at times perhaps a bit over-optimistic in the announcements of certain personalities we hoped to bring before our cameras. With the pressure of convention duties and decisions, it was not always possible for delegates to deliver them-

# Lens Work Spotty in Early GOP Coverage, Claims Milne

(Continued from page 12) there was a constant stream of people going and coming which was very disconcerting to the viewer. I noticed that this was avoided on subsequent pick-ups. Evidently someone noticed the error.

**Education Value Nil**  
In another field, a great educational opportunity seemed lost in failing to properly introduce the convention, its origin and history, the process by which national convention delegates are chosen and their powers. This great showing of television's educational factors had a viewing audience of young people and many oldsters who could have gained a firm knowledge of the American political conventions. A really good descriptive story could have been packed into a short space for use before each session.

I do not feel that we received enough different types of shows from the network. I think a great deal more could have been done in this respect.

The type done best were the human interest side shots and interviews with just people, not delegates or important personalities. I think a great deal of the hogging of the camera on the part of some of these so-called writers and political experts who were interviewing the candidates could be eliminated. They seemed to me to be more impressed with their

eral hours can be saved if films are not processed into positives. WBKB says it has a gimmick which will enable it to run negative film thru its cameras and yet appear positive on the screen. New York's processing thus cost the station several hours of good time.

As to audience reaction, Miss Zachary said it could not be properly assessed until the station carries an entire convention or similar event via direct line. Scattered films a day after are not prone to stir up unusual audience reaction.

own importance than with what the people had to say.

**Interesting Sidelights**  
All in all, I think the best broadcast was the final day. The camera work was much better, and a great deal of human interest activity was televised, such as a fellow methodically tearing paper awaiting the arrival of Governor Warren; an elderly lady placidly fanning herself with two fans, and other sidelights which were most interesting.

Types of programs that should be included in the future would be shows for regional groups, for instance, New England, the Middle Atlantic States, the Eastern Seaboard, or wherever television reception is good. Home folks would thus have brought to them convention proceedings on a more intimate basis. For example, DuMont arranged a special interview with Senator Baldwin of Connecticut. We were informed in advance of this event and made some announcements to that effect. Consequently, we received a most enthusiastic response from our viewers.

In spite of the mistakes, the convention did serve to advance television to new and firmer heights as a medium of education and entertainment. This was evidenced by enthusiastic approval by school teachers, parents and children. In fact, we had excellent comments from all walks of life.

## D. C. Viewers Praise Coverage -- Compton

By Walter Compton, General Manager WTTG, Washington

WASHINGTON, July 10.—It is difficult to determine which was the best single show of the convention, since there seemed to be a marked similarity in most of the shows originated in Philadelphia.

As to errors during the first days commentators on pooled broadcasts frequently talked over audio events from the floor, occasionally blocking speeches from the platform. This, however, was later rectified.

Regarding the different types of shows available we were satisfied with DuMont's coverage.

The coverage unquestionably aided in the advancement of television in our area. We received a number of phone calls and letters, the gist of which was that not until they had “seen” a convention had they understood the activity. In no case did we receive any adverse criticism of the coverage as such.

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# U. S. ALLOCATIONS IMPERILED

## Allocations Muddle May Help TV 'Up'

### May Force FCC Hand

WASHINGTON, July 10.—Spurred by the current controversy over the United States-Canada tentative allocations agreement, belief is fast growing here that chances for Federal Communications Commission's (FCC) opening the upstairs channel to commercial video are vastly enhanced by the allocations muddle. It is taken for granted by industry insiders here that FCC will adopt a "do nothing" policy on its proposed U. S. television allocations plan until after the September 20 hearing on upstairs television. This is pointed up by the fact that Chairman Wayne Coy of FCC late yesterday (9) decided to defer further hearings on the allocations plan until July 26. The allocations hearings are expected to extend into August, leaving a conveniently short "lag" for FCC between the upcoming upstairs television hearing.

FCC is faced with a number of conflicting allocations proposals by major telecasters while making little more than a perfunctory effort to defend its own proposed plan beyond pointing out that any other arrangement would deprive U. S. telecasters of a fair division of channels. Incidentally, this same defense is being offered by FCC for the allocations plan provided for in the tentative U. S.-Canada agreement. Curtis Plunmer, chief of FCC's television broadcast division, who participated in the State Department's negotiations with Canada on the agreement, said that any other alternative would have deprived U. S. telecasters of "several television assignments."

### DuMont Proposal

At the recess of the video allocations hearings here late yesterday, Allen B. DuMont Laboratories proposed an allocation plan which would assign 20 channels to the lower band TV range, giving major cities from three to five more channels than they now have. The DuMont plan would add eight channels to the 12 presently allocated, thus reducing co-channel and adjacent-channel interference as well as providing additional channels in most cities. These channels would be taken from the government services now using them, with the services being moved elsewhere. DuMont also recommended that power limitations be raised to permit operation of TV stations at 500 kw. rather than 50 kw. With all stations boosting power by the same percentage, said DuMont, mutual interference conditions would not be altered substantially, and higher power would improve the signal-to-noise ratio on TV receivers. DuMont also recommended placing the minimum channel separation at 170 miles instead of the present 150 miles. Adjacent channel separation would be 85 miles instead of 75.

The DuMont plan is already being bombarded with criticism by several other telecasters. Meanwhile spokesmen for television stations in Cleveland argued at this week's hearing that the FCC should recast its allocation proposal to increase the number of channel assignments for big cities like Cleveland by deferring as-

## FCC May Set Upper Bands For Education

WASHINGTON, July 10.—The first indication that the Federal Communications Commission (FCC) may set aside TV channels in the upstairs band for non-profit educational telecasting was given this week in a letter by Chairman Wayne Coy to a university group.

Coy wrote that the FCC would be glad to consider any requests for educational channels at its forthcoming upper band hearing set for September 1. The letter was addressed to the National University Extension Association (NUEA), which had passed a resolution urging the FCC "to reserve wave lengths for educational institutions."

Coy said that the matter had been discussed by the FCC at the original TV band hearings in 1945 and that there appeared to be insufficient educational interest in TV at that time.

The FCC chairman issued a blanket invitation in the letter for educators to appear at the forthcoming hearing, saying "it would be appropriate for persons or institutions desiring to propose the reservation for educational use of channels in the 475 to 890 mc. band to participate in the hearing."

He pointed out that it is now possible for educators to compete for low band channels "on the same terms as commercial telecasters." He added that Iowa State College has been given such a channel in Ames, Iowa.

signments for smaller communities.

When FCC legalist Harry Plotkin asked how the public service would be benefited by depriving smaller communities of a chance to develop television immediately, the argument was made that smaller communities either find it economically unwise to develop video commercially now or, if stations are started in small communities, the programming lacks the (See Allocation Muddle on page 17)

## "Secret" U. S.-Canada Pact Creates Furore; Congress Investigation Due Shortly

### WBEN-TV Demands Explanation for "Iron Curtain" Deal

By Ben Atlas

WASHINGTON, July 10.—The Federal Communications Commission's (FCC) first disclosure this week of details of a hitherto secret tentative agreement between the United States and Canada on sharing of television allocations has touched off a major controversy which is headed toward a full-scale congressional investigation, and which may compel FCC to jettison its entire proposed U. S. television allocations plan that is currently the subject of protracted hearings before the commission.

Less than 48 hours after FCC disclosed details of the tentative agreement, general counsel Frank T. Bow, of the newly created special House committee investigating FCC, told *The Billboard* Friday (9) that his committee is preparing to "get to the bottom of this entire affair." The House committee's concern over the tentative U. S.-Canada agreement has been stirred by vigorous complaints from irate U. S. television broadcasters that:

(1) The tentative agreement would have the effect of retarding U. S. video operations in metropolitan "border" cities while Canadian broadcasters seize the "time advantage" to get their video industry started. (2) U. S. television broadcasters were not consulted in the drafting of the agreement, altho the Canadian Broadcasting Corporation (CBC) had a dominant voice in it. (3) The agreement was drafted by the State Department and Canada with FCC's consultation "behind an iron curtain" which has been to the disadvantage of the U. S. video broadcasting industry and to the advantage of the Canadian industry. (4) FCC not only acquiesced in Canada's "shrewd"

request that the agreement's details be held secret but also the commission "jumped the gun" by incorporating some of the agreement's provisions into the U. S. television allocations plan, now the subject of FCC hearings.

FCC's disclosure of details of the secret agreement came in a seemingly unobtrusive way midway during the Thursday (8) session of the commission's hearing on FCC's proposed U. S. video allocations. Legalists representing television stations located in cities near the Canadian border were quick to recognize the far-reaching implications of the disclosure, and the commission's hearing was thrown into an uproar when Paul Spearman, counsel for WBEN-TV, *The Buffalo News*-owned tele station, demanded to know why the agreement had been kept "behind an iron curtain" until this week and why the FCC had been willing to base its U. S. video allocations plan on a "secret tentative agreement" which has not even been approved by Congress.

Louis Caldwell, counsel for the Clear Channel Broadcasting Service and representing a number of video stations, demanded to know whether FCC "or anybody else" has determined the legality of the "tentative agreement" and whether Congress has power to okay or veto it.

Rarely has the commission been involved in so complex a legal muddle. On the question of the instrument's legality, few answers are alike from either industry or FCC legalists. It is recognized that the agreement is not binding in its "tentative" form, but no one seems to know precisely when it could become binding. According to one FCC explanation, the document in its final form will be considered "a gentleman's agreement" similar to other international communications agreements "which do not require congressional approval."

However, this opinion is not shared by topflight legalists on Capitol Hill. Opinion there is that the Canada-U. S. instrument would constitute an "executive agreement" which requires approval by a majority of the U. S. Senate (formal treaties require Senate ratification by a two-thirds vote).

Whatever may be the final determination on the legality issue, it is becoming increasingly apparent that Congress may intervene to prevent the State Department from making this agreement final. The very prospect of such a development, combined with preparations for a sweeping investigation of the whole affair by the newly created House committee investigating FCC, has thrown an unexpected hitch into the commission's U. S. video allocations hearing which had been proceeding haltingly since June 29. Some industry observers are predicting that the commission's proposed allocations plan will never be made final in its present form. The quarrel over the international agreement has beclouded all other issues at the hearing, and Chairman Wayne Coy, of FCC, has slated July 26 and 27 as "days on which general issues may be heard." Meanwhile, FCC is continuing to hear arguments on "specific issues."

## How Allocations Deal Broke

WASHINGTON, July 10.—A gigantic map, officially cataloged as Exhibit A by Allen B. DuMont Laboratories, proved to be the key to the disclosure of the long-kept secret details of the United States-Canada television allocations agreement at this week's video hearing before the Federal Communications Commission (FCC).

The map, 9 by 16 feet and serving as a backdrop at one end of the big stage of the Commerce Department auditorium during the allocations hearing, aroused the curiosity of Francis C. Fortune, of *The Buffalo News* Washington staff, who mounted the platform during a recess late last week and began taking notes. The newsman was puzzled by some lines encircling the cities of Buffalo and Toronto on the map and noted particularly that the circles overlapped at the border of U. S. and Canada. At that moment an FCC official approached Fortune and began interpreting the map for him.

The FCC official went further, however. He handed the reporter some mimeographed sheets on which were listed the channel assignments for the various cities on both sides of the U. S.-Canada border and explained the meaning of the "interference overlap" in the circles all along the border. The list proved to be the first unfolding of the hitherto secret details of the U. S.-Canada tentative agreement.

That set a chain of events in motion. Legalists for television stations in Buffalo and other border cities became interested in Fortune's explorations and began cannonading the FCC with inquiries as to source for the map's information. Their suspicion that the information involved details of a secret U. S.-Canada agreement proved accurate, and the FCC late this week decided to place full details of the agreement before the hearing. The last previous public notice about the agreement was a bare announcement by the FCC last January 20 that representatives of Canada and U. S. had met in Washington during the week of December 7 and held "informal discussions" resulting in "a tentative allocation structure" to prevent video interference along the border.

# Demos Learned, But Not Enough

## Want To Make Like Actors But Talk Like Politicos

PHILADELPHIA, July 12.—Democratic politicians seem to have learned one lesson from the television coverage accorded the recent Republican National Convention, but the lament of many telecasters is that they haven't learned enough. What the Dems have learned is that television is pretty potent stuff; that they'd better be aware of it thruout their convention, opening here today (Monday) and finally, that they better look their best when the iconoscope is scanning their kissers.

But, and this is where the TV men yank their graying locks, the Democrats haven't learned that long, windy speech sessions don't make for good television fare. In the case of this week's convention, that's a double handicap because, unlike the preceding Republican gabfest, there is virtually no contest and no uncertainty as to whom the Dems are going to nominate. Had the Eisenhower-for-president boom held out, it would have added some zest to this week's proceedings. As it is, the convention agenda until Thursday night calls for one speech after another. While this has to be done, in some measure, to live up to a reported agreement with the city fathers to keep the convention going until Friday, it still makes the convention floor programing on the lethal side.

Meanwhile, the politicians have in-

dedicated to the telecasters that they'll be only too happy to make like actors for the TV webs. Top political names are offering themselves for interviews and telecasts of all sorts, so much so that in one case a network was snowed under with requests to participate in a round-table program.

### Cathode P. A.'s

The problem of appearance on the cathode tube is also uppermost in the minds of the politicians and broadcasters. Thus, the National Broadcasting Company (NBC), at the beginning of the sessions, will gather all the luminaries and have them listen to a talk on make-up by Dick Smith, the web's make-up artist. Smith will instruct on how to avoid 5 o'clock shadow, et al. In addition, Miss Jo Trehy, Smith's assistant, will be on the platform Sunday thru Thursday, and any politico who wishes to be done over by Miss Trehy will have his wish granted.

The idea for giving the Dems the glamour treatment is the brainchild of William Burke Miller, co-ordinator of NBC-TV convention coverage, who conceived it after listening to some snide remarks relative to the bad impression some of the Republicans made on the TV screen.

One memo by Miller points out: "Men must be clean shaven and have a thick coat of Stein's Lining Stick No. 22 or No. 23 over the bearded area. Women may wear a cream or cake foundation in a natural shade but should use very dark red or brown lipstick, no rouge and no eye shadow."

## NBC Video Affiliates To Get Regular Off-the-Tube Program Service Shortly

### Kinescope "Recording" Feed Right After Dem Convention

NEW YORK, July 10.—National Broadcasting Company (NBC) will start servicing the non-interconnected stations of its TV web with kinescope recordings on a regular timetable basis shortly after the conclusion of the Democratic National Convention in Philadelphia, according to Carleton Smith, web's television director. The affiliates will not be flooded with an avalanche of programing as soon as the service starts, but the recordings will be processed and distributed with increasing rapidity. Smith pointed out that during the Republican National Convention NBC learned a tremendous amount relative to the speed with which such recordings can be processed, with the result that the web now has little qualms over its ability to step up its kinescope output.

Plans call for servicing stations with sponsored shows first, but sustainers will be added to the schedule within a short time. This move on sponsored shows is in line with NBC's policy against selling split network shows in television. NBC-TV will add some personnel to take care of the operation, but not many will be needed, and Smith estimates that present equipment and facilities are sufficient to do all the web's pro-

grams if no break-downs occur.

Non-interconnected stations will get the films as quickly as airline schedules permit. The time lag, however, will depend upon the type of program and the need for speed in any specific case. In some instances, "bicycling" will be done; that is, two or three stations will get the same print.

Prices for the services will be \$480 per hour, this breaking down to \$360 for the print and \$120 for the negative.

Scales for musicians making tele recordings are settled in the network-Petrillo TV pact, but remain to be clarified with respect to use of acting talent. The network holds to the position that a tele recording is in essence a delayed broadcast. The pact with the American Federation of Musicians (AFM) recognizes this point of view. American Federation of Radio Artists (AFRA) however, with respect to kinescoping, has been trying to maintain the point that such recordings should be used only once. The expected bone of contention, it is believed, will center around the interpretation of "once," whether or not this means once on each station or once on several stations simultaneously, semantically speaking.

### Coast Situation

HOLLYWOOD, June 10.—Coast television will depend on kinescope film transcriptions for programing at least until 1952, according to Hal Bock, National Broadcasting Company (NBC) Western division tele head. Bock, who returned this week from a three-week indoctrination junket at NBC's Gotham headquarters, said web will be unable to stand cost of regularly skedded coast-to-coast live tele until commercial tele has greatly expanded. In effect, web will use projected coaxial cable, sparingly beaming only selected airers across the country, falling back on film transcriptions for the remainder of over-all programing.

### High Cost Factor

Cost will be the big factor in developing kinescope transcriptions. Under the present set-up, programing, time and facilities charges for a one-hour film transcription show come to \$1,200 at rates set by NBC's local outlet, KNBH. Cost is expected to drop with improvement of kinescope techniques. Kinescope films will give Coast lookers a regular skedded program of telefare produced by NBC in the East, including special events as well as entertainment stanzas. Conversely, net will film all locally produced tele shows of national interest for airing on NBC's Eastern net.

As previously announced, the kinescope library will be distributed to web affiliates thru Jerry Fairbanks Organization, producer of film shorts for NBC. Net will sell products to affiliates first, or to non-affiliated video outlets in cities without NBC outlets. NBC hopes to have its kinescope library ready to go by the time KNBH hits the air, now tentatively skedded for early November.

## U. S.-Canada "Mutual Veto" Could Stymie Progress of Northern U. S. Telecasters

WASHINGTON, July 10.—The tentative agreement between United States and Canada on television allocations for all video stations operating within 250 miles of the U. S.-Canada border is highlighted by a "mutual veto" system which, U. S. video spokesmen argue, gives prospective Canadian telecasters an unfair advantage in checkmating U. S. video expansion in metropolitan border cities. Under this system, Canadian stations within the 250-mile limit would have authority to veto proposed power expansion by U. S. stations within the 250-mile area on the other side of the border, and U. S. stations would have similar veto power over Canadian telecasters. Since television is already commercially operating or getting under way in several big American cities near the border and since television broadcasting is still in the embryonic stage in big Canadian cities, Canadian telecasters could conceivably hamstring U. S. video expansion in border cities while Canada gets a breather to start its television.

An important factor in the mutual veto system is the agreement's allocation of adjacent television channels to U. S. and Canadian border cities. For instance, Buffalo is allotted channels 3, 8 and 10, while Buffalo's principal competitor across

the border, Toronto, is allotted precisely the same channel assignments and numbers. Thus, Buffalo's video stations cannot expand without setting up a Canadian interference zone, which Toronto would naturally oppose and veto.

Paul Spearman, attorney for WBBN-TV, Buffalo, told the Federal Communications Commission (FCC) this week that this veto power and this method of assignments practically allows Toronto to hamstring WBBN-TV even though the latter station already has big investments in its commercial operations, while Toronto has not yet put a single TV station on the air. Other TV legalists argued that the same limitations are imposed upon all other U. S. cities within the 250-mile limit of the Canadian border because of this system of adjacent channel assignments.

### Buffalo Reduced

Under the tentative agreement, Buffalo has been reduced from four to three video channels, while Channel 9 in Cleveland, has been moved to Canton in order to reduce interference to the video assignment in Windsor, Ont. The balance of the video allocations in the tentative agreement is similar to the U. S. television allocations scheme proposed several months ago by the FCC and now being argued in hearings before (See U. S.-Canada Veto on opp. page)

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# Sports, "Specials" Pressure Up

## Tele Effects No. 1 on Ball Clubs' Agenda

### Writers Mulling Problems

(Continued from page 3)

a bush league club in the affiliate's area.

#### Kids Up Too Late

Daniel also highlighted the possibility that club owners may get tough about night game telecasts. This, on the basis that night games keep moppet fans up too late and frantic parents are beefing to ball clubs about the situation.

Obviously, several problems would be created for the TV webs: (1) They would have to force their affiliates to do their own programming come ball-game time. (2) They may lose night game telecasts, concededly more valuable as audience-getters even than the afternoon contests, altogether, and thus be forced to fill those many night-time hours with expensive studio shows.

The situation in the boxing business seems little better. The Tournament of Champions, promoters of the recent Zale-Graziano go in Newark, N. J., fronted by Andy Niedereitter, gave the video boys a woeful run for their money before they checked DuMont out of the telecasting tussel altogether. The Ike Williams-Beau Jack embroglio skedded for Monday (12) wasn't cleared for telecasting until late yesterday afternoon, again plainly indicating reluctance of the promoters to sell TV rights. The boxing managers' strike, based on their desire to be cut in on the tele take, was just another straw in the gale surrounding videocasting of prize fights.

#### Ruark on Slamwagon

That the situation extends even beyond baseball and boxing is indicated by another piece in Friday's *World-Telegram*, this one by Scripps-Howard syndicated columnist Robert Ruark. It is a coincidence, of course, but a significant one, that two such influential writers as Daniels and Ruark, in a single day should concentrate their verbal guns on TV problems in their own particular spheres of operation. Particularly so, since neither Daniel or Ruark are radio-tele men.

Ruark's point was that TV at a political convention, for example, robs newspapers, magazines and even radio of their effectiveness, and does so by utilizing the best brains in those competitive media. He cites as an example a press conference with Dewey in which a hotshot news sheet or magazine political analyst asks the Republican candidate all kinds of pertinent and intriguing questions (based on his, the analyst's, background and knowledge) and thus produces a sock hunk of programming for the TV cameras "freeloading" on the interview. When the analyst then writes his piece on the interview for his newspaper or magazine, maintains Ruark, it produces yawns on the part of the reader who has long since seen it on his TV receiver.

"I think," said Ruark, "eventually television, as a special technique, is

## OK But Not Enuf Smokey Rooms, Says Landsberg

(Continued from page 12)

ganization in New York, nevertheless provided full, complete coverage with proper emphasis on convention highlights and enough background material to round out presentation.

The time lag to Los Angeles was only 18 to 36 hours, which did not seriously detract from KTLA's coverage, since the station said it beat the opposition by as much as two days and was far ahead of newsreels. Coverage was augmented by still pix, several of which were telecast little over an hour after being made in Philly. Transporting of film was efficient, with little new to be learned therefrom, he said. Wires describing film length and exact arrival time made operations smooth.

Landsberg said there was great local interest in the visualization of proceedings, with all material received useful and of interest. The convention marked a milestone in West Coast television, he noted, marking virtually the first time viewers were given full coverage on important running news stories, and giving evidence of what coast-to-coast film hook-ups will mean.

going to be pressured in arranging its private coverage of such events. We (the newspaper boys) can see Mr. Dewey, say, for a half hour or so, with no television in operation. Then the video kids can have him, for their very own, and incidentally think up their own Q and A and provide their own props and their own actors. It's been an interestingly brief honeymoon with television, but from here in, it looks like the televisers are going to have to stand up and slug."

Trade observers see two possible answers, on tele's part, to any drastic drop-off in the amount of sports and other special events programming it becomes possible for video to present. One is the possibility of telecasters setting up sports promotion departments to stage their own boxing, wrestling and other sporting events. WWJ-TV, Detroit; WLW-TV, Cincinnati, and WBKB, Chicago, are among telecasters who already have taken some steps in this direction. Other alternative, and the more likely one according to many trade observers, is that telecasters will just spend more time, effort and money to build their own studio shows up quantitatively and qualitatively to keep the viewer happy without the full sports and special events diet to which he is rapidly becoming accustomed. Some optimistic observers actually believe, in the long run, a clamp-down on sports and special events will be a good thing for tele, in that it will force better show business programming, quicker.

This situation, of course, only adds to the migraine moments TV has for years experienced with the film makers and suppliers. Latter condition was highlighted again last week, when Ed Sullivan, *The New York Daily News* columnist, called Nick Schenck, of MGM, to get clearance of his CBS-TV *Toast of the Town* show for Lena Horne. "As long as you don't ask for 16mm. film, Ed, I think I can help you," Schenck told the columnist.

## DIZZY DEAN

(Continued from page 10)

type of stuff is by far the best, but scripter J. Roy Stockton has caught the flavor that people associate with Dean, and he makes Diz sound more like himself than he really is. Such was his tale of the time Frank Frisch, managing the Cardinals, took Diz and his brother, Paul, aside, prior to a double-header with Brooklyn, to tell them how to pitch to each batter. After a bit of this, Dizzy related, he said to Frisch: "Don't you think it's silly for an ordinary (sic) second baseman like you to tell a great pitcher like me how to throw?" After the blow-up Dizzy tossed a three-hitter, and Paul a no-hitter, to Frisch's rage.

This is the flavor which is retained thruout, making the program a source of great joy to the sports lover. Commercial for Johnson's Car-Nu were brief and pointed, stressing ease of application. The sole criticism is that Dean's assistant and straight man, Frank Eschen, has a voice too similar in timbre to Dizzy's, making for a slight amount of confusion till Dean emits a few aint's. Sam Chase.

## FLY ASKS CONTROL

(Continued from page 7)

et al) were commendable purposes in television. "But there are important caveats," he noted. Station operation, he explained, is highly expensive, and there is a great need to spread the cost of production. Therefore . . . "network operation is essential to the economic life of the individual station." Fly also explained that the aspect of distance is even more important in tele than AM because of the desirability of carrying sight and sound simultaneously on important events. This, too, he regarded as further justification for dependence on networks at this time. Summing up, he was of the opinion that while individual station freedom in TV was as desirable as in AM, it was better to act slowly and cautiously in the initial stages of the industry.

## CONVENTION COVERAGE

(Continued from page 12)

solicited fan mail and telephone calls from Richmond and a radius of 50 miles, indicating our viewers' approval and acceptance of the convention coverage. The public in general was astounded with the completeness of the coverage as well as the clarity of the pictures. The dealers' stores, without exception, were opened evenings, and the convention was witnessed here by a capacity audience. In the homes, listeners reported 10 to 15 viewers nightly per set. Reports on set sales indicate that Richmond no longer has to be sold television. The problem is one of obtaining enough sets to satisfy the public demand. The convention has been the final fruit of a gradual build-up of television in Richmond by WTVR, since we initially took the air April 22, 1948.

## POINT OF VIEW

(Continued from page 10)

Too many shots picked up participants who weren't talking, apparently thru sheer delay in following the changes. A few more occasional over-all panel shots rather than the usually excellent close-ups and trio groups used almost exclusively would help maintain camera-eye perspective on a half-hour show.

The best proof of the show's generally high level was the breathless attention given it by a large spectator group who viewed it with this reviewer. Haviland F. Reves.

## U.S.-Canada Veto Could Stymie Northern Tele

(Continued from opp. page)

the FCC. Details of the agreement, however, show for the first time the allocation plan for Canadian cities, and U. S. telecasters are groaning over the way in which numerous small communities in Canada have been allotted channels which, because they are on the same channels as those given to competing American cities, threaten to prevent expansion of the U. S. stations. Small Ontario communities, such as Orillia, Pembroke, North Bay, Owen Sound, Timmins, Kirkland Lake, Kenora, Fort Francis and Fort William, are given a single channel each. Sudbury, Ont., gets two channels. Ottawa gets three channels. In the province of Quebec, the city of Quebec is allotted four channels, and Montreal is assigned five.

Significantly, the agreement suggests that U. S. stations might use directional antennas "advantageously" in certain instances "to reduce interference between stations," but U. S. video engineers at the FCC hearing this week declared that directional applied to telecasting are "still in the experimental stage." One engineer said, "There is no assurance that directional antennas will successfully work in television even tho directionals are highly successful in AM broadcasting."

Under the agreement, each country is to be given "full information" on all plans for operation of any station within the 250-mile limit on either side of the border, and each country will have 15 days from this notification to "protest" a proposed assignment.

## ALLOCATION MUDDLE

(Continued from page 15)

originality which large city stations can afford to develop. According to this argument, small communities will be able to push television after networks give them a better program footing. Meanwhile overclouding the hearing is a warning delivered last week by T. A. M. Craven, vice-president of Cowles stations, that FCC might better switch video to the upstairs part of the spectrum immediately and thereby solve the problem of insufficient channels. Another television representative added a bitter note, saying that the current allocations hearing is causing "costly confusion" inasmuch as telecasters are investing millions of dollars in stations downstairs channels amid the uncertainty of a possible "upstairs" shift.

## KEY TO THE MISSING

(Continued from page 10)

other information thru which Jones could contact him to get the word on the missing guy. This, said Jones, was evidently because it was Sunday. You figure it out.

In another spot, Jones cleverly deduced thru at least 10 questions and statements that a clue to a missing girl might be found in writing to all telephone company offices, since the girl had been a telephone company operator at the time of her disappearance. The phony and completely unnecessary build-up to this obvious point was pretty hard to take. But then, so was the whole show. Production was poor, pace non-existent. It's plugged as public service. If so, we'll take giveaways. Joe Csida.

# PETRILLO COOLS WAXER PLAN

## Doesn't Say 'No' But No 'Yes' Either

### Diskers Map New Strategy

NEW YORK, July 10.—At least for the present, James C. Petrillo, prexy of the American Federation of Musicians (AFM), is showing a discouraging reaction to the Institute for Music in America plan (*The Billboard*, July 3). This was revealed last week-end at a meeting of disker representatives in the Industry Music Committee (IMC) held Wednesday (7). The lofty public service plan, which proposed a disker-AFM-public trusteeship, was accorded the highest hopes for being the all-perfect solution to the problems surrounding the ban. Petrillo, however, has put a temporary damper on the optimism.

The plan was presented to Petrillo for surveillance several weeks ago. Last Friday (2) Jack Kapp, its principal originator, called on Petrillo. As a result of the meeting between Decca Records' prexy and the union chief, record men shared the impression that while Petrillo didn't actually say "no," he certainly didn't say "yes."

### Next Move Cooking

Following the negative reaction, the diskers at the Wednesday meeting reportedly attempted to map strategy which includes either attempting to sway Petrillo's line of reasoning or to draw up long-term combat tactics against the AFM's recording ban. Toward this end the diskers reportedly discussed hiring a public relations man to bring the record firms' position to the attention of the public. It is believed that the diskers agreed to hire Joe Borkin, Washington attorney affiliated with the Decca organization.

The disker's turn to public relations shows pre-planning. Petrillo now can conceivably be pictured as rejecting a plan which may have produced material results for both the union and the industry. To all ostensible purposes, the position before the public will be that Petrillo has insisted on a one-sided position as part of an unreasonable "power protection" principle. AFM, however, can be expected to counter with its own p. r. functioning which would dispute the Institute plan's benefits.

### No Reasons Given

No detailed reasons for Petrillo's negative reaction have been revealed. But the alternatives, from the disker point of view, will be either to continue along current lines of cutting a cappella locally or importing foreign-made masters and backgrounds, or extending to the extreme of waxing with non-union tooters or musicians who are willing to defy prexy Petrillo's instructions.

It is understood that the diskers are readying a statement to be released the middle of next week which will state their position currently and outline their future strategies. This statement will be withheld pending approval at a disker meeting skedded for Tuesday (13).

## Thiele Inks Eng. Firm To Record Ban-Skirt Wax

NEW YORK, July 10.—Signature Records, joining the other top diskers who have sources for foreign-made recordings with which to skirt the Petrillo disk-making ban, this week completed a deal with Electric Musical Industries (EMI) of England for that firm to cut wax for Bob Thiele's diskery. It also is reported that Thiele is in the dickering stages with EMI for the English wax group to press and manufacture Signature's wax in England. EMI also has deals here with Victor, Columbia, Musicraft, Irving Mills's Royal Records and MGM Records.

Meanwhile, Thiele completed a deal to take over for manufacture 20 masters on the Famous label cut by Freddy Miller's ork. Sides are mainly standards and originals, with eight of them skedded to go into dance time album. Miller's crew is a cross between the Lombardo, Kaye and the late Hal Kemp's styles.

Thiele also is in the negotiation stage with Haven and Lee diskeries for about 100 masters which are mainly in the race and spiritual field.

## Revenue Bureau Disk Bite \$7,752,990; 9% Off for Fiscal (June) 1947 Vs. 1948

Dec., '46, Jan., '47, Peaks; Sept., '46, Mar., '48, Nadirs

WASHINGTON, July 10.—Internal Revenue Bureau collections from the record industry for the 1948 fiscal year declined \$738,548, or about 9 per cent from the year ended June 30, 1947, a survey of bureau statistics disclosed this week. The federal excise tax on records amounts to 10 per cent at the first level of sale (manufacturer's price), or 5 per cent of the retailer's price. Total collections for the past year amounted to \$7,752,990, while receipts for the 1947 fiscal year were \$8,491,538. First real evidence of a general decline was spotted in figures for last December, which were off about 22 per cent

from December, 1946. Since that month, the survey shows that receipts for each month of the 1948 fiscal year have been down from the corresponding month of the preceding year with the lone exception of April.

Prior to December, no real trend is evident with some months of the past fiscal year showing gains and others showing declines.

### December, 1946-January, 1947, Best

Best record tax months for the past 24 showed up in December, 1946, when \$972,124 was collected, and in January, 1947, when the tax bite was \$967,257. The bottom was hit in September, 1946, when only \$281,970 came in. Next lowest month in the last two years was March, 1948, when collections amounted to \$460,655.

### Disk tax collections by fiscal year:

	1948	1947
July .....	\$ 587,996	\$ 614,346
August .....	476,800	604,616
September .....	629,172	281,970
October .....	563,541	522,045
November .....	651,957	490,595
December .....	751,884	972,124
January .....	540,177	967,257
February .....	750,148	801,270
March .....	460,655	707,304
April .....	657,105	822,336
May .....	683,540	838,317
June .....	700,000 (estimate)	809,753
	\$7,752,990	\$8,491,538

## Ziegler To Head Presserie

WESTVILLE, N. J., July 10.—Basil Ziegler, owner of the Embassy Theater here, will transfer his activities to Meriden, Conn., where he will head manufacturing for the Connecticut Manufacturing Corporation, record pressing plant which will supply platters for Eli Obeistein's Varsity label. Ziegler will retain his ownership of the local theater.

## GAC Enters Concert Field, Setting Up CAI as Agency

CHICAGO, July 10.—After months of rumor concerning General Artists Corporation's (GAC) penetration into the concert field, Tom Rockwell, GAC prexy, this week appointed Bob Weems, former GAC Chi office manager and location booker, to head up Concert Attractions, Inc. (CAI), new concert booking agency, which will center in separate offices but will be in the same building which houses the GAC office. Weems will weld the basic machinery for a nationwide concert booking set-up, with GAC outlets in other cities directing all concert inquiries to CAI here. Already set by CAI is a September 11 to October 30 concert tour by Stan Kenton, with a Jazz at the Philharmonic, and King Cole Trio concert tour in the offing.

In addition to booking, Weems has associated himself with Booking Co-Operative, formed by Sid Page and Art Goldsmith, Chicago promoters, and Pat Hayes, of Washington (*The Billboard*, July 3). Weems becomes the fourth partner in a venture that aims to block-book concert dates and co-operatively cut the promotional nut down thru joint advertising and promotion.

Joe Higgins, ex-Eastern location booker and for the past nine months Midwest GAC location booker assisting Weems, will move to the Cincinnati office, where he'll work with Chuck Campbell and Frank Hanshaw. Chicago GAC office personnel will line up with Russ Facchine, office manager and locations; Howard Christensen, locations; Bill Polk, one-nighters, assisted by Bill Weems, and Johnny King, acts. It's reported that GAC is looking for a cocktail skedder.

Facchine said that territorial offices of the former Mus-Art offices in Dallas and Kansas City will be operated as independent agencies by men who formerly serviced them for Mus-Art. Chick Scoggin, Dallas, is changing the name of his office to Midland Attractions and it was learned that he and Mack McConkey are huddling for the purpose of bringing the Scoggin branch into the McConkey fold. Johnny Sanduskey, op of the former Mus-Art K. C. branch, will continue on his own.

## Pub Pluggers Switch to BMI

NEW YORK, July 10.—Cavalier Music, co-op pub venture started some two weeks ago by song pluggers Mickey Glass, Bob Baumgart and Jerry Lewin (*The Billboard*, July 3), affiliated this week with Broadcast Music, Inc. (BMI), and have started work on a BMI, oldie *You Walk By*. They will press to get some of the old disks available on the song since 1940, released.

Cavalier, which originally planned to work on the Charles Reade-Sy Taylor ditty, *Maracas and Moonbeams*, decided to table the tune for the time being in the face of present difficulties in obtaining records.

## Columbia Cuts Day, Clark Wax

HOLLYWOOD, July 10.—Columbia chalked up another post-ban recording session this week with the cutting of two sides by Doris Day and Buddy Clark. Twosome was teamed on *I'm in Love* with Miss Day backing a single version of *No One But*. Tunes are both from the Warner Bros. pic, *Romance on the High Seas*, featuring Miss Day.

## A-P Expanding; Eyes Radio, TV

CHICAGO, July 10.—In an expansion move, Bill Allsbrook, of Allsbrook-Pumphrey, Richmond, Va., agency, this week announced that Nev Wagner, one-night booker with the William Morris Chicago office the past nine months, will rejoin A-P July 19, handling one-nighters. T. F. Pumphrey, co-partner, will go on an inactive status, it was reported. Monroe Postrel, ex-Sonora Records and Bob Chester, is also joining the Richmond agency to handle radio and promotion, with the office making its first pitch at video and radio. Office space will be enlarged and moved into the Genter Theater Building.

Orks in the A-P fold include Dean Hudson, Bob Chester, Bob Astor, Johnny Archer, Don Grimes, Royce Stoner, Bubbles Becker, Louise Sheldon and a score of small units. The office intends to open branches in larger cities in the Deep South next year.

Wagner's resignation leaves the local WM band department in twisted shape, for Pat Lombard was headed to the New York WM office, while Jack Archer, who rejoined WM recently but hasn't worked the Midwest for several years, was to come in and work with Wagner.

# RCA Mexican Waxing Body Blow to Ban

## Cutting Session a Test

HOLLYWOOD, July 10.—Taking a wide swing around the James C. Petrillo recording ban, RCA Victor next week will launch what appears to be a full-scale recording program in Mexico City and is sending Walt Heebner, its Coast artist and repertoire chief, to the south-of-the-border capital to start waxing. In checking with authorities, *The Billboard* learned that Heebner had applied for a visa and passport to Mexico. Heebner confirmed that the purpose of his mission to Mexico is to record instrumental backgrounds to be dubbed in as accompaniments for the diskery's vocalists.

Heebner refused to reveal the names of artists who will be backed by the foreign-cut orks, nor would he divulge the names of tunes or number of sides to be etched.

It was learned from another source that Victor recently signed a male vocalist, heretofore unknown to waxdom but currently commanding national attention. The a. and r. chief agreed that a new vocalist had joined Victor's ranks but remained mum as to his identity. He gave as reason for his no-comment reply, the fact that Victor expects to soon unleash a nation-wide promotional campaign on this person and any premature announcement now would seriously dampen its effect.

Heebner said he expects to be in Mexico City for at least a week and indicated that future use of Victor's Mexico City recording studios will depend on the results of next week's trip. He emphasized that if for any reason facilities or instrumental talent there does not meet with his standards, the Mexico project will be dismissed entirely. As the nation's largest diskery, Victor's move across the border can be considered one of the hardest blows yet delivered to the no-waxing edict. Victor previously imported platters from its London HMV wing, but this venture will mark the first time that a foreign recording session was supervised by one of its a. and r. execs.

# Columbia Ups Dealer Tab, Not Customer Price

NEW YORK, July 10.—Columbia Records has put into action a dealer price change, which in effect ups the dealer price without affecting the consumer tab. The plan, started the first of this month, brings the retailers' gross margin down from 40 per cent to roughly 38 per cent.

According to the diskery, the price change on a per-record basis keeps prices in line comparably with Decca and Capitol. (RCA Victor is the sole member of the big four to continue giving dealers a full 40 per cent margin.)

## STYNE, CAHN CONTINUE

NEW YORK, July 10.—Despite reports to the contrary, the songwriting team of Jule Styne and Sammy Cahn seems destined to pen more tunes together. The cleffers are understood to have been pacted for two more Warner Bros. pix, the scores to be handled by the Warner music firms here.

# Peatman Hits for 1947-'48

## Favorite Standards of 1947-1948 Season

The 35 standards with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year, July 1, 1947, to July 1, 1948.

Rank	Total ACI Points	Number of Weeks in ACI Survey	Song Title and Production	Publisher
1	7,886	34	Begin the Beguine	Harms
2	5,839	24	Blue Skies	Berlin
3	4,640	19	Just One of Those Things	Harms
4	3,628	18	Night and Day	Harms
5	3,504	14	Smoke Gets in Your Eyes	T. B. Harms
6	3,489	18	What Is This Thing Called Love	Harms
7	3,185	17	Star Dust	Mills
8	3,173	15	All the Things You Are	Chappell
9	3,148	2	Easter Parade	Berlin
10	2,937	12	Embraceable You	Harms
11	2,858	13	Lover	Famous
12	2,750	10	Somebody Loves Me	Harms
13	2,734	11	Temptation	Robbins
14	2,539	9	'Liza	Harms
15	2,518	9	Alexander's Ragtime Band	Berlin
16	2,494	11	Body and Soul	Harms
17	2,329	6	Ol' Man River	T. B. Harms
18	2,321	13	Where or When	T. B. Harms
19	2,278	10	I Know That You Know	Harms
20	2,243	11	Dancing in the Dark	Harms
21	2,178	12	Tico Tico	Chas. K. Harris
22	2,064	10	Tea for Two	Harms
23	2,000	4	Take Me Out to the Ball Game	Broadway
24	1,958	7	Falling in Love With Love	Chappell
25	1,956	7	Summertime	Chappell
26	1,847	8	I Can't Give You Anything But Love, Baby	Mills
27	1,784	8	My Blue Heaven	Felt
28	1,694	9	Always	Berlin
29	1,684	8	Man I Love	Harms
30	1,658	8	Someone to Watch Over Me	Harms
31	1,640	9	Oh, Lady Be Good	Harms
32	1,628	8	On the Sunny Side of the Street	Shapiro-Bernstein
33	1,613	5	April Showers (Also Current, 6 Weeks)	Harms
34	1,548	3	June Is Bustin' Out All Over	T. B. Harms
35	1,495	8	Yesterdays	T. B. Harms

## Peatman's Annual Survey of Song Hits

(July 1, 1947, to July 1, 1948)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk.)

Rank	Total ACI Points	Number of Weeks in ACI Survey	Song Title and Production	Publisher
1	27,290	27	*Now Is the Hour	Leeds
2	23,472	23	But Beautiful (The Road to Rio)	Burke & Van Heusen
3	21,188	25	Ballerina	Jefferson
4	19,670	27	You Do (Mother Wore Tights)	Bregman-Vocco-Conn
5	19,587	21	I'm Looking Over a Four-Leaf Clover	Remick
6	19,021	28	I Wish I Didn't Love You So (Perils of Pauline)	Paramount
7	18,949	26	Serenade of the Bells	Melrose
8	17,855	24	Golden Earrings (Golden Earrings)	Paramount
9	17,768	20	How Soon?	Supreme
10	17,753	20	Near You	Supreme
11	16,661	28	Best Things in Life Are Free (Good News)	Crawford
12	16,491	18	Manana	Barbour-Lee
13	16,245	19	I'll Dance at Your Wedding	George Simon
14	16,070	20	Beg Your Pardon	Robbins
15	16,043	22	So Far (Allegro)	Williamson
16	14,994	18	*Haunted Heart (Inside U. S. A.)	Williamson
17	14,804	26	Fudin' and Fightin'	Chappell
18	14,684	20	Civilization (Angels in the Wings)	E. H. Morris
19	14,336	31	Almost Like Being in Love (Brigadoon)	Sam Fox
20	13,679	21	*Dicky-Bird Song (Three Darling Daughters)	Robbins
21	13,267	21	*You Were Meant for Me (You Were Meant for Me)	Miller
22	12,779	16	—And Mimi	Shapiro-Bernstein
23	12,580	20	Peg o' My Heart	Robbins
24	12,541	21	What'll I Do (The Big City)	Berlin
25	12,309	15	*Baby Face	Remick
26	12,055	11	*Nature Boy	Burke & Van Heusen
27	11,870	19	Papa, Won't You Dance With Me? (High Button Shoes)	E. H. Morris
28	11,810	15	*Laroo, Laroo, Lilli Bolero	Shapiro-Bernstein
29	11,665	22	*Tell Me a Story	Laurel
30	11,501	20	How Lucky You Are	Peter Maurice
31	10,791	18	*Sabre Dance	Leeds
32	10,694	21	Stars Will Remember	Harms
33	10,372	25	Whiffenpoof Song	Miller
34	10,204	20	Lady From 29 Palms	Martin
35	10,031	15	*Tootie Ootie Doolie	Chas. K. Harris

# Music Biz Administration For Rah-Rahs at Bradley U

CHICAGO, July 10.—For the first time in collegiate educational history, training in music business administration will enter a university curricula next fall when Bradley University, Peoria, Ill., inaugurates a four-year course. Dean Kenneth Kincheloe, of the school's music department, said he decided to initiate the course following years of talks with people in the music business who decried the lack of real background training for young people who had their eye on the music business.

The course will consist of 48 semester hours in general business administration, including bookkeeping, salesmanship and advertising; 48 hours in music, including harmony, instrumental technique, music man-

agement and history and appreciation, plus an additional 42 to 50 hours of electives. In addition, each student must complete six months of apprenticeship in one of 28 phases of music business administration. At present, Dean Kincheloe is contacting reps of music biz, such as the National Association of Music Publishers and the National Association of Music Dealers, to get suggestions on curricula and guest instructors and also line up apprentice posts for students. He is aiming for 100 firms in the music field.

Up to now, music courses in colleges have turned out 90 per cent of their grads for either careers in music education or musical performance, with the remaining 10 per cent find-

# "Now Is Hour" Tops Annual Peat Recap

## "Beguine" Tops Standards

NEW YORK, July 10.—Now Is the Hour, the Maori farewell song, sparked in this country by Gracie Fields's record, topped the annual Peatman compilation of the 35 top tunes with the greatest radio audiences for 1947-'48. Leading a separate Peatman list of the 35 top standards of the year was *Begin the Beguine*.

Broadcast Music, Inc. (BMI), which last year placed two tunes in the top 30, had no entries in either the current pop or standard lists. BMI has been in the anti-Peatman camp for some time, their thesis being that most of their air plays emanate from records, which Peatman does not log in his surveys.

## Film, Stage Hits

Of the 35 top pops, 13 were in film or stage productions. Included are several old favorites which were revived either in connection with a show or as the result of a boom recording out of left field. Among the former are *Best Things in Life Are Free*, *What'll I Do* and *You Were Meant for Me*. In the latter group are *Peg o' My Heart*, *Four Leaf Clover* and *Baby Face*.

Ten of the high scorers are still active, and some of them may be figured to garner even higher radio audiences before their vogue passes. They are: *Now Is the Hour*, *Haunted Heart*, *Dickey-Bird Song*, *You Were Meant for Me*, *Baby Face*, *Nature Boy*, *Laroo, Laroo*, *Lilli Bolero*, *Tell Me a Story*, *Sabre Dance* and *Tootie Ootie Doolie*.

The compilation is the result of one of the several tune surveys periodically made by Dr. John G. Peatman's Office of Research, Inc.

# Carle Treks East After Coast Dates

HOLLYWOOD, July 10.—Frankie Carle will play a series of California dates following his four-week stay at Casino Gardens (July 16-August 12), before heading for the Midwest and East. Carle has been booked for the following engagements in this State: Stockton, August 20; Sacramento, 21, and Edgewater Ballroom for one week beginning August 24.

The aggregation will move onto the stage of Salt Lake's Capitol Theater for a four-day stand, prior to opening a week's engagement at Omaha's Orpheum Theater, September 10. Band will do five Midwest one-nighters before opening a one-week booking at Riverside Theater, Milwaukee, September 23. In addition to dance dates, Carle will do a solo guest shot on the NBC-Carnation show July 19.

ing it difficult to crack the music business because of lack of practical background in their collegiate skeds. The Bradley enrollment for the first year will be limited to 50 students, with plans for an increased enrollment after the first experimental period.

# MUSIC—AS WRITTEN

## New York:

Abe Olman smiling as *Underneath the Arches* figures to be a drop-in for the Robbins firm; someone even noticed a faint twitch pass over Murray (Sad Sam) Baker's puss. . . . Redd Evans moved to bigger offices in Brill Building. . . . Singer Peggy Martin, booked into Canada's Laurentien Room, clicked until she came out with mumps, of all things. Gal says "she was getting a big head but didn't know it was organic."

Music biz attorney Ed Masters to England Friday (9) aboard the Queen Mary. He's skedded to return August 20. . . . Sid Mills returned from the West Coast. . . . Mickey Goldsen and family moved out to California. . . . Nancy Ebert, sister of disk promotion gal Pat Collier, and Dudley Hales Toller-Bond (T-B is head of London Records) will marry August 14. . . . English tune, *Dream of Olwen*, waxed by Mantovani for London, is being pubbed here by Mills. . . . Guy Ward on last lap of 26,000-mile jaunt around the country for Black & White Records.

Liberty Belle, new floating ballroom, is the first in operation around the Boston area in some time. Two decks of the 3,000 passenger ship are devoted to dancing, with moonlight cruises held nightly except Sunday. Name bands will supply the music.

Sammy Kaye's office says he is preparing audition films for a television show of *So You Want To Lead a Band*. . . . E. R. (Ted) Lewis, head of London Records, due here from England on a business visit. . . . Dennis Day's Patmar pubbery taking over BMI's *With a Twist of the Wrist*, oldie from *Crazy With the Heat*. Tune has some four or five records available. . . . Charles A. Wall, vesper in charge of finance and treasurer of BMI, will receive a decoration from the British government at its embassy in Washington next Friday (23) for wartime services. Wall saw extensive European service, emerging a full colonel. . . . Flack Sid Ascher undergoes a foot operation next week. . . . Vic Damone has joined the National Guard, Seventh Regiment. . . . Joe Hards has inked four more subscribers to the London Library service.

Count Basie's ork heads the bill at the Strand Theater, which also features Billie Holiday, starting July 16 for at least four weeks. . . . General Artists Corporation (GAC) signed orkster Baron Elliot, a Pittsburgh fave, to a management contract. . . . Billy Eckstine threw himself a birthday party July 9, his last night at the Kingston Lounge, Brooklyn, inviting his music biz buddies. The following night Eckstine opened a two-week run at the Apollo bar in Harlem.

Dick Jurgens moved atop the Hotel Astor Monday (12). . . . The Leighton Noble ork started a run at the Claremont Hotel, Berkeley, Calif., July 13. . . . Tim Gayle, manager and hubby of thrush Lorry Raine, again has taken over special promotion and personal publicity chores for Mark Warnow and the *Sound Off* ailer.

The Irving Berlins clipped to Bermuda for a three-week vacation last Sunday (4). . . . Pianist Barclay Allen moved his small combo into the Chase Hotel, St. Louis, for a 13-week run, with both CBS and Mutual wires from the location. . . . Ella Mae Morse leaving for Guam, where her husband, a navy medic, has been ordered to duty. . . . Frank De Vol Hawaii-bound for a benefit at Honolulu Stadium next week where he will conduct 24 tootlers thru his cleffings.

Sammy Stept to the West Coast July 20. While in California Stept will finish work on both words and music for Roger Gray's legit, *Call Me Lucky*, which is skedded for Broadway early next year. . . . Attorney Lee Eastman to California for three weeks. . . . Claire Chester, wife of Mellin Music plugger Julie Chester, gave birth to a girl, Cynthia Ellen, July 5.

Sonny Dunham's ork, which just finished a run at the Pleasure Pier, Galveston, Tex., goes back to the spot for the last two weeks of the season, starting August 21. . . . Orkster Fred Waring's outing for song pluggers July 7 was attended by some 60 contact men who enjoyed themselves immensely during a day of golf, baseball and barbecue.

Blue Baron's waxing of *You Were Only Fooling* chosen disk of the month simultaneously by juke box ops' associations in Cleveland, Detroit and Cincinnati. . . . Illinois Jacquet's group into the Showboat Supper Club in Milwaukee July 14 for two weeks. . . . Bernard Archer is Buddy Johnson's new personal manager; orkster's brother, James, will serve as the band's road manager. . . . Former Claude Thornhill's arranger, Bill Borden, opened a retail liquor store in Long Island City in partnership with Rocky Cirillo.

Marjorie Hughes left father Frankie Carle's ork to go into retirement. . . . Warbler Lee Richardson cut away from the Luis Russell ork to do a single. Richardson will continue to record with Apollo Records and will be handled thru the Ben Bard office. . . . Billy Eckstine goes into the Royal Roost here July 23 for two weeks along with Charlie Ventura's small ork. . . . Clark Sisters signed to do the Jack Smith show when it returns in the fall; they will move to Hollywood from where the ailer will emanate.

## Chicago:

MCA again rumored moving into the territory, with branches in Denver, Minneapolis and other key cities. . . . Jesus Humara, Havana, and Bob Elliot looking over the Victor distribution set-up, preparatory to Humara returning to Havana to set up a Victor distributorship and Elliot heading for Santiago, Chile, where he'll remain five years, handling discos there. . . . Jack Fulton, songwriter and CBS staff trombonist, will replace Henry Brandon as house ork leader at the Chicago Theater July 16.

Buddy DeVito returns to the Sky Club with his new band July 27. . . . Erwin Merar has reorganized his Musa Distributing Company, Green Bay, Wis., with Lester Edelstein handling sales and Muriel Nuthals in charge of advertising and promotion. . . . Jack Owens has formed his own corporation, Jack Owens, Inc., with offices at 360 North Michigan. . . . Bernie Clapper,

v.p. in charge of recording with Universal Records, married Marty Garsett, nonpro, July 3 in Chicago.

Lee Williams, territory ork leader, is turning over his baton to Al Hudson, a sideman. The band will be known as Al Hudson and the Lee Williams Stepping Tone Music. . . . Jack Russell, Mutual Entertainment Agency, bedded for a week by a golfing accident during the annual ARA-EMA playday. Al Borde, Central Booking Office, won low gross golf honors for the 12th year in a row with an 82. . . . Mercury Distributors has been formed in St. Louis to handle that label, with Mack Laner and Len Frank in charge of the independent distributorship.

## Hollywood:

Art Rush's departure from his RCA Victor Coast berth will have little effect on diskery's activities here, according to those close to the scene. Move is believed to be automatic, since Rush's duties in the recording and artist-relations fields had been absorbed more than a year ago when Walter S. Heebner was assigned to the Coast to take over the helm of Victor's artist and repertoire department. . . . Tempo's Ben Light sold his originals, *It Was Sweet While it Lasted*, *Benny's Boogie*, *Benny's Bounce*, to Mills Music.

Rocky Carr is pitching his *Skylarks* for a permanent air show in an effort to cash in on the vocal group's guest shots on various programs, including the Bing Crosby-Philco seg. . . . Guitarist Nestor Amoral's combo, booked last November for a two-week stand at the Hollywood Palladium, is rounding out its 36th week at the dancery. . . . Frank De Vol embarks on a month-long biz trip to Kansas City: Canton, O., and New York, taking advantage of time now available since his *Sealtest* air show is off for the summer.

Bullets Durgom is setting Midwestern and Eastern dates for the Page Cavanaugh Trio. . . . The Gordon Jenkins-Tom Adair oratorio, *An American Poem*, has been ordered incorporated into basic musical libraries of the Armed Forces Radio Services. . . . Billy Burton and wife head eastward for a month-long biz trip to Chicago and New York where the personal manager will map fall-winter engagements for members of his talent stable.

## Cincinnati:

Frank Hanshaw, local GAC nabob, back in harness after a two-week vacation jaunt that took him as far south as St. Petersburg, Fla. GAC last week moved into new and larger offices adjacent to their old quarters in Carew Tower. . . . Chris Christensen, vibes, and George Milkwick, piano, are in their fifth week of an indefinite engagement at the Music Box 'neath the Fountain Square Hotel. . . . Cecil Gant, singing pianist, set indefinitely at the new Manhattan Club, Newport, Ky., which bowed July 7.

Nino Moraes and his Latin crew (7), with Maria Moraes on warbles, opened Thursday (8) in the Patio, beneath Carew Tower, replacing Jack Terrell's ork (7), a feature there the last two years. Terrell takes his combo into the Washington Hotel, Indianapolis, July 19 for an indefinite stay, set by GAC. . . . The Gauchos are filling the intermission slots at Beverly Hills Country Club, Newport, Ky.

A. M. Brown, manager of Buckeye Lake Park, Buckeye Lake, O., in here last week for a park managers' meeting, reported that the Ray Anthony ork played to 6,722 dancers, at \$1 a pop, July 2-4, the first three days of a 14-day stand at Buckeye Lake's Crystal Ballroom. That's an all-time three-day high for Buckeye Lake, Brown says, and was made in the face of competition from the Three Suns, playing near by. Anthony opens at Centennial Terrace, Toledo, for a week starting July 16. His Signature recording of *Gloria*, just released, is getting a heavy plugging in the Ohio area.

## Philadelphia:

Billy Hays holding down the Bowery bandstand. . . . Charles Turecomo, cousin of radio's Bob Hope, making his local bow as Hotel Warwick maestro. . . . Ted Forrest, once a sideman with Charlie Barnett, opens with his own band at the Cadillac Sho-Bar. . . . Johnny McGee gets the summer stand at Wagner's Ballroom, succeeding Buddy Williams. . . . Johnny Austin to the Cedarwood Log Cabin near Vineland, N. J.

Three local radio stations have sloughed their house bands since the first of the year—Mutual Broadcasting System's WIP and the independent WPEN and WDAS. . . . Doc Bagby locates at Jack Farnell's Moon Glo at nearby Chester, Pa. . . . Eura Bailey, sister of Pearl Bailey, and Elmer Snowden, original boss of the Duke Ellington band in the earlier days, adding Harry Truitt at the 88, makes for a new musical unit at Louis Draper's 820 Club. . . . Gene Caiscu back for another summer dance season at the Rainbow Terrace of the Old Covered Wagon Inn in suburban Strafford Pa. . . . Jack Verna back at the CR Club stand. . . . Jose Mellis for the new Submarine Room of Atlantic City's Traymore Hotel. . . . Larry Fofine auditioning vocalists.

## Detroit:

Artie Fields and his band, formerly at the Latin Quarter, have moved into the Bowery, replacing Ben Young, who filled the stand there for several years.

## Phila. Park Books Strings

PHILADELPHIA, July 10.—Popularity of the local string bands via the waxings has brought another source of revenue for the non-union strummers. For the first time, the string bands are being bought as summer park attractions. Forest Park at near-by Chalfont, Pa., is buying

the strummers for Sunday attractions. Kicking off July 4, the park ballied the Ferko String Band, following with Woodland String Band, Trilby String Band, Fralinger String Band, Hegeman String Band, Uptown String Band, Avalon String Band and finally August 22, bringing 'em all back for a string band "colossal."

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- EV'RY DAY I LOVE YOU Just A Little Bit More
- HANKERIN'
- I DON'T CARE IF IT RAINS ALL NIGHT
- THERE'S MUSIC IN THE LAND
- AT THE RODEO
- I NEVER MET A TEXAN
- I WANNA BE A COWBOY In The Movies

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AN OPEN LETTER TO  
DISK JOCKEYS, OPS AND RETAILERS

from

**JOHNNY MERCER** (Lyrics)

and

**GORDON JENKINS** (Music)

"P.S.  
I LOVE YOU"

LA SALLE MUSIC PUBLISHERS, INC.

1619 Broadway

New York 19, N. Y.

**VOX JOX**

A National Accounting of Disk Jockey Activities

**BELLS, MAN!** . . . A Brooklyn family named English, whose phone number except for one letter in the Exchange, is similar to Symphony Sid's at WMCA, is on the verge of the screaming negrims these early mornings. Sid runs a midnight to four a.m. all-request platter show with the accent on be-bop, and an average of 20 wrong-number calls a night has been deluging the Englishes. They've begged the phone company and the station to do something, but to date their bell keeps ringing with anonymous hipster asking for Dizzy's and Thelonious's latest platters.

**GOTHAM GLEANINGS** . . . Bettelou Purvis, WPGH, Pittsburgh, due here August 1 to visit with local jocks and see the sights. . . . Rosalie Allen, who took time out from her *Prairie Stars* hillbilly show at WOV to have a baby, starts spinning 'em again next week. . . . John Gambling's WOR disk show being run this month by a real dummy—ventriloquist Paul Winchell's woodenhead, Jerry. . . . Alix Blake, WENT, Gloversville, N. Y., visited here recently and cut interviews with Art Mooney and the Galli Sisters at the Biltmore. Galli gals made a special cut for Alix to use in announcing birthdays—a unison chanting of *Happy Birthday* with a blank spot for the name, followed by a high-voltage kiss effect. Alix says it works nicely. . . . Manie Sacks, vespee of Columbia Records, addressed the local chapter of the National Association of Disk Jockeys (NADJ) last week at their headquarters in the Belmont-Plaza. Topic was the long playing records, with Sacks demonstrating some of the platters from Columbia's recently released LP catalog.

**STRICTLY FROM DIXIE** . . . Current *Stop the Music* mystery tune, *World Events March*, has been used as the theme on WFBR's (Baltimore) *Sing 'n' Win* show for eight years. When tune broke as the mystifier, *Sing 'n' Win's* sponsor, a Mr. Potts, excitedly called the station to find out the name of the tune—all his customers were besieging him for the title. It took several days before anyone at the wattery could dig up the answer, but now Mr. Potts and his customers are dug in and waiting for the phone call. . . . Bill Dodson and Milton Greene have joined the announcing staff at WFNC, Fayetteville, N. C. . . . Terry Washburn, formerly with WXYZ, Detroit, now turning tallow at WQAM, Miami. Terry got his start in the matrix metier with the AFN in Germany.

**WESTERN WAX WHIRL** . . . Phil Caniglia, student of music and romance languages at the University of Omaha, does a jock show titled *The Italian Hour* at KSWL, Council Bluffs, Ia. . . . Dale Brown, pilot of the *Campus Club Show*, KOPP, Ogden, Utah, was married June 26. Dale and bride now honeymooning in Yellowstone Park. . . . Bob Krafft, KXXX, Colby, Kan., is using a transcription of an interview with Les Paul, with a couple of

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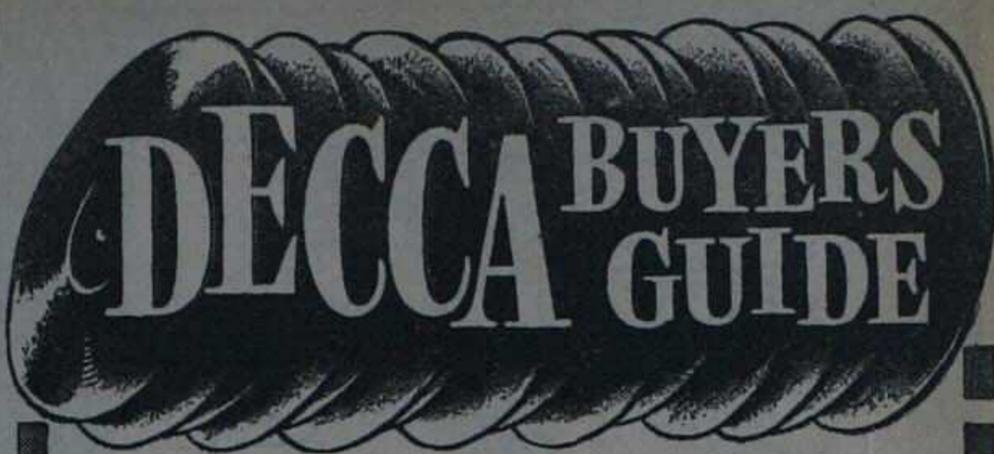
- ★ 1209 WHOA, SAILOR
- ★ 1210 MEAN AND WICKED BOOGIE
- ★ 1185 MILK COW BLUES
- ★ 1184 MIDNIGHT TRAIN

Les's latest releases shirtdailed at the end. . . . Gene Carroll, WJMO, Cleveland, won The Cleveland Press's local radio poll for best performer. Gene does the Johnny the mud turtle voice on the animal records. . . . Lew Lowry, KOOL, Phoenix, Ariz., recently received 25 cutout jazz platters from England. Lew's using them on his hot wax show one at a time—a treat and a tease for his collection fans. . . . Sonny Queen is St. Louis's newest and youngest jockey. Eight years old, Johnny does a half-hour platter show Saturdays at 9 a.m., selecting his own disks and ad libbing the chatter. . . . Warren Kelly, WJR, Detroit, began a series of *Neighborhood Frolic* appearances last week, with an airing from a different community center each week, a local talent contest the highlight.

**COAST CUTTINGS** . . . Benefit for the Mauri Cliffer teen-age center in the Hollywood Bowl June 28, sponsored by the Los Angeles Disk Jockey Association, a sock affair, with virtually every Coast entertainer of note attending. Shindig was a tribute to the late Mauri Cliffer, one of the best disk jockeys ever in the Hollywood area.

**EASTERN BEAT** . . . Betty Campbell doing a combined recorded and live show at WOKO, Albany, N. Y., sponsored by RCA Victor. Format utilizes a pianist who segues in and out of platters, and a fem singer. . . . WDHN, FM wattery in New Brunswick, N. J., running a platter show across the board titled *Wreck-ord Time*. Gimmick is that only obscure disks and flops—wrecks of records, in other words—are used. Show is conception of Dave Kaplan, station's continuity chief. . . . Bill Sheehan, WDRC, Hartford, Conn., announcer, filling in for vacationing deejay Don Rosa, is running a campaign to "keep Connecticut men cooler during the summer." He's advocating sleeveless shirts and no neckties during the dog days. . . . Walter Nielsen, program director at WCCC, Hartford, has launched a new daily jockey show, featuring readings of popular poetry to platter music background. . . . Spyker Kurtz is the latest announcer addition to the staff of WRAK, Williamsport, Pa. . . . Harry Osborne, program director and popular deejay on WNAB, Bridgeport, resigned this week to move to California. Earl Dowd and Bob Murphy are newest jock additions to WNAB staff.

**HILLY PHADDLE** . . . Frank Palumbo drops sponsorship of the 1-night *Dawn Patrol* on WIP, with Joe McCauley spinning the disks, July 25. . . . Jo Stafford chinned with the town's disk jocks at a reception staged by Joe Nani, Capitol Records' branch head. . . . Harry Bortnick, public relations chief for Raymond Rosen & Company, Victor record distributors, set up a special department to handle disk jockey contests, with Lute Tessler in charge. . . . Local jocks hopping on the Jose Iturbi and Irving Berlin disk wagon, tying in with the pianist's personal at the Robin Hood Dell and the opening of the songwriter's *Easter Parade* flicker. . . . Alan Keys, deejay on WMID, Atlantic City, moves his midnight to 3 a.m. show to the lobby of the resort's Hotel Chelsea. . . . Stu Wayne, *Musical Locker* on KYW, getting in the first spins on Jack Owens' *Will You Be My Girlin'*, prior to its regular release. Wayne was responsible for starting Owens' *How Soon*, and proved his platter-pulling mettle last January when he was given the first whirls on *My Happiness*.



A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

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"RUN JOE"

LOUIS JORDAN . . . Decca 24448

**BEST SELLERS**

- 1 **RUN JOE** LOUIS JORDAN  
All For The Love of Lil . . . . . Decca 24448
- 2 **LITTLE WHITE LIES** DICK HAYMES  
The Treasure of Sierra Madre . . . . . Decca 24280
- 3 **MY HAPPINESS** ELLA FITZGERALD  
TEA LEAVES . . . . . Decca 24446
- 4 **THE WOODY WOODPECKER** DANNY KAYB-ANDREW'S SISTERS  
Put 'Em In A Box, Tie 'Em With A Ribbon . . . . . Decca 24462  
(And Throw 'Em in the Deep Blue Sea)
- 5 **MAYBE YOU'LL BE THERE** GORDON JENKINS  
Dark Eyes . . . . . Decca 24403
- 6 **I HATE TO LOSE YOU** ANDREW'S SISTERS  
Toolie Oolie Doolie . . . . . Decca 24380
- 7 **YOU CAN'T BE TRUE, DEAR** DICK HAYMES  
Nature Boy . . . . . Decca 24439
- 8 **NOW IS THE HOUR** BING CROSBY  
Silver Threads Among the Gold . . . . . Decca 24279
- 9 **EVERY DAY I LOVE YOU** DICK HAYMES  
Hankerin' . . . . . Decca 24457
- 10 **A FELLA WITH AN UMBRELLA** BING CROSBY  
BLUE SHADOWS ON THE TRAIL . . . . . Decca 24433

**2 DECCA SLEEPERS!**

- WALKIN' WITH MY SHADOW**  
Funny How You Get Along Without Me  
FOUR KNIGHTS . . . . . Decca 48014
- LAMPLIGHT**  
TENDERLY  
RANDY BROOKS . . . . . Decca 24161

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Vocal with Bert Thompson and his Orchestra  
NO. 123 75c PLUS TAX

**ANNE SHELTON**

"ON THE PAINTED DESERT"  
"OCTOBER TWILIGHT"

Vocal with Roy Robertson and his Orchestra  
NO. 236 75c PLUS TAX

**DENNY DENNIS**

"A FELLA WITH AN UMBRELLA"  
"STEPPIN' OUT WITH MY BABY"

Vocal with the Song Pedlars  
NO. 206 75c PLUS TAX

**CAMARATA**

"RUMBALERO" Parts 1 & 2

Camarata conducts the Kingsway Symphony Orchestra  
NO. 10,011 1.00 PLUS TAX

**AMBROSE**

"JAZZ PIZZICATO"  
"JAZZ LEGATO"

Ambrose and his Orchestra  
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The  
**Billboard**

MUSIC POPULARITY CHARTS

PART  
I

## The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Week Ending July 9

TRADE  
SERVICE  
FEATURES

### HONOR ROLL OF HITS

(Trade Mark Reg.)

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

- | This Week   | Last Week  |
|---|--|
| <b>1. WOODY WOODPECKER</b><br>Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5154; The Sportsmen-M. Blane, Capitol 15145; Gene Carroll, Animal 170. (No information on electrical transcription libraries available as The Billboard goes to press.)   | By Tibbles and Idriss<br>Published by Leeds (ASCAP)<br><b>2</b>                                      |
| <b>2. YOU CAN'T BE TRUE, DEAR</b><br>Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 501. Electrical transcription libraries: Jack White Ork, London.                                       | Based on a composition by Hans Otten and Gerhard Ebeler<br>Published by Biltmore (ASCAP)<br><b>1</b> |
| <b>3. MY HAPPINESS</b><br>Records available: R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965. (No information on electrical transcription libraries available as The Billboard goes to press.)  | By Betty Peterson and Borney Bergentine<br>Published by Blasco (ASCAP)<br><b>3</b>                   |
| <b>4. LITTLE WHITE LIES</b><br>Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 550; M. Davis, Jewel ON-2002; S. Gibson, Mercury 8085; Tommy Dorsey, Victor 27521. Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard.   | By Walter Donaldson<br>Published by Bregman-Vocco-Conn (ASCAP)<br><b>5</b>                           |
| <b>5. NATURE BOY</b><br>Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439; H. Jeffries, Exclusive 36X; S. Vaughan, Musicraft 567; J. Laurenz, Mercury 5134; D. James, Victor 20-2944; A. Young-Mantovani Concert Ork, London R 10013. Electrical transcription libraries: Curt Massey, Standard; Jack White Ork, London.   | By Eden Ahbez<br>Published by Burke-Van Heusen (ASCAP)<br><b>4</b>                                   |
| <b>6. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)</b><br>Records available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077; The Martin Sisters, Columbia 38211; J. Day, MGM 10199. (No information on electrical transcription libraries available as The Billboard goes to press.)   | By Vaughn Horton and Arthur Beul<br>Published by Chas. K. Harris (ASCAP)<br><b>6</b>                 |
| <b>7. NOW IS THE HOUR</b><br>Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, Columbia 38061; Eddy Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charloeters, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378. Electrical transcription libraries: Nat Brandwynne, World; Horace Heidt, Standard; Shep Fields, Lang-Worth; Jack White Ork, London. | By Maewa Kaihau, Clement Scott and Dorothy Stewart<br>Published by Leeds (ASCAP)<br><b>7</b>         |
| <b>8. LOVE SOMEBODY</b><br>Records available: Doris Day-Buddy Clark, Columbia 38174. (No information on electrical transcription libraries available as The Billboard goes to press.)   | By Kramer and Whitney<br>Published by Kramer-Whitney (ASCAP)<br><b>8</b>                             |
| <b>9. A TREE IN THE MEADOW</b><br>Records available: S. Browne, London 123; P. Pennsly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2864; Margaret Whiting, Capitol 15122. (No information on electrical transcription libraries available as The Billboard goes to press.)  | By Billy Reid<br>Published by Shapiro-Bernstein (ASCAP)<br><b>9</b>                                  |
| <b>10. YOU CALL EVERYBODY DARLIN'</b><br>Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 181. (No information on electrical transcription libraries available as The Billboard goes to press.)  | By Sam Martin, Dan Trace and Clem Watts<br>Published by Mayfair (ASCAP)<br><b>9</b>                  |

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

**RCA VICTOR STARS**

On The  
**Billboard**

**HONOR ROLL OF HITS**

2. **YOU CAN'T BE TRUE, DEAR**  
DICK JAMES RCA Victor 20-2944

3. **MY HAPPINESS**  
DOROTHY MORROW ENSEMBLE  
RCA Victor 20-2965

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

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

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

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

9. **A TREE IN THE MEADOW**  
J. LOSS ORCHESTRA RCA Victor 20-2864

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

**POPULAR**

- Every Time Au Revoir Again JEAN SABLON RCA Victor 20-3050
- The Sad Cowboy Bubble-Loo Bubble-Loo LOUIS PRIMA RCA Victor 20-2982
- Ain't Dain' Bad Doin' Nothin' Somebody Else's Picture SAMMY KAYE RCA Victor 20-2983
- Don't Blame Me The Blue Room BERYL DAVIS RCA Victor 20-3019

**FOLK**

- Atom Bomb Baby Wishy-Washy Woman DUDE MARTIN RCA Victor 20-2985
- Everytime I Feel the Spirit Singin' As I Go GOLDEN WEST QUARTET RCA Victor 20-2986
- Playboy's Breakdown Tulsa Waltz JIMMIE REWARD RCA Victor 20-2987

**RHYTHM & BLUES**

- The Donkey and the Elephant Don't Let It Get Away JESSE STONE RCA Victor 20-2988
- Katie May Boy Friend Blues ARTUR "BIG BOY" CRUDUP RCA Victor 20-2989

**INTERNATIONAL NOVELTIES**

- Tzatski Kozatski The Draidel Song MICKEY KATZ RCA Victor 25-5084
- Ven . . . Te Espero—Canción (Come . . . I'll Wait for You) Hablemos Claramente—Bolero (Let's Speak Plainly) PEDRO VARGAS RCA Victor 23-0902

**HOT JAZZ ALBUM**

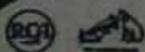
- "LOUIS ARMSTRONG ALL STARS" RCA Victor Album HJ-14  
Louis Armstrong, Jack Teagarden, Bobby Hackett, Peanuts Hucko, Bobby Haggert, Dick Cary, Sid Catlett, George Wettling.
- Rockin' Chair Save It, Pretty Mama RCA Victor 40-4004
- Ain't Misbehavin' Pennies From Heaven RCA Victor 40-4005
- Back O' Town Blues St. James Infirmary RCA Victor 40-4006

Riding High... Climbing Fast

- Rambling Rose PERRY COMO RCA Victor 20-2947
- The Old Piano Polka ZEKE MANNERS RCA Victor 20-2875
- Cool Water VAUGHN MONROE RCA Victor 20-2923
- Tunnel of Love HENRI RENE RCA Victor 25-1123
- Boogie Honky Tonky ROOSEVELT SYKES RCA Victor 20-2902
- William Tell Overture (Beetlebaum) SPIKE JONES RCA Victor 20-2861

A SURE HIT!

The stars who make the hits are on  
**RCA VICTOR**  
Records



ANOTHER SMASH RECORDING

ON THE HEELS OF THESE **BIG HITS**

★  
"I Never Knew"

★  
"Red Wing"

★  
"The Whistler"

★  
"Robbins Nest"  
and NOW . . .



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STAR

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and His Orchestra

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**"SAXO-BOOGIE"**

Vocal by BILL LOCKWOOD, SHIRLEY LLOYD and the Ensemble  
backed by

**"I'LL GET ALONG SOMEHOW"**  
CAPITOL 15081

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The  
**Billboard**

MUSIC POPULARITY CHARTS

PART  
**II**

**Sheet Music**

Week Ending  
July 9



**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		Publisher
	Last Week	This Week	
14	1	1. YOU CAN'T BE TRUE, DEAR (R)	Biltmore
11	2	2. MY HAPPINESS (R)	Blasco
7	4	3. WOODY WOODPECKER (R)	Leeds
26	6	4. NOW IS THE HOUR (R)	Leeds
14	5	5. TOOLIE OOLIE DOOLIE (The Yodel Polka) (R)	Chas. K. Harris
17	8	6. THE DICKEY-BIRD SONG (F) (R)	Robbins
12	3	7. NATURE BOY (R)	Burke-Van Heusen
12	7	8. LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
13	10	9. HAUNTED HEART (M) (R)	Williamson
1	—	10. A TREE IN THE MEADOW (R)	Shapiro-Bernstein
5	12	11. IT'S MAGIC (F) (R)	Witmark
2	11	12. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (R)	Remick
2	13	13. YOU CALL EVERYBODY DARLIN' (R)	Mayfair
1	—	14. CUCKOO WALTZ (R)	Chas. Hansen
4	15	15. MAYBE YOU'LL BE THERE (R)	Triangle

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION		English	American
	Last Week	This Week		
11	1	1. GALWAY BAY	Box and Cox	Leeds
6	2	2. HEARTBREAKER	Leeds	Leeds
5	3	3. NATURE BOY	Edwin Morris	Burke-Van Heusen
9	4	4. TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
3	5	5. I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
18	4	6. GOLDEN EARRINGS	Victoria	Paramount
5	6	7. BALLERINA	Peter Maurice	Jefferson
13	6	8. TERESA	Leeds	Duchess
9	10	9. DREAM OF OLWEN	Lawrence Wright	Mills
26	9	10. NEAR YOU	Bradbury Wood	Supreme
2	8	11. TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern	Charles K. Harris
6	12	12. AFTER ALL	Cinephonic	*
12	11	13. OH! MY ACHIN' HEART	Campbell-Connelly	Mood
7	13	14. LAROO, LAROO, LILLI BOLERO	Irwin Dash	Shapiro-Bernstein
22	14	15. SERENADE OF THE BELLS	Edwin Morris	Melrose
6	19	16. MIRANDA	Kassner	*
20	15	17. CIVILIZATION	Edwin Morris	E. H. Morris
28	17	18. A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
14	16	19. SILVER WEDDING WALTZ	Unit Pub. Co.	*
13	18	20. REFLECTIONS ON THE WATER	Peter Maurice	Peter Maurice

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

**CANADA'S TOP TUNES**

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

Weeks to date	POSITION		Publisher
	Last Week	This Week	
9	1	1. YOU CAN'T BE TRUE, DEAR	Biltmore
13	6	2. TOOLIE OOLIE DOOLIE	Chas. K. Harris
10	2	3. NOW IS THE HOUR	Leeds
3	3	4. WOODY WOODPECKER	Leeds
10	5	5. NATURE BOY	Burke-Van Heusen
5	4	6. MY HAPPINESS	Blasco
7	7	7. LITTLE WHITE LIES	Bregman-Vocco-Conn
15	9	8. THE DICKEY-BIRD SONG	Robbins
12	10	9. BABY FACE	Williamson
8	12	10. HEARTBREAKER	Leeds
8	9	11. HAUNTED HEART	Williamson
1	—	12. A FELLA WITH AN UMBRELLA	Shapiro-Bernstein
1	—	13. MY SIN	Witmark
8	13	14. TELL ME A STORY	Remick
3	—	15. JUST BECAUSE	Mayfair
2	8	15. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Remick

**The Billboard**  
**MUSIC POPULARITY CHARTS**

**PART III**

**Radio Popularity**

Week Ending July 9



**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, July 2, 8 a.m., and ending Friday, July 9, 8 a.m.)  
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

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

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

Title	Publishers	Lic. By
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Baby, Don't Be Mad at Me (R)	Paramount	ASCAP
Baby Face (R)	Remick	ASCAP
Beyond the Sea (R)	Chappell	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Crying for Joy (R)	James V. Monaco	ASCAP
Don't Blame Me (R)	Harry Warren	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (R)	Remick	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Long After Tonight (R)		BMI-BMI
Love of My Life (F) (R)	T. B. Harms	ASCAP
Love Somebody (R)	Kramer-Whitney	ASCAP
My Happiness (R)	Blasco	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)		Leeds-ASCAP
P. S.: I Love You (R)	La Salle	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick	ASCAP
Rhode Island Is Famous for You (M) (R)	Crawford	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Serenade (Music Played on a Heartstring) (R)	Duchess	BMI
Steppin' Out With My Baby (F) (R)	Berlin	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
Woody Woodpecker (R)	Leeds	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP

**The Remaining 25 Songs of the Week**

A Bed of Roses (R)	Johnstone-Monte	BMI
A Boy From Texas—a Girl From Tennessee (R)	Shapiro-Bernstein	ASCAP
A Fella With an Umbrella (F) (R)	Feist	ASCAP
Better Luck Next Time (F) (R)	Feist	ASCAP
Bride and Groom Polka (R)	George Simon	ASCAP
Delilah (R)	Encore	BMI
Dream Girl (F) (R)	Famous	ASCAP
Dolores (R)	Famous	ASCAP
Encore, Cherie (R)	Miller	ASCAP
Ev'ry Day I Love You (F) (R)	Harms, Inc.	ASCAP
Fiddle Faddle (R)	Mills	ASCAP
Home	Mills	ASCAP
Hooray for Love (F) (R)	Melrose	ASCAP
I Went Down to Virginia (R)	Jefferson	ASCAP
It's a Most Unusual Day (R)	Robbins	ASCAP
Just Because (R)	Leeds	ASCAP

(Continued on page 28)

**RECORDS MOST PLAYED BY DISK JOCKEYS**

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,300 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Last Week	This Week	Title	Artist	Lic. By
6	1	1	WOODY WOODPECKER...	Kay Kyser	Columbia 38197—ASCAP
1	—	2	WOODY WOODPECKER...	The Sportsmen-Mel Blanc	Capitol 15145—ASCAP
6	4	3	MY HAPPINESS	Pied Pipers	Capitol 15094—ASCAP
10	3	4	MY HAPPINESS	J. & S. Steele	Damon D-11133—ASCAP
14	2	5	NATURE BOY	King Cole	Capitol 15054—ASCAP
11	5	6	LITTLE WHITE LIES	Dick Haymes	Decca 24280—ASCAP
2	7	7	YOU CAN'T BE TRUE, DEAR	Ken Griffin	Rondo R-128—ASCAP
7	6	8	YOU CAN'T BE TRUE, DEAR	The Sportsmen	Capitol 15077—ASCAP
8	10	9	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174—ASCAP
12	8	10	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Rondo R-228—ASCAP
5	9	11	YOU CAN'T BE TRUE, DEAR	Dick Haymes-Song Spinners	Decca 24439—ASCAP
2	13	12	MY HAPPINESS	Ella Fitzgerald	Decca 24446—ASCAP
4	12	13	CONFESS	Patti Page	Mercury 5129—ASCAP
1	—	14	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117—ASCAP
1	—	15	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207—ASCAP

**LISTEN TO LACY JACK LACY**

In The Big City Jack Lacy has lots of air time over WINS. He calls his shows "Listen To Lacy". No mere dee jay, Jack is well versed in audience participation shows.



**2** great artists on

**1** great record

connie **HAINES**

on Sig 15197



**The Darktown Strutters' Ball**

(Special Lyric written by Sy Oliver)

coupled with **Little Boy Blues**  
With Ray Bloch's Swing Eight



alan **DALE**

on Sig 15197

**TIP . . .**

The initial orders on this record are staggering—it's a sure fire hit for dealers and operators.

**Signature records**

Connie Haines and Alan Dale are exclusive Signature artists

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending July 9



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.

POSITION		
Weeks to date	Last Week	This Week
7	1	1. WOODY WOODPECKER...Kay Kyser.....Columbia 38197 <i>When Veronica Plays the Harmonica</i>
2	2	2. YOU CAN'T BE TRUE, DEAR .....Ken Griffin.....Rondo R-128 <i>The Cuckoo Waltz</i>
10	5	3. MY HAPPINESS .....J. & S. Steele.....Damon D-11133 <i>They All Recorded to Beat the Ban</i>
7	7	4. MY HAPPINESS .....Pied Pipers.....Capitol 15094 <i>Highway to Love</i>
15	4	5. LITTLE WHITE LIES.....Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>
15	8	6. YOU CAN'T BE TRUE, DEAR .....Ken Griffin-Jerry Wayne.....Rondo R-228 <i>Doodle Doo Doo</i>
13	3	7. NATURE BOY .....King Cole.....Capitol 15054 <i>Last April</i>
1	—	8. WOODY WOODPECKER...The Sportsmen-Mel Blanc.....Capitol 15145 <i>I'd Love to Live in Loveland</i>
8	6	9. WILLIAM TELL OVERTURE .....Spike Jones.....Victor 20-2861 <i>The Man on the Flying Trapeze</i>
7	9	10. LOVE SOMEBODY.....Buddy Clark-Doris Day.....Columbia 38174 <i>Confess</i>
4	14	11. YOU CALL EVERYBODY DARLIN' .....Al Trace .....Regent 117 <i>Linger Awhile</i> <i>Duluth M-I-Double-N</i>
5	13	12. MY HAPPINESS .....Ella Fitzgerald.....Decca 24446 <i>Tea Leaves</i>
7	12	12. YOU CAN'T BE TRUE, DEAR .....Dick Haymes-Song Spinners.....Decca 24439 <i>Nature Boy</i>
13	9	14. TOOLIE OOLIE DOOLIE....Andrews Sisters.....Decca 24380 <i>I Hate to Lose You</i>
4	11	15. TWELFTH STREET RAG...Pee Wee Hunt .....Capitol 15105 <i>Somebody Else, Not Me</i> (N. Simons, Rego 1016; M. Herth Trio, Decca 24450)
5	16	16. MAYBE YOU'LL BE THERE .....Gordon Jenkins.....Decca 24403 <i>Dark Eyes</i> (J. Pina Ork, Mercury 5160)
1	—	17. A TREE IN THE MEADOW .....Margaret Whiting....Capitol 15122 <i>I'm Sorry But I'm Glad</i>
14	18	18. ST. LOUIS BLUES MARCH. Tex Beneke.....Victor 20-2722 <i>Cherokee Canyon</i>
3	20	19. BLUEBIRD OF HAPPINESS .....Art Mooney.....MGM 10207 <i>Sunset to Sunrise</i>
1	—	19. WOODY WOODPECKER...Andrews Sisters-Danny Kaye...Decca 24462 <i>Put 'Em in a Box</i>
7	15	21. YOU CAN'T BE TRUE, DEAR .....The Sportsmen.....Capitol 15077 <i>Toolie Oolie Doolie</i>
4	20	22. THE MAHARAJAH OF MAGADOR .....Vaughn Monroe....Victor 20-2851 <i>Give a Broken Heart a Chance</i>
1	—	23. TEA LEAVES .....Emile Cote's Serenaders, B. Evans, director.....Columbia 38230 <i>In Martha's Eyes</i> (A. Dale, Signature 15206; A. Sidroe-R. Davis, Falda F-1005; Ella Fitzgerald, Decca 24446; J. Laurens, Mercury 5148; J. Smith-The Clark Sisters, Capitol 15102)
9	25	23. TELL ME A STORY.....Sammy Kaye .....Victor 20-2761 <i>I Wouldn't Be Surprised</i> (Ameis Brothers, Decca 24329; V. Damone, Mercury 5120; King Quilon Ork, Majestic 1238; B. Houston, MGM 10144)
11	17	25. THE DICKEY-BIRD SONG (F) .....Freddy Martin.....Victor 20-2761 <i>If Winter Comes</i> (L. Clinton, Decca 24201; B. Barron, MGM 10138; Dell Trio-J. Wayne, Columbia 38085; G. Olson, Majestic 1234)
1	—	26. IT'S MAGIC .....Doris Day.....Columbia 38188 <i>Put 'Em in a Box</i> (V. Damone, Mercury 5138; D. Haymes-G. Jenkins Ork, Decca 23826; Buddy Kaye Quintet, MGM 10187; G. MacRae, Capitol 15072; T. Martin, Victor 20-2862)
1	—	27. HOW HIGH THE MOON?...Stan Kenton.....Capitol 15117 <i>Interlude</i> (Ella Fitzgerald, Decca 24387; A. O'Day, Signature 15185; B. Raeburn Ork, Atlantic 860; C. Ventura Ork, National 7015)
7	23	27. YOU CAN'T BE TRUE, DEAR .....Vera Lynn.....London 202 <i>Once Upon a Wintertime</i>
3	27	29. CONFESS .....Buddy Clark-Doris Day.....Columbia 38072 <i>Love Somebody</i> (J. Dorsey, MGM 10194; The Four Tunes, Manor 1131; T. Martin-The Lyttle Sisters, Victor 20-2812; Mills Brothers, Decca 24409)
2	20	29. CONFESS .....Patti Page .....Mercury 5129 <i>Twelve o'Clock Flight</i> (See No. 29A)

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending July 9



BEST-SELLING CHILDREN'S RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
6	2	1. BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-34
6	1	2. LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80
6	3	3. BUGS BUNNY (Three Records) Mel Blanc .....Capitol CC-84
1	—	4. BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol DBS-84
1	—	4. MANNERS CAN BE FUN (One Record) Frank Luther .....Decca CU-105
5	4	6. BOZO AND HIS ROCKET SHIP (Two Records) Billy May-Vance "Pinto" Colvig.....Capitol BBX-85
1	—	6. LITTLE FIREMAN (One Record) Martin Wolfson-Tom Glazer Young People's Record.....YPR-615
4	—	6. NURSERY RHYMES (Two Records) Frank Luther .....Decca CS-5
5	9	9. GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102
3	8	9. NUTCRACKER SUITE (One Record) Fred Waring .....Decca 90022

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.

POSITION		
Weeks to date	Last Week	This Week
19	—	1. Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director.Victor 20-0209
25	2	2. Bluebird of Happiness Jan Peerce .....Victor 11-9007
143	1	3. Clair de Lune Jose Iturbi .....Victor 11-8851
20	4	3. Khachaturian: Gayne, Ballet Suite—Sabre Dance Philharmonic Symphony of New York; Efrem Kurtz, conductor.....Columbia 12498
111	2	5. Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160
144	—	5. Chopin's Polonaise Jose Iturbi .....Victor 11-8848

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.

POSITION		
Weeks to date	Last Week	This Week
33	5	1. Khachaturian: Gayne—Ballet Suite (Three Records) New York Symphony Ork; Efrem Kurtz, conductor.....Columbia MM-684
138	—	2. Rhapsody in Blue (Two Records) Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor.....Columbia X-251
3	—	3. Gaité Parisienne (Two Records) London Philharmonic Ork, Efrem Kurtz, conducting.....Columbia MX-115
9	1	3. Tchaikovsky: The Sleeping Beauty (Six Records) Leopold Stokowski and His Symphony Orchestra.....Victor DM-1205

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.

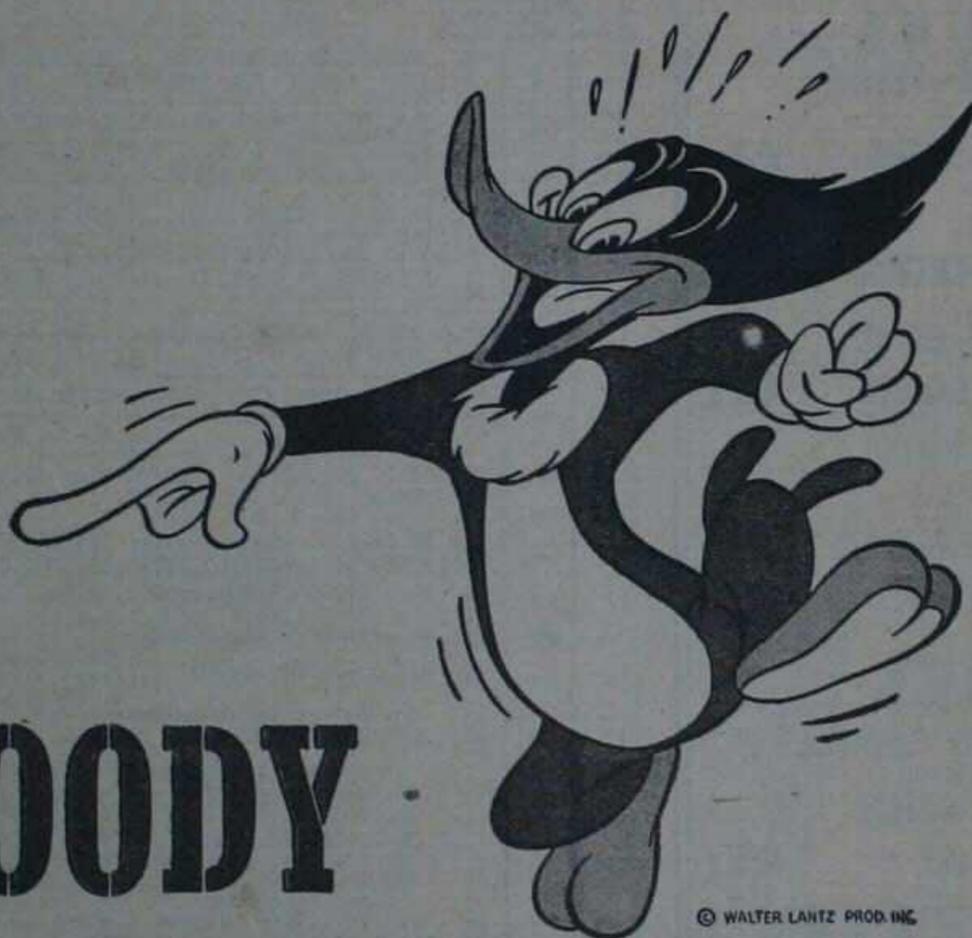
POSITION		
Weeks to date	Last Week	This Week
9	1	1. Stan Kenton—A Presentation of Progressive Jazz Album (Four Records) Stan Kenton .....Capitol GD-79
2	2	2. Al Jolson Volume III Album (Four Records) Al Jolson .....Decca A-649
10	3	3. Songs of Our Times (1932) Album (Four Records) Carmen Cavallaro .....Decca 1932
11	4	4. Busy Fingers (Four Records) Three Suns .....Victor P-206
1	—	5. Emperor's Waltz (Five Records) Bing Crosby .....Decca A-620

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

Laroo, Laroo, Lilli Bolero (R) ..... Shapiro-Bernstein—ASCAP
Little Girl (R) ..... Leeds—ASCAP
Nobody But You (R) ..... Duchess—BMI
Pecos Bill (F) (R) ..... Santly-Joy—ASCAP
Take It Away (R) ..... Femora—BMI
The Dream Peddler (R) ..... Peer—BMI
Toolie Oolie Doolie (R) ..... Ghat. K. Harris—ASCAP
What Do I Have To Do (R)? ..... Bregman-Vocco-Cann—ASCAP
Yours (R) ..... E. B. Marks—BMI

the original  
 'Woody' voice from the  
 famous movie cartoon!



© WALTER LANTZ PROD. INC.

# 'WOODY WOODPECKER'

With THE SPORTSMEN  
 Featuring MEL BLANC

and his original Woody Woodpecker voice  
 from the Walter Lantz Cartoons

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

Flipover: 'I'd Love To Live In Loveland With  
 A Girl Like You'

with THE SPORTSMEN and orchestra

CAPITOL RECORD 15145



RECORDS

## Capitol's HOT HITS

### POPULAR

- NO. 1 NATURE BOY—The Original  
 LOST APRIL  
 King Cole Capitol 15054
- 12TH STREET RAG  
 SOMEBODY ELSE, NOT ME  
 Pee Wee Hunt Capitol 15105
- MY HAPPINESS  
 HIGHWAY TO LOVE  
 The Pied Pipers Capitol 15094
- YOU CAN'T BE TRUE, DEAR  
 TOOLIE OOLIE DOOLIE  
 (The Yodel Polka)  
 The Sportsmen Capitol 15077
- CARAMBA! IT'S THE SAMBA  
 BABY, DON'T BE MAD AT ME  
 Peggy Lee Capitol 15090
- HAUNTED HEART  
 I'M MY OWN GRANDMAW  
 Jo Stafford Capitol 15023
- SUSPICION  
 FLO FROM ST. JOE, MO.  
 Tex Williams Capitol 40109
- PUT 'EM IN A BOX, TIE 'EM  
 WITH A RIBBON (AND THROW  
 'EM IN THE DEEP BLUE SEA)  
 IT'S THE SENTIMENTAL THING  
 TO DO  
 The King Cole Trio Capitol 15080
- HOW HIGH THE MOON  
 INTERLUDE  
 Stan Kenton Capitol 15117

### SEPIA

- FINE BROWN FRAME  
 THE PIG-LATIN SONG  
 Nellie Lutcher Capitol 15032
- KING SIZE PAPA  
 WHEN YOU'RE SMILING (THE  
 WHOLE WORLD SMILES  
 WITH YOU)  
 Julia Lee Capitol 40082
- COME AND GET IT, HONEY  
 HE SENDS ME  
 Nellie Lutcher Capitol 15064
- TELL ME, DADDY  
 (IT WILL HAVE TO DO) UNTIL  
 THE REAL THING COMES ALONG  
 Julia Lee Capitol 15144

### WESTERN

- ROCK AND RYE  
 MY HEART'S AS COLD AS AN  
 EMPTY JUG  
 Tex Ritter Capitol 15119
- HUMPTY DUMPTY HEART  
 TODAY  
 Hank Thompson Capitol 40065

### COMING UP FAST

- DON'T SMOKE IN BED  
 EVERYBODY LOVES SOMEBODY  
 Peggy Lee Capitol 15151
- A TREE IN THE MEADOW  
 I'M SORRY-BUT I'M GLAD  
 Margaret Whiting Capitol 15122
- I DON'T CARE IF IT RAINS  
 ALL NIGHT  
 LIMEHOUSE BLUES  
 Johnny Mercer Capitol 15134
- WOO-GA-MA-CHOO-GA  
 STREET OF DREAMS  
 Ernie Felice Capitol 15082
- STEPPIN' OUT WITH MY BABY  
 EVELYN  
 Gordon MacRae Capitol 15091
- WHO? ME?  
 FOOLISH TEARS  
 Tex Williams Capitol 15113

# RELEASE NO. 126

RETAIL PRICE 75c Plus Tax

**Johnny Moore's Three Blazers**  
featuring Charles Brown and Oscar Moore

**Joe Liggins**  
and his "Honeydrippers"

**Herb Jeffries**  
-- Singer of the Year --

**Jack McVea**  
and his Orchestra

**The Basin Street Boys**

**Doye O'Dell**  
-- Going Strong --

**The Dixie-Aires**

**The Dixie-Aires**

**JILTED BLUES 40x**  
**ANY OLD PLACE WITH ME**

**SWEET AND LOVELY 41x**  
**ROLL 'EM**

**A WOMAN IS A WORRISOME THING 44x**  
**BEYOND THE STARS**

**WALKIN' AND TALKIN' BOOGIE 42x**  
**THE WALLS CAME TUMBLIN' DOWN**

**I SOLD MY HEART TO THE JUNK MAN 39x**

**FOLK**  
**THE ROVING GAMBLER 43x**  
**MOTHER, THE QUEEN OF MY HEART**

**SPIRITUALS**  
**JUST A CLOSER WALK WITH THEE 37x**  
**HANDWRITING ON THE WALL**

**LOOSE THE MAN 38x**  
**HIDE ME IN THY BOSOM**

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**



Week Ending July 9



## MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
6	1	1	WOODY WOODPECKER... Kay Kyser... Columbia 38197
2	2	2	YOU CAN'T BE TRUE, DEAR... Ken Griffin... Rondo R-128
10	4	3	MY HAPPINESS... J. & S. Steele... Damon D-11133
10	3	4	NATURE BOY... King Cole... Capitol 15054
10	5	5	LITTLE WHITE LIES... Dick Haymes... Decca 24280
14	8	6	YOU CAN'T BE TRUE, DEAR... Ken Griffin-Jerry Wayne... Rondo R-228
4	9	7	MY HAPPINESS... Ella Fitzgerald... Decca 24446
6	6	8	MY HAPPINESS... Pied Pipers... Capitol 15094
5	12	9	YOU CALL EVERYBODY DARLIN'... Al Trace... Regent 117
3	—	10	LOVE SOMEBODY... Doris Day-Buddy Clark... Sterling 3023
14	6	11	TOOLIE OOLIE DOOLIE... Andrews Sisters... Columbia 38174
8	10	12	TELL ME A STORY... Sammy Kaye... Decca 24380
3	—	13	MAYBE YOU'LL BE THERE... Gordon Jenkins... Victor 20-2761
7	11	14	YOU CAN'T BE TRUE, DEAR... Dick Haymes-Song Spinners... Decca 24439
8	15	15	YOU CAN'T BE TRUE, DEAR... The Sportsmen... Capitol 15077
1	—	16	TWELFTH STREET RAG... Pee Wee Hunt... Capitol 15105
1	—	17	WOODY WOODPECKER... The Sportsmen-Mel Blanc... Decca 24450
4	17	18	WILLIAM TELL OVERTURE... Spike Jones... Capitol 15145
4	—	19	BOUQUET OF ROSES... Eddy Arnold and His Tennessee Plowboys... Victor 20-2861
11	13	20	JUST BECAUSE... Frank Yanhovic and His Yanks... Columbia 38072
4	18	21	TOOLIE OOLIE DOOLIE... The Sportsmen... Capitol 15077
5	—	22	NATURE BOY... Dick Haymes-Song Spinners... Decca 24439
8	28	23	THE DICKEY-BIRD SONG... Freddy Martin... Victor 20-2617
4	—	24	I HATE TO LOSE YOU... Andrews Sisters... Decca 24380
1	—	25	THE MAHARAJAH OF MAGADOR... Vaughn Monroe... Victor 20-2851
1	—	25	TIME OUT FOR TEARS... Savannah Churchill-The Four Tunes... Manor 1116
1	—	27	WOODY WOODPECKER... Andrews Sisters-Danny Kaye... DeLuxe 1145
2	—	27	YOU WERE ONLY FOOLIN'... Blue Barron... MGM 10185
1	—	29	YOU CAN'T BE TRUE, DEAR... Marlin Sisters... Columbia 38211
1	—	30	PUT 'EM IN A BOX... King Cole Trio... Capitol 15080



### ASCAP Cartel Suit Stalled Till Fall

WASHINGTON, July 10.—The government's cartel suit against the American Society of Composers, Authors and Publishers (ASCAP) is stalled in a New York Federal Court and probably won't reach the trial stage before fall, Justice Department officials told *The Billboard* this week. Tho the last preliminary legal maneuver before trial was disposed of when a judge ruled a few months ago that Broadcast Music, Inc. (BMI), was not a party to the case, Justice still has hopes that the government and ASCAP can reach a compromise out of court. ASCAP is accused by Justice with being part of an interna-

### Anderson Enters Pepsi-Cola

NEW YORK, July 10.—Ernie Anderson, jazz concert and Carnegie Hall pops promoter, last week took over the account executive post for Pepsi-Cola, handled by the Milton Biow Advertising Agency. Anderson, who at one time was assistant to Al Steele, of the D'arcy Agency, on the Coca-Cola account, claims that his new duties will not interfere with his one-night concert promotions. He stated the Freddy Robbins one-nighters at Carnegie Hall and Town Hall will be resumed this fall.

tional cartel maintaining restrictive music licensing agreements.

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending July 9



BEST SELLING RETAIL RACE RECORDS

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

Weeks to date	Last week	This Week	
9	2	1	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
9	1	2	LONG GONE.....Sonny Thompson.....Miracle M-126
4	6	3	RUN, JOE.....Louis Jordan.....Decca 24448
9	3	4	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....King 4210
9	4	5	MESSIN' AROUND.....Memphis Slim.....Miracle 125
3	5	6	SEND FOR ME IF YOU NEED ME.....The Ravens.....National 9045
9	8	7	ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....King 4189
5	9	8	MY HEART BELONGS TO YOU.....Arbee Stidham.....Victor 20-2572
1	—	9	I CAN'T GO ON WITHOUT YOU.....Bull Moose Jackson.....King 4230
7	10	10	PRETTY MAMA BLUES.....Ivory Joe Hunter.....Pacific 637
1	—	11	LOLLYPOP MAMA.....Wynonie Harris.....King 4226
6	14	12	35-30.....Paul Williams.....Savoy 661
9	7	13	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....Capitol Americana 40082
3	12	14	I WANT A BOWLEGGED WOMAN.....Bull Moose Jackson.....King 4189
3	—	15	RECESS IN HEAVEN.....Dan Grissom.....Jewel ON-2004

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	Last week	This Week	
20	8	1	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
9	3	2	LONG GONE.....Sonny Thompson.....Miracle M-126
6	9	3	PRETTY MAMA BLUES.....Ivory Joe Hunter.....Pacific 637
12	2	4	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....King 4210
4	1	5	RUN, JOE.....Louis Jordan.....Decca 24448
6	4	6	MESSIN' AROUND.....Memphis Slim.....Miracle 125
16	5	7	FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032
1	—	8	I'M WAITING FOR YOUR CALL.....T. Bone Walker.....Black & White 126
3	10	8	SEND FOR ME IF YOU NEED ME.....The Ravens.....National 9045
22	6	10	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....Capitol Americana 40082
6	10	11	DON'T FALL IN LOVE WITH ME.....Ivory Joe Hunter.....King 4220
1	—	11	LITTLE WHITE LIES.....Martha Davis.....Jewel ON-2002
2	15	13	GONE AGAIN.....Lionel Hampton.....Decca 24248
10	14	13	NATURE BOY.....King Cole.....Capitol 15054
1	—	13	LITTLE BOY.....Rev. Kelsey's Congregation.....Super Disc 1057
1	—	13	PRECIOUS MEMORIES.....Sister Rosetta Tharpe-M. Knight.....Decca 4807

ADVANCE RACE RECORD RELEASES

**Are You Hep?**  
Ivory J. Hunter (Pretty Mama) 4 Star 1254

**Back Trackin'**  
P. Gayten Trio (Women These) De Luxe 3177

**Beverly**  
L. Eason (Hot Dog) Whirlaway 75-3

**Blowin' For Snake**  
Buddy Tate Ork (Good Morning) Supreme 1504

**Cornshucks Blues**  
Little Miss Cornshucks (In the) De Luxe 3178

**Frogmore Blues**  
J. Witherspoon (Wee Baby) Supreme 1505

**Glory of Love**  
Sugar Payne (Low, Short) Whirlaway 75-2

**Good Morning Judge**  
Buddy Tate Ork (Blowin' For) Supreme 1504

**Groovey Blues**  
R. Milton (R. M. Blues) De Luxe 3188

**He's Punny That Way**  
Little Miss Cornshucks (Keep Your) De Luxe 3186

**Hey John**  
Gallt Slaters (Just for) Hub 3045

**High As a Georgia Pine**  
R. Sykes and His Original Honeydrippers (Time Wasted) Victor 20-3014

**Hot Dog**  
L. Eason (Beverly) Whirlaway 75-3

**In the Rain**  
Little Miss Cornshucks (Cornshucks Blues) De Luxe 3178

**Just For Me**  
Gallt Slaters (Hey John) Hub 3045

**Keep Your Hand on Your Heart**  
Little Miss Cornshucks (He's Punny) De Luxe 3186

**Low, Short & Squatty**  
Sugar Payne (Glory of) Whirlaway 75-2

**Midnight Blues**  
T-Bone Walker (Plain Old) Black & White 127

**Plain Old Down Home Blues**  
T-Bone Walker (Midnight Blues) Black & White 127

**Play Those Riffs**  
Buster Bennett Band (Stop That) Columbia 30132

**Pretty Mama Blues**  
Ivory J. Hunter (Are You) 4 Star 1254

**R. M. Blues**  
R. Milton (Groovey Blues) De Luxe 3188

**Stop That Walking, Baby**  
Buster Bennett Band (Play Those) Columbia 30132

**Time Wasted on You**  
R. Sykes and His Original Honeydrippers (High As) Victor 20-3014

**Wee Baby Blues**  
J. Witherspoon (Frogmore Blues) Supreme 1505

**Women These Days**  
P. Gayten Trio (Back Trackin') De Luxe 3177



CARLE  
KEEPS 'EM  
COMING

"THAT FIVE O'CLOCK FEELING"

Vocal by Nan Wright

"I DON'T WANT TO MEET ANY MORE PEOPLE" Vocal by Marjorie Hughes

FRANKIE CARLE and his orchestra  
COLUMBIA 38203

COLUMBIA'S TUNE TIPSTER

BEST BETS

Kay Kyser  
and his Orchestra

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

Toni Harper  
with Eddie Beal  
and his Sextet

COMING UP FAST  
"Candy Store Blues"  
"Dolly's Lullaby"  
Columbia 38229

Arthur Godfrey

WATCH THIS ONE  
"Turkish Delight"  
"The Trail of the  
Lonesome Pine"  
With The Mariners  
Orchestra Under the  
Direction of Archie Blyler  
Columbia 38246

HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA  
RECORDS

Trade-marks "Columbia" and Reg. U. S. Pat. Off. Marks Registered

# The Billboard Picks:

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

## SMILING THRU THE TEARS

Walter Scheff & Ray Carter Trio

REPUBLIC 117A

A baby company, Republic, has one stand-out in a slew of recent sides. Not so notable for vocal, altho Scheff is certainly adequate, this disk wins succor from the trio's light, simple and pleasant backing. More important is the song, a strong, retentive melody (reminiscent of the "Giannina Mia" piece from "The Firefly") confined to a typical pop pattern.

Distributors Contact



For Records that Rate its

# REPUBLIC

REPUBLIC RECORDS  
1674 BROADWAY, N. Y. 19

# THE

## Sleeper!

# "HAIR OF GOLD"

BY THE

## Harmonicats

ON



No. U 121

B/W "HARMONICATS BLUES"

DEMAND ALREADY GREAT—ORDER NOW!

The Billboard

MUSIC POPULARITY CHARTS

PART VII

## Folk Record Section

Week Ending July 9

### MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
8	1	1.	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
10	3	2.	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
18	2	3.	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
8	8	4.	TENNESSEE WALTZ	Cowboy Copas	King 696
25	6	5.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
17	9	6.	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
9	5	7.	SUSPICION	Tex Williams Western Caravan	Capitol Americana 40109
7	—	8.	SEAMAN BLUES	Ernest Tubbs	Decca 46119
12	4	9.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
5	12	10.	BANJO POLKA	Tex Williams	Capitol Americana 15101
6	7	11.	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
1	—	12.	TENNESSEE MOON	Cowboy Copas	King 714
1	—	13.	DAD GAVE MY DOG AWAY	T. Tex Tyler	4 Star 1248
2	—	14.	KEEPER OF MY HEART	Bob Wills and His Texas Playboys	MGM 10175
1	—	15.	CRYING IN MY BEER	Jerry Irby and His Texas Ranchers	MGM 10151
1	—	15.	YOU NEARLY LOSE YOUR MIND	Ernest Tubbs	Decca 46125

### BEST SELLING RETAIL FOLK RECORDS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
10	1	1.	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
2	2	2.	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
10	3	3.	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
10	4	4.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
8	14	5.	SEAMAN BLUES	Ernest Tubbs	Decca 46119
10	5	5.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
2	12	7.	ROCK AND RYE	Tex Ritter	Capitol 15119
10	8	8.	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
6	9	9.	TENNESSEE WALTZ	Cowboy Copas	King 696
10	10	10.	DECK OF CARDS	T. Tex Tyler	4 Star 1228
2	—	11.	BANJO POLKA	Tex Williams	Capitol Americana 15101
4	—	11.	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers	Victor 20-2760
2	6	11.	WHO? ME?	Tex Williams Western Caravan	Capitol 15113
10	10	14.	SUSPICION	Tex Williams Western Caravan	Capitol Americana 40109

### ADVANCE FOLK RECORD RELEASES

Banjo Boogie A. (Guitar Boogie) Smith and His Cracker-Jacks (Have a) MGM 16229	One Has My Name E. Dean (Wake Me) Crystal 122
Blues in My Heart Red Foley-The Cumberland Valley Boys (Tennessee Saturday) Decca 46136	Pan American H. Williams and His Drifting Cowboys (I Don't) MGM 10226
Don't Feel Sorry For Me F. Rose (No One) Columbia 20426	Rhythm Ranger Waltz C. Shrum and His Rhythm Rangers (Shut the) Black & White 10027
Have a Little Fun A. (Guitar Boogie) Smith and His Cracker-Jacks (Banjo Boogie) MGM 16229	Shut the Door C. Shrum and His Rhythm Rangers (Rhythm Ranger) Black & White 10027
I Don't Care (If Tomorrow Never Comes) H. Williams and His Drifting Cowboys (Pan American) MGM 10226	Tennessee Saturday Night Red Foley-The Cumberland Valley Boys (Blues in) Decca 46136
I Throw the Bull. R. Sooter (The Rooster) Black & White 10026	The Rooster and the Ostrich R. Sooter (I Throw) Black & White 10026
Just a Little Love Will Go a Long, Long Way E. Arnold and the Tennessee Plowboys (My Daddy) Victor 20-3013	Two-Timin' Blues C. Moody String Band (You Canned) Columbia 20427
My Daddy Is Only a Picture E. Arnold and His Tennessee Plowboys (Just a) Victor 20-3013	Wake Me in the Morning By the Swanee River E. Dean (One Has) Crystal 122
No One Will Ever Know F. Rose (Don't Feel) Columbia 20426	You Canned It All By Telling Lies C. Moody String Band (Two-Timin' Blues) Columbia 20427

### FOLK TALENT AND TUNES

By Johnny Sippel

Ambrose Haley, Topeka, Kan., who waxes for Mercury, has his own show over that station with the Miccolis Sisters, who cut for De Luxe label for a soap concern. His daughter, Mary Lou, was married June 13 to Bob Gaines, Fort Wayne, Ind., nonpro. Haley, who was long on WOWO, Fort Wayne, has his own folk music jamboree at Shawnee Lake, resort near Topeka, every Sunday night.

Cotton Carrier, of WSB, Atlanta, is organizing a band now that his station has gone back to groups after cutting down to singles. The band may include Dink Embry, of WSM. Dink recently became a father for the third time. . . . Ted Daffan, Columbia cowboy artist, is reported heading for the Coast to form a 27-piece band, which would make it the biggest folk music band in history. . . . Jimmy Johnson, of the Cactus Kids, WNAX, Yankton, S. D., recently became a daddy for the first time. . . . Soaby's Radio Rangers have added Joey Ross, ex-Wally Fowler and Red Foley accordionist, to replace Patty Fly, who settled down to motherhood. Soaby plans to try his hand at running a folk music park in the Nebraska territory, leasing out picnic parks in various areas to put on folk music jamborees, until he finds a place that looks like it has a future.

Blondie Force, Rocket Records' artist and cowboy tune spinner, left Los Angeles July 8 for a tour that will take him thru the South and East, winding up in New York. . . . Moxahala Park, Zanesville, O., operated by Tim Nolan, has started using folk names to hypo crowds on week-ends. Tex Ritter, Bradley Kincaide and Eddie Arnold have worked there this season. . . . Roy Rogers will do his fall series of shows on tape in order to make a two-month rodeo schedule currently being set up. The sponsor, Quaker Oats, reserves the right to change the show to live from e.t. if the series doesn't pan out. Rogers is also trying to line up a London Palladium date next spring for his wife, Dale Evans, and himself.

The Maddux Brothers and Rose are working over KTRB, Modesto, Calif. . . . Cliffie Stone has Capitol recording partners Merle Davis and Eddie Kirk on his KXLA, Pasadena, Calif., show. In addition he features Harold Hensley, fiddle; Herman the hermit, banjo; Tennessee Ernie, comedy, and Judy Kirk, Ed's wife. . . . Gene Johnson, the well-known folk music booker, reports that his Golden Oaks Park, near Rogersville, Pa., is going great guns this season, operating Sunday only. Gene has lots of WWVA, Wheeling, W. Va., talent set, plus traveling names. . . . Rex Allen, WLS's Arizona Cowboy, intends to open a store in Chicago's Loop, where he will sell rustic records and Western curios. . . . Ozzie Westley, WLS musical director, has a new daughter, Susan Jean, born June 16. . . . Jimmie Osborne, the Kentucky folk singer, who hit with his first King release, My Heart Echoes, will get his second from the label next week, with It's So Hard to Smile.

Former Gov. Jimmy Davis and His Western Swingsters may go into Rogers's Stables, fashionable Palm Spring, Calif., nitery this winter for the entire season. The ex-Louisiana chief executive has an option to buy the spot. The Davis entourage lines up with Charlie Mitchell, Hawaiian guitar; Jimmy Thompson and Preacher Harkness, fiddles; Slim Harbert, bass; Gib Thompson, guitar; C. B. Cutrer, drums; Sleepy Brown, trumpet; Joe Shelton, mandolin, and Bob Shelton, comedy and vocals. The Davis group works its first theater engagement at the Capitol, Washington, July 15 week. Harry Romm handles the unit for theater dates. . . . Ted Brown, Southern Music's h.b. and Western catalog rep, just returned to Chicago from a week with his folk music friends in Knoxville, Nashville and Cincinnati.

Harry K. Smyther, operator of Buck Lake Ranch, Angola, Ind., reports that he has the Three Stooges, July 18; Smiley Burnett, 25; Cowboy Copas with Lazy Jim Day and Milton Estes, August 15, and Eddy Arnold September 6. Harry did 10,000 paid admissions, a park record, July 4. . . . Cherokee Jack, of KMO, Tacoma, Wash., reports that the only folk music park in that territory is Spanaway Lake Park, operated by Gus Bresemann, and his son, Delbert, where Jack and the Rhythm Ridin' Wranglers have worked for the past two years over the week-ends. Park is located nine miles out of Tacoma on the mountain highway. In addition to the 90-minute daily show the group does over KMO, Tacoma, Jack is now featured on two disk shows per week. Jack is also dickering with several labels for the purchase of his old Evergreen masters, which were returned to him recently when the label using them stopped operation. Personnel of the group, which was once led by the late Jack Guthrie, includes Shorty Justus, steel guitar, vocal and comedy; Walt Heins, accordion and piano; Kenny Gauthier, lead guitar, bass and vocals; Ray Osborn, fiddle and banjo; Bern McNeil trumpet; Wally Lee, drums and comedy, and the leader's guitar, bass and vocals. Kentucky Slim is temporarily out of the group, being confined to Mountain View Sanatorium.

Lambert Kohr, KMOX, St. Louis program exec, reports that Uncle Billy Starr and the Barnyard Follies are still doing the CBS regional net show and a daily local show. Billy just returned from California where he and Mrs. Starr visited with their folk music friends. . . . Art Gabbard, ex-KMOX singer, now at Wichita Falls, Tex., is the father of a seven-pound son. . . . Wes Howe, ex-KMOX guitarist, is now with the Gallen Drake Trio. . . . Two KMOX vet acts, Brother Bob Hastings and Skeets and Frankie, have opened night clubs. Hastings's bistro is the Gayety Club, East St. Louis, Ill., while the duo's spot is in St. Louis. . . . Naomi Crawford, cowgirl chirp, took time out for a blessed event. . . . Art Young, the yodeling cowboy, has passed his television audition at WBEN, Buffalo, and is working with a partner, Scotty, on accordion. . . . Max Raney is operating his ranch again this year at East Bloomfield, N. Y. . . . The Sons of the Pioneers, who recently parted company with Roy Rogers, are doing extended personal appearance tour, which will keep them in the East during August.

Eddie (Dan) Snyder, the Plainsman, is now heard several times daily over WMMN, Fairmont, W. Va. . . . Jim Whitaker, h.b. disk jockey of WWVA, Wheeling, is currently hoosymooning in New York, with Tom George subbing for him.

# THE BILLBOARD PICKS\*

The

# JACK EMERSON

## CHET HOWARD ORCHESTRA

### METROTONE RECORD #2018

# HAIR OF GOLD

(EYES OF BLUE)

backed by

## MOONRISE

OPS! Strike Gold with  
Metrotone's "HAIR OF  
GOLD" by ordering this  
2 minute 12 second disk

\*FROM THE BILLBOARD'S "TIPS ON COMING TOPS"

TIP—The little Metrotone label may well have the successor to SIOUX CITY SUE in Jack Emerson's dinking of HAIR OF GOLD, clefted by tunesmith Sonny Skylar. The running time is less than two and a half minutes, disk embodies enough corn to make it cute.

## ORDER Your GOLD TO-DAY "HAIR OF GOLD" that is!

# METROTONE RECORDS

712 Crown St.

Brooklyn, N.Y.

Phone: PResident 4-5086

HITS THAT MEAN BUSINESS



STANLEY FRITTS  
AND



THE  
KORN  
KOBBLERS

I WANNA BE A COWBOY  
IN THE MOVIES

(From the Warner Bros. film, "Two Guys From Texas")

25 CHICKENS, 35 COWS

("The Poultry Polka")

Both Vocals by Stanley Fritts

M-G-M 10217



ARTHUR  
(Guitar Boogie)

SMITH

and his Cracker-Jacks

BANJO BOOGIE  
HAVE A LITTLE FUN

Vocal by Roy Lear & The Cracker-Jack Trio

M-G-M 10229

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Week Ending July 9

RATINGS  
(100 Point  
Maximum)

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

How Ratings  
Are  
Determined

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

The  
Categories

Point ratings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record ad/promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 6.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



POPULAR

AL TRACE-THE  
REVELERS  
(Bob Vincent)  
(Sterling 3023)

*Duluth M-I-Double-N'*  
Geographical novelty tune chirped with zest. Two-beat Dixieland backing is lively and enhances vocal.

*You Call Everybody Darlin'*  
Just like the Regent disk which is a top hit.

BILL RAYMOND-JAY  
ARNOLD ORK  
(Krantz K-6901)

*Tears*  
Schmaltz tune in old manner well piped by Raymond's strong baritone. Lynne White-Jay Arnold Ork

*Relateeves*  
"Comedy" ditty done in rumba tempo ain't funny. Miss White's non-descript attempt at dialect 'is baffling.

WALTER SCHEFF  
(Ray Carter Trio)  
(Republic 111 and 161)

*Smiling Thru the Tears*  
Fair vocal and strong trio backing on delightful new tune reminiscent of "Giannina Mia" reworked in a pop ballad format.

*Too Good To Be True*  
(Walter Scheff-Joseph Wood)  
Smoothly piped ballad with good vocal trio support, but tune doesn't measure up to material on flip.

ANDY RUSSELL  
(Capitol 15135)

*I Kiss Your Hand, Madame*  
Romantic oldie, currently revived in "Emperor Waltz" flicker, get the usual sentimental. Russell going over.

*Just for Now*  
(Dean Elliott Ork)  
Good ballad from "Whiplash" movie sung in too slow, draggy manner.

JUDY VALENTINE  
(Billy Green Trio)  
(Republic 167 and 164)

*I'm a Little Teapot*  
Nursery type jingle chirped in little girl style with instrumental trio filling in with music-box tinkling. Cute but too coy.

*The Little Doll in Blue*  
Similar to flip; less affected.

78 80 77 76

87 87 85 88

65 66 65 67

40 40 40 40

87 89 88 86

73 73 74 73

75 75 76 74

71 72 72 68

66 66 68 65

69 69 70 68

POPULAR

GENE AUSTIN-  
LES PAUL  
(Universal U-100)

*Keep a Knockin'*  
Old-time warbler does novelty ditty in lively fashion, with Les Paul's amplified guitar helping with background and solo.

*My Blue Heaven*  
A remake of Gene's famous disk of the twenties, which was the first pop platter to sell over a million. Lots of nostalgia value as he does it in similar fashion here, and side could cash in.

LARRY CLINTON  
(Helen Lee)  
(Decca 24438)

*Just a Shade on the Blue Side*  
Plaintive Lee handling of the Carmichael tune, over tasty Clinton instrumental work in the blue mood.

*On the Little Village Green*  
Clinton crew sweetly carouses thru ballad. Thrush's tonals show to better advantage here.

GUY LOMBARDO  
(Decca 23392)

*St. Louis Blues*  
(Ensemble)  
Re-issues of the Lombardo ork complete with the present day schmaltzy mannerisms.

*Memphis Blues*  
(Kenay Gardner)  
Flip here is an oldtime waxing of another Handy blues. Rendition smoother and more appealing than reverse.

FRANK GALLAGHER  
(Republic 190 and 191)

*Pozsum Trot*  
Smartly constructed hill-favored ditty gets a lively warbling.

*I'm Content*  
Gallagher sings his own pop tune well. Tune has promise, but thin instrumental backing doesn't set it off properly.

ENRIC MADRIGUERA  
(Decca 24480)

*Take It Away (Tomulo Tu)*  
(Patricia Gilmore)  
Polished Madriguera rendition of rumba pop with pert gal chirping.

*Marie From Bahia*  
(Patricia Gilmore-The Hoffdays)  
Showy samba delivery of current L-A favored novelty.

76 78 78 75

84 86 83 83

74 77 74 72

76 79 75 75

73 74 72 73

76 76 76 76

73 73 72 75

77 78 78 74

74 76 71 74

73 74 70 75

**RATINGS**  
(100 Point  
Maximum)

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

ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

POPULAR				
<b>THE JERRY SHELTON TRIO</b> (Billy Leach) (Mercury 5145) <i>Thanks to You</i> O. K. warbling by Billy Leach and backing by the Mercury label's version of the Three Suns, but tune is lackluster. <i>Better Luck Next Time</i> Spirited job of the Berlin tune.	67	67	66	68
<b>JOE DOSH</b> (The Girl Friends-Danny Mandelsohn Ork) (Regent 129) <i>Baby, Don't Be Mad at Me</i> Dosh does a carbon of Sinatra on the popular torch ballad. Gal vocal backing and orking good grade. <i>Love Is Just Around the Corner</i> Dosh's phrasing and voice on the rhythm tune would fool most dyed-in-the-wool Sinatra fans.	79	80	80	79
<b>KING ODOM QUARTET</b> (Musicraft 575) <i>Moonlight Frost</i> Tenor carries sensitive lead all the way on pop with rest of quartet murmuring harmony in background. <i>Who Struck John?</i> Rhythm novelty in spiritual tradition.	65	65	67	63
<b>KAY STARR</b> (Dave Cavanaugh Ork) (Capitol 15137) <i>Many Happy Returns of the Day</i> Kay chirps a pop with precision and sureness but not too much warmth. <i>Mamma Goes Where Papa Goes (Or Papa Don't Go Out Tonight)</i> Race-style oldie is just the Starr gal's cup of tea, and she swings it with fine beat and hard-driving phrasing reminiscent of the better blues shouters of the twenties.	74	77	74	73
<b>LIZA MORROW</b> (Republic 189 and 181) <i>Swing Low, Sweet Clarinet</i> What's with Liza—shaky vibrato and inability to stay on the note show up on this subtle, hard-to-sing quality tune. She can do better. Good clarinet blowing in back. <i>Shake, Shake</i> Thrush sounds more like it on rhythm side, but tune is dedicated to "en-oul."	55	55	55	55
<b>BEN LIGHT</b> (Herb Kern-Lloyd Sloop) (Tempo TR-606) <i>Birth of the Blues</i> Piano-organ duo adequately run thru the evergreen. <i>Somebody Stole My Gal</i> Same comment.	61	60	60	62
<b>ANITA BOYER</b> (The Men of Tempo) (Tempo TR-654) <i>Joshua Fit the Battle of Jericho</i> Not much happens with this interpretation of the spiritual lve. <i>Talkin' to the River</i> Unusual and weird side which sets gloomy mood for some fine chirping by Miss Boyer.	58	56	58	61

POPULAR				
<b>THE HARMONICATS</b> (Ensemble Singing) (Universal 151) <i>Hair of Gold</i> This sleeper hit gets top-notch treatment from the Cats plus dubbed in big bass. Best Cat effort in months. <i>Harmonical Blues</i> The harmonica trio swing out in up-tempo blues featuring good jazz take-off solos.	90	89	90	91
<b>LES BROWN</b> (Columbia 38256) <i>Sophisticated Swing</i> The Hudson-Parrish tune is treated to a neat clefting and clean performance by the Brown ork. <i>Plus Danube</i> Disk made by Brown in the early part of the war may not employ the so-called modern conception but it certainly gets a fine beat.	81	86	79	78
<b>TED WEEMS</b> (Mercury 5159) <i>Go See Seattle</i> (Glen Martin) Trite boost for Seattle shouldn't make the city terribly proud of this tune. <i>Crime Doesn't Pay!</i> (Elmo Tanner) Tanner tries to make like Tex Williams and fares fairly with lackluster material.	50	50	50	50
<b>BILLY ECKSTINE</b> (National 9449) <i>Jitney Man</i> Horrible recording distorts most of the side which probably wouldn't have meant much anyway. <i>Sophisticated Lady</i> Eckstine is superb singing the rarely heard lyric to the Ellington classic with small ork backing.	50	45	45	60
<b>BERYL DAVIS</b> (Victor 28-2925) <i>Where Flamingos Fly</i> (Johnny Richards Ork) Pretty new melody turns out to be Beryl's best musical effort on American wax. <i>I'm Waiting for Ships That Never Come In</i> (Toots Camarata Ork) Oldie revived a while back which missed then stands even less chance at the moment.	71	76	70	67
<b>TOMMY DORSEY</b> (Victor 28-2912) <i>Baby, Baby, All the Time</i> (Lucy Ann Folk) Lucy chirps the couple-of-year-old tune expertly; might have been much better effort at a brighter tempo. <i>Judaline</i> (Stuart Foster) Foster's okay, ork sounds good but tune from flick "A Date With Judy" shows little promise.	72	76	72	69
<b>SAM BROWNE</b> (The Quads-Stanley Black Ork) (London 235) <i>In Time To Come</i> Competent performance of an ordinary ballad. <i>Snuggled on Your Shoulder</i> The Young-Lombardo rhythm ditty still sounds good as Browne and the vocal group do it.	65	68	63	65

(Continue on page 110)

# SUMMER SALES TIPS on M-G-M Records



**THERE'S MUSIC IN THE LAND**  
(From the Warner Bros. film "Two Guys From Texas")  
Vocal by Bud Brees

**ART MOONEY** and his Orchestra  
**CHILlicothe, OHIO**  
Vocal by The Galli Sisters  
M-G-M 10230

**ARTHUR SMITH** (Guitar Boogie) and his Cracker-Jacks  
**BANJO BOOGIE**  
**HAVE A LITTLE FUN**  
Vocal by Roy Lear and The Cracker-Jack Trio  
M-G-M 10229

**PHILIP GREEN** and his Orchestra  
**CORNISH RHAPSODY** (PARTS I AND II)  
Arthur Sanford, pianist  
M-G-M 30078

**KATE SMITH**  
**WHEN I LOST YOU**  
Orchestra conducted by Bill Stegmeyer  
**EASTER PARADE**  
(From the M-G-M film "Easter Parade")  
Orchestra conducted by Jack Miller  
M-G-M 10220

**STANLEY FRITTS** and **THE KORN KOBBLERS**  
**I WANNA BE A COWBOY IN THE MOVIES**  
(From the Warner Bros. film "Two Guys From Texas")  
**25 CHICKENS, 35 COWS**  
("The Poultry Palka")  
Both vocals by Stanley Fritts  
M-G-M 10217

**BOB HOUSTON**  
**I'D LOVE TO LIVE IN LOVELAND**  
(With A Girl Like You)  
Orchestra conducted by Bill Finnegan  
(When The Moonlight Fell)  
**ON THE WATERFALL**  
with The Fontaine Sisters  
Orchestra conducted by Jerry Sears  
M-G-M 10227

**BEBOP CHUBBY JACKSON** and his Orchestra  
**L'ANA**  
**THE HAPPY MONSTER**  
M-G-M 10228

**TOMMY ROBERTS** Orchestra conducted by Hugo Winterhalter  
**WHERE FLAMINGOS FLY**  
**EVELYN**  
M-G-M 10210

**HANK WILLIAMS** with his Drifting Cowboys  
**PAN AMERICAN**  
**I DON'T CARE**  
(If Tomorrow Never Comes)  
M-G-M 10226

**M-G-M COIN CATCHERS**

**THE BEALE STREET BOYS'** *Baby Don't Be Mad At Me* M-G-M 10197  
**BILLY ECKSTINE'S** *Mr. B's Blues* M-G-M 10208  
**BOB WILLS'** *Blues For Dixie* M-G-M 10213

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

On sale for TWO weeks...

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

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

Weeks to date	POSITION	Last Week	This Week	Album	Label
8	1	1	1	Tchakovsky: The Sleeping Beauty (Six Records) Leopold Stokowski and His Symphony Ork.	Victor DM-1205
82	2	—	2	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Arthur Schnabel, pianist; NBC Ork; Vladimir Golsch...	Victor 1075
9	3	—	3	Boston Pops Ork, A. Fiedler, director	Victor DM-10
2	4	—	4	Khachaturian: Violin Concerto (Five Records) David Oistrakh	Mercury DM-10
	5	—	5	David Oistrakh	Columbia MM-864

REPRINTED FROM BILLBOARD, JULY 10th, 1948

and number TWO in Billboard's nationwide poll of best selling classical albums!

MERCURY'S FIRST CLASSICAL RELEASE  
**Khachaturian Violin Concerto**

FOR VIOLIN AND ORCHESTRA  
David Oistrakh soloist  
Orchestra conducted by Alexander Gauk  
ALBUM NO. DM 10 \$7.50 plus tax



WHAT THE CRITICS

Say

"Remarkable recording, beautifully bound in gilt embossed green leatherette."

Claudia Cassidy, Chicago Tribune.



"Mercury shines in Debut on Classics."

Herbert P. Kenney, Jr., Indianapolis News.



"Mercury album is a masterpiece of virtuosity both as to performance and recording reproduction."

Roy Perkins, Denver Post.

Mercury  Classics

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Week Ending July 9



THE BILLBOARD PICKS:

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

BLUE TAIL FLY.....Burl Ives-Andrews Sisters....Decca 24463

Burl's home-spun vocalizing on his well-known offering is further enhanced by the Andrews gals stylized harmony. Disk retains the Ives simplicity even the nautically showcased with the gals pipes and Vic Schoen's ork.

HAIR OF GOLD.....Jack Emerson-Chet Howard Ork.....

.....Metrotone M-2018  
The Harmonicats.....Universal 151

Western flavored ditty in the "Sioux City Sue" vein which has started mushrooming as the result of the Metrotone platter, a pert, corny affair. Hoping to cash in fast on the possible sleeper hit, Universal has coupled the Harmonicats with a vocal ensemble, result being one of the Cats' best efforts in months.

UNDBERNEATH THE ARCHES.....Primo Scala's Banjo and Accordion Ork  
with the Keynoters.....London 238

This is what might be termed a sophisticated British version of the Philadelphia String Band employing a simple, but retentive, tune for a vehicle. Disk already has caused some slight ripple and may join the innumerable other sleeper hits that have been dominating in the wax biz for the past few months.

THE DISK JOCKEYS PICK:

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

1. A TREE IN THE MEADOW.....Margaret Whiting.....Capitol 15122
2. 12TH STREET RAG.....Pee Wee Hunt.....Capitol 15105
3. IT'S A MOST UNUSUAL DAY.....Ray Noble-Anita Gordon.....  
.....Columbia 38206
4. RAMBLING ROSE.....Perry Como-The Satisfiers.....  
.....Victor 20-2947
5. MEADOWLANDS.....Tex Beneke.....Victor 20-2898
6. COOL WATER.....Vaughn Monroe-Sons of the Pioneers.....  
.....Victor 20-2923
7. BUBBLE LOO, BUBBLE LOO.....Peggy Lee.....Capitol 15118

THE RETAILERS PICK:

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

1. RAMBLING ROSE.....Perry Como-The Satisfiers.....  
.....Victor 20-2947
2. MEADOWLANDS.....Tex Beneke.....Victor 20-2898
3. MAY I STILL HOLD YOU.....Sammy Kaye.....Victor 20-2922
4. YOU CAME A LONG WAY FROM ST. LOUIS.....Ray McKinley.....Victor 20-2913

THE OPERATORS PICK:

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

1. RAMBLING ROSE.....Perry Como-The Satisfiers.....  
.....Victor 20-2947
2. CARAMBA, IT'S THE SAMBA.....Peggy Lee.....Capitol 15090
3. A TREE IN THE MEADOW.....Margaret Whiting.....Capitol 15122
4. COOL WATER.....Vaughn Monroe-Sons of the Pioneers.....  
.....Victor 20-2923

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

Week Ending July 9



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

- Although I Know You Love Another B. Blake Ork (It's Too) Holmes Royal HRR 100
A Young Man Sings Album (3-18") V. Damone . . . Mercury A 29
Girl of My Dreams . . . Mercury 1651
If I Had You . . . Mercury 1650
In the Middle of the Night . . . Mercury 1652
Love Is Just Around the Corner . . . Mercury 1651
Sweet Sue . . . Mercury 1650
They Didn't Believe Me . . . Mercury 1652
Birth of the Blues B. Light (Somebody Stole) Tempo TR 605
Blues Serenade H. King Ork (Ragging the) Black & White 865
Bobby Sox Bouance T. Spinnosa Ork (Out of) Black & White 866
Call Me Darling, Call Me Sweetheart, Call Me Dear W. King (To You) Victor 29-2909
Chillicothe, Ohio A. Mooney (There's Music) MGM 10230
Crust Love D. Cassella (Hawaiian War) Bullet 1044
Diallusioned F. Craig (I Still) Bullet 1049
Dream Time Album (4-18") J. Fina . . . MGM 27
All I Do Is Dream of You . . . MGM 30117
(I'm a Dreamer) Aren't We All . . . MGM 30117
Did You Ever See a Dream Walking? . . . MGM 30118
Dream . . . MGM 30118
Girl of My Dreams . . . MGM 30118
I'll See You in My Dreams . . . MGM 30119
It's Dreamtime . . . MGM 30118
When I Grow Too Old To Dream . . . MGM 30119
Dusk Tide E. Williams Shuffle Rhythm (Reminiscenting Blues) De Luxe 3187
Easter Parade K. Smith (When I) MGM 10229
Evelyn T. Roberts (Where Flamingos) MGM 10219
Fiddle Faddle The Columbia Ork (I. Jazz Pizzicato) Columbia 38266
Judy Garland Sings With Dick Haymes-Gene Kelly Merry Macs-Gordon Jenkins Album (4-18") J. Garland . . . Decca A-582
Aren't You Kind of Glad We Did? -D. Haymes . . . Decca 23687
Don't Tell Me That Story-G. Jenkins . . . Decca 23746
For Me and My Gal-G. Kelly . . . Decca 25115
For You, For Me, Forevermore-D. Haymes . . . Decca 23687
If I Had You-Merry Macs . . . Decca 23696
On the Atchinson, Topeka and the Santa Fe-Merry Macs . . . Decca 23438
There Is No Breeze (To Cool the Flame of Love) G. Jenkins . . . Decca 23746
When You Were a Tulip (And I Wore a Big Red Rose) G. Kelly . . . Decca 25115
Give Me Back Those Kisses E. Cote Serenaders (Midnight Waltz) Algona 1955-83
Hawaiian War Chant D. Cassella (Crust Love) Bullet 1044
I Still Get a Thrill F. Craig (Diallusioned) Bullet 1049
I Still Get a Thrill L. Monty's Tu Tonex (Tico-Tico) Aristocrat 506
I Wanna Be a Cowboy in the Movies The Kern Kobbiers (Twenty-Five Chickens) MGM 10217
I Want Looking For Someone The Serenade Trio (Some Day) Holmes Royal HRR 309
I'd Love To Live in Leveland (With a Girl Like You) Bing Crosby (Love Thy) Decca 24471
I'd Love To Live in Leveland B. Houston (On the) MGM 10227
I'll Never Be Without a Dream (As Long As I Have You) Mills Brothers (Two Blocks) Decca 24472
In a Quiet Little Chapel E. Cote Serenaders (It's Raining) Algona 1956-58
It's a Lonesome Old Town P. Clayton (Shut the) Bullet 1029
It's Raining Down in Sunshine Lane E. Cote Serenaders (In a) Algona 1956-58
It's Too Late Now To Say You're Thru B. Blake Ork (Although I) Holmes Royal HRR 100
I. Jazz Pizzicato; 2. Jazz Legato The Columbia Ork (Fiddle Faddle) Columbia 38266
Joshua Fit the Battle of Jericho A. Boyer (Talkin' to) Tempo TR 654
Let Me Teach Your Heart To Love Me The Rhythm Men (Swing Out) Holmes Royal HRR 400
Love Is on a Holiday T. Spinnosa Ork (Swing a) Black & White 867
Love That Boy D. Shore (This Is) Columbia 28260
Love Thy Neighbor Bing Crosby (I'd Love) Decca 24471
Lovingly Yours S. McCoy Ork (Was I) Holmes Royal HRR 309
Medea Album (4-18") J. Anderson . . . Decca DAU-12
Act I, Part 1 . . . Decca DAU-99023
Act I, Part 2 . . . Decca DAU-99029
Act I, Part 3 . . . Decca DAU-99031
Act I, Part 4 and Concluded . . . Decca DAU-99032
Act II, Part 1 . . . Decca DAU-99031
Act II, Part 2 . . . Decca DAU-99030
Act II, Concluded . . . Decca DAU-99029
Midnight Waltz E. Cote Serenaders (Give Me) Algona 1955-83
(When the Moonlight Fell) on the Waterfall B. Houston (I'd Love) MGM 10227
My Fair Lady J. Paris-R. Case Ork (Talking to) Victor 26-2992
My First Love Letter From You The Knapp Family (You're Really) Your 1000
Out of a Moonbeam T. Spinnosa Ork (Bobby Sox) Black & White 866
Pick Up Polka B. Hayward-A. Schrader (Till You) Black & White 864
Polka Swingaroo The Knapp Family (The Old) Your 1001
Ragging the Scale H. King Ork (Blues Serenade) Black & White 865
Remind Me To Tell You The Three Suns (Simon Says) Victor 26-3011
Reminiscenting Blues I. Wade (Dusk Tide) De Luxe 3187
Run, Run, Run The Charioteers (The Tourist) Columbia 38261
Shut the Door, They're Coming Through the Window P. Clayton (It's a) Bullet 1029
Simon Says The Three Suns (Remind Me) Victor 26-3011
Some Day You'll See It My Way The Serenade Trio (I Went) Holmes Royal HRR 309
Somebody Stole My Gal B. Light (Birth of) Tempo TR 605
Songs of Our Times (1949) Album (4-18") C. Baum Ork . . . Decca A-1949
1. Ferry Boat Serenade; 2. When the Swallows Come Back to Capistrano; 3. The Woodpecker Song . . . Decca 24692
1. I Didn't Know What Time It Was; 2. I'll Never Smile Again; 3. Trade Winds . . . Decca 24694
1. I Dream of Jeanie With the Light Brown Hair; 2. All the Things You Are; 3. On the Isle of May . . . Decca 24693
1. Indian Summer; 2. Embraceable You; 3. The Donkey Serenade . . . Decca 24695
1. Make-Believe Island; 2. When You Wish Upon a Star; 3. Sierra Sue . . . Decca 24694
1. Only Forever; 2. Blueberry Hill; 3. With the Wind and the Rain in Your Hair . . . Decca 24692
1. Perfidia; 2. Bay "Si Si"; 3. The Breeze and I . . . Decca 24693
1. Six Lessons From Madame LaZonga; 2. I'm Nobody's Baby; 3. Tuxedo Junction . . . Decca 24693
Swing a Lullaby T. Spinnosa Ork (Love Is) Black & White 867
Swing Out The Rhythm Men (Let Me) Holmes Royal HRR 400
Talkin' To the River A. Boyer (Joshua Fit) Tempo TR 654

(Continued on page 107)

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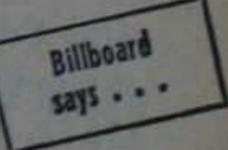
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#2018-A CUCKOO WALTZ . . . . . "TIPS ON TOPS"
#2018-B HOLIDAY POLKA . . . . . "Rousing polka job"
#2016-A TOODLE-OO BABY . . . . . "Smartly clefted polka—best of its kind in weeks—maybe months" (The Too-Smart Polka)
#2019-A THE MAN ON THE CAROUSEL . . . . . "Shows promise"

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# The Billboard MUSIC POPULARITY CHARTS

## Album Reviews

PART XI  
 Week Ending (July 9)

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

**THE RATINGS**  
 (100 points—the maximum)

90-100	.....tops
80-89	.....excellent
70-79	.....good
40-69	.....satisfactory
0-39	.....poor

**THE CATEGORIES**

	Max. Pts.
1. Production Idea.....	15
(grouping of selections continuity)	
2. "Name" Value.....	15
3. Call of Material.....	15
4. Manufacturer's Distribution Power.....	10
5. Exploitation Aids.....	10
(Record company and other adv'tg-promotion, film, legit and other plugs)	
6. Interpretation.....	15
7. Record Quality.....	5
8. Manufacturers' Production Efficiency.....	5
9. Packaging.....	10
(art-work, binding, wrapping)	

**SAINT-SAENS: SYMPHONY NO. 3 IN C MINOR, OP. 78 (4-12")** **80**  
 Charles Muench, Dir., Philharmonic Symphony Ork of New York (Columbia MM-747)

This is a first American-made recording done by Muench, who next season replaces Koussevitsky with the Boston Symphony. He does extremely well with the full-bodied grandeur of the Saint-Saens Third Symphony. Unusual (for 1856) in instrumentation (in addition to fairly odd demand for woodwinds and brass, an organ is used primarily for ensemble effects rather than as a solo instrument), this work is of the sweep, strength and beauty which with more hearings could be elevated to rank with the most popular of symphonies. There is much in the symphony which smacks of Beethoven. Recording and shellac surfaces good.

**JUKES** Not suitable.  
**JOCKS** FM and longhair spinners should like this album.

**ALBAN BERG: SUITE LIRIQUE (4-12")** **60**  
 Galimir String Quartet (Vox 181)

Combining his own conception with the 12-tone principle of Schoenberg, Alban Berg has produced some of the most controversial of the classical "musician's musician" music in our time. This work is perhaps the least restrained of his writings. Purportedly written with mathematical conciseness, the musical result is weird and perplexing to the average ear even after several hearings. Nevertheless it reveals a radically daring approach to the musical instrument, and a bold challenge to the performing musician. The challenge is well taken by the Galimir String Quartet. This is an imported waxing, having originated on the French Polydor label. Superlative explanatory liner notes and good cover.

**JUKES** Not suitable.  
**JOCKS** Limited uses for this extreme in modernistic music, on FM and longhair airters.

**BAND MARCHES (4-10")** **68**  
 Spring Garden Band (Lester K. Loucks, Dir.) (Victor F-204)

Hands Across the Sea; From Tropic to Tropic March; Sabre and Spurs; Grandioso March, The Southerner; Fearless; Gladiator March; Purple Pageant. Spring Garden Band has gathered a group of stirring, lesser played marches and assembled them neatly into one package. Under Loucks' baton, ork competently marches along in the martial manner in exciting, flag-waving fashion. Stand-outs are three by Sousa: "Hands Across the Sea," Sabre and Spurs" and "The Gladiator March." Disk appeal could have been enhanced by a little more imagination in arranging.

**JUKES** Not suitable.  
**JOCKS** For patriotic holidays or solid marching programming

**PREVIN PLAYS THE PIANO (4-10")** **68**

Andre Previn (Victor P-214)  
 But Not for Me; This Can't Be Love; Mad About the Boy; Should I; Hallelujah; I Didn't Know What Time It Was; My Shining Hour; Just One of Those Things. Little known by the general public, young Andre Previn, in his early 20's a music director on the MGM movie lot, in this album flashes a wealth of talent which heretofore had been confined to the Hollywood cognoscenti. Previn pours out a wealth of imagination, beautiful tone, fluid style and good taste in his approach to the eight standard vehicles for his keyboarding in the album. He is aided by standard rhythm section. Particularly impressive were "Hallelujah" and "Mad About the Boy." Neat cover.

**JUKES** Class and atmosphere - locations could buy these sides.  
**JOCKS** Excellent jock fare to introduce a fresh talent.

**RECORD GAZETTE—BENAY VENUTA (3-10")** **78**  
 Benay Venuta (Carmen Dragon Ork) (Mercury A28)

Hello, My Baby; When Frances Dances With Me; Waltz Me Around Again, Willie; Come Josephine in My Flying Machine; Rings on My Fingers; After the Ball. Benay Venuta, w.k. flicker and legit thrush, has gathered a group of oldies with the Gay '90s flavor for her first platter album. Assisted by barbershop vocal crew, gal captures both the sentimental and light-hearted moods of the high button shoe era chirping ditties such as "After the Ball"; "Hello, My Baby," and "Rings on My Fingers." Carmen Dragon's orking more than adequate. Blurb and thrush's picture on inside flap serves to introduce Veputa to disk buyers.

**JUKES** In the taverns where they like to sing along to the old-time tunes.  
**JOCKS** Fine for change of pace or solid Gay '90s programming.

**POWELL ON PIANO (3-10")** **66**  
 Mel Powell (Capitol CC87)

Hallelujah; Way Down Yonder in New Orleans; You Go to My Head; There's a Small Hotel; Cookin' One Up; When a Woman Loves a Man. Mel Powell, young pianist-composer-arranger, here puts his cleffing and keyboarding talents to digestible, the sometimes not persuasive, use. With small band on three sides, rhythm section on one and soloist on the remainder, Powell struts some of his modern approaches to jazz with be-bop and the newest chord progressions showing. Most experimental of the sides are his solos—"Small Hotel," "You Go to My Head" and "When a Woman Loves a Man." The rhythm sides still betray the Earl Hines and Teddy Wilson influences.

**JUKES** Slight suitability.  
**JOCKS** Hipper spinners should go for most of these sides.

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## Petrillo Awaits Blue's Comment On Unity Letter

NEW YORK, July 10.—President James C. Petrillo, of the American Federation of Musicians (AFM), on whose nod the intramural tussle in Local 802 (*The Billboard*, July 3) hinges, this week sent a copy of the Unity protest letter of June 29 to local head Richard McCann and requested him to give his response to the accusations therein. This will give the federation prexy the stands of both sides before he makes his anxiously awaited decision. McCann drew up his rebuttal and mailed it to federation headquarters Friday (9), and it is hoped that Petrillo will issue his pronouncement this week.

### Letter's Contents

The Unity protest letter, signed by Max Arons, Henry A. Maccaro, Al Manuti and Herman Tivin, formally requested Petrillo to order McCann, Secretary Charles Iucci and other Blue ticket members of the local executive board to carry out the motions passed at the June 14 membership meeting. It also censured the administration for allegedly calling off a continuation meeting June 28, despite a majority vote to the contrary.

The Blue bloc also has a letter on deposit with the AFM boss, stating that his announcement declaring the June 14 meeting legal, was not the question at issue. Their claim is that the motions passed at that meeting may be illegal, and it is on this that they are asking for a ruling.

## Stevens Podium Open to Masters

CHICAGO, July 10.—Music Corporation of America is in the process of snagging its richest plum in years locally, with a contract late this week on its way to Frankie Masters, who reorganized his band two months ago after a six-month layoff, calling for him to open at the Hotel Stevens November 16 for six months. The pact would make the Masters ork almost a house band in the name hostelry with plenty of airtime. It represents the longest engagement in a Chi name hotel accorded any maestro in years and comes at a time when agencies are scrambling over available locations.

It was learned that Merriell Abbott, Hilton chain booker, has okayed the deal. Masters has not yet inked the papers but undoubtedly will. If Masters takes the job, he will come to Chi ahead of time and organize a band of Local 10 tooters to avoid the traveling tax stipend.

## Thornhill Returns To Biz in Mid-Oct.

NEW YORK, July 10.—Claude Thornhill, who is vacationing in Hawaii, will return to active baton-waving sometime in mid-October. The William Morris Agency, which handles Thornhill, is beginning to book the ork for college and one-nighter dates in October and November. Following these, it is expected that the piano-playing maestro will hit New York via the Hotel Pennsylvania.

It is understood, contrary to other reports, that Thornhill will come back with his regular-sized band complement (15 or 17) and possibly will use a vocal group to replace Fran Warren, who has gone out as a single, and Gene Williams, who now is a full-fledged maestro himself.



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# Cap, Telefunken In Huddles for Longhair Stuff

HOLLYWOOD, July 10.—Capitol Records confirmed that it is negotiating with German Y&S Telefunken Diskworks to release the latter's extensive longhair and folk-music line in this country, but denied that any deal had been concluded with the overseas firm. It was learned that the Coast major had been talking to Telefunken for the past 18 months in an effort to acquire a longhair catalog and the Telefunken deal was one of the purposes for sending its artist-repertoire chief, Jim Conkling, on an overseas voyage. Since Decca recently acquired English Decca's longhair platters for U. S. release, Capitol was left as the only major sans a classical stock to offer its dealers. If and when the Telefunken deal is set, Cap will have found a solution for this problem.

Reports that Capitol had closed a deal with English Decca for that firm to handle Cap's product for world distribution were met with a flat denial by Cap execs. Diskery spokesman agreed that Conkling had huddled with English Decca execs, but stated that no deal appeared probable with the British firm. Cap recently invaded the Latin-American market and is currently negotiating for Canadian distribution.

# Music Training For Vets Axed

WASHINGTON, July 10.—Veterans will no longer be able to use the G.I. Bill of Rights for courses in music, singing and dancing under terms of a directive which has been issued by Veterans' Administration (VA).

The directive was issued in accord with the VA budget bill, which eliminated funds to pay for any course determined by VA to be avocational or recreational. Veterans presently enrolled in such courses will be permitted to finish their training.

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(See Billboard—Issue of July 24th)

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**Trace-Sterling  
"Darlin'" Suit**

NEW YORK, July 10.—Al Trace, thru his attorney, Benjamin Starr, this week filed suit in New York Supreme Court against Sterling Records, Inc., seeking both a temporary and permanent injunction to restrain Sterling from using his name on the diskery's release of *You Call Everybody Darlin'*, backed by Duluth, M-I-Double-N.

According to the complaint, Trace denies cutting the disk for Sterling or giving the diskery authorization to use his name on the label. Motion of the suit is in two phases: (1) To restrain Sterling from using his name; (2) a charge of unfair competition claiming the Sterling waxing is hurting the sale of Trace's Regent etching of *Darlin'*. The complaint asks for \$100,000 damages plus exemplary damages under sections 50 and 51 of the Civic Rights Law of New York State, which deems illegal the written or visual usage of a name without consent.

**Beer Bill Rider  
Ends Horn Excise**

WASHINGTON, July 10.—Sale of musical instruments to non-profit educational or religious institutions are now exempt from the 10 per cent excise tax under a bill signed by President Truman this week.

The lone 1948 excise cut in the music field, the instrument provision passed Congress as a rider to a bill refunding taxes paid on beer lost in bottling operations.

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# WARNER BROS. SEEK FLESH

## Chain Asks Agents for Top Act Listings; Talent Mulled For Out-of-Town Houses

### Chain Interest Will Lead to Indies Joining Parade

(Continued from page 3)

decree, tho it plays a large part. In recent months the pictures coming from the studios haven't done well, and the fear is that films now in the can won't do well either. With the divorcement decree permitting indies to play many films day and date with the chains, the latter have to come up with some gimmicks to keep grosses from sliding any more than they already have.

#### Para Dismal, Too

One major talent office, which didn't want to be quoted, said that Warner will open at least 25 houses before the end of the year. It qualified this by saying that some of these will use only spot shows, depending on the attractions available. Another office said that the Paramount picture situation was equally dismal, and it, too, was sending out feelers for something. Paramount booker, Harry Levine, however, denied that any additional houses would open, tho he said some theaters might use flesh on special occasions.

There is some talk that the Loew's

State, which dropped flesh some months ago, would bring it back again. But there, too, the brass didn't think so. In the case of the State, however, it is common knowledge that for the past six months of straight flickers, the house lost more than it made in the last six years. Its current *Easter Parade*, however, has set a record of about \$76,000. What comes after it is another thing.

Trade sources say that if the chains go back to flesh on any regular basis, the indies will follow along. But where the chains with their big capacities will be able to make deals with top attractions, the indies with their smaller houses will turn to standard acts for smaller money.

Theater men who'd like to see vaude back in their houses, particularly in the backwoods, say that a more co-operative attitude by the various unions, stagehands and musicians would make its return a lot easier.

The biggest leveler, however, is box office. Insiders say that so long as picture grosses keep falling, houses will go back to flesh. They pointed out that recent cuts in admissions (Balaban and Katz, Chicago) haven't helped.

"The next logical step is vaudeville . . . and it will come on an increasing scale before the snow flies" is the consensus of informed opinion.

## Pa. School Bds. Put Bite on Bars, Niteries

PHILADELPHIA, July 10.—Local niteries and bars, already plagued with federal and city amusement taxes, have now been served notice that the board of education here is preparing to put the tap on them, including the beer distributors, to the tune of at least \$300,000 a year. Tax way was cleared by a decision handed down by the State Supreme Court earlier in the week concerning the one-mill levy on retail sales and a one-half mill tax on wholesale business.

The higher court, reversing an Allegheny County Common Pleas Court decision, ruled that school boards of first class cities (Philadelphia and Pittsburgh are the only two in the State) have the right to impose the tax under an act of the 1947 State Legislature. Under that legislation, school boards were allowed to tax practically anything not being taxed by the State itself. When the school district of Pittsburgh imposed the levy, the liquor licensees protested it was double taxation.

Contention of the Pittsburgh protesters was upheld by the Allegheny County Court, whereupon the Pittsburgh school district appealed to the higher courts. The Philadelphia school district intervened in the State Supreme Court hearings as an interested party. In Pittsburgh the beer distributors, night club and bar owners contended that the \$400 annual license they paid to the State placed them under the exclusive jurisdiction of the State liquor control board. However, the State Supreme Court ruled to the contrary.

## Sullivan Brands Act-Pressure Charge a "Contemptible Lie"

Last week *The Billboard* published a story to the effect that some acts and agents were griping about alleged "pressure" being put on acts to appear on Ed Sullivan's *Toast of the Town*, Sunday night video show via WCBS-TV. Here is Sullivan's answer, printed in full:

"Somebody served up a series of curves to *The Billboard* in its discussion of the CBS *Toast of the Town*, which I conduct each Sunday night over the CBS-TV network. I believe the curves were pitched by a tall, cadaverous agent who collected commissions from me for more than a year, the regular 10%, and I can only presume that Herb Rosenthal, of MCA, is now irked that I'm being handled by Marlo Lewis, who set up the CBS *Toast of the Town* deal. Against any other background, the "whispering" campaign which I feel is inspired by Rosenthal or someone in his office is incredible.

"Knocking all of these undercover attacks right in the head is this testimony from MCA. It is a list of acts submitted by MCA's Roger Carlin, available for our *Toast of the Town* show, on a sustaining rate basis; the sustaining program rates in television run from \$25 up to \$100. Performers anxious to break into television are not concerned, at this stage of the new medium's development, with

### Corned?

LONDON, July 10.—Sophie Tucker drew some indignant comments from housewives when she stated recently that she found no food shortages in England and was putting on weight. British housewives are pretty touchy these days over their small rations.

"The trouble with me," she said in explaining the situation, "is that I open my big mouth too much. What I said was intended to be just one of my stock-in-trade gags about my weight—which is 252 honest-to-goodness pounds.

"All I meant to say was that nobody looking at me would think I wasn't getting enough to eat. It was a silly joke; I could bite off my tongue for having said it."

## Powell Back on Vaude Boards

NEW YORK, July 10.—Dick Powell will do his first vaude since he became a picture name, when he opens at the Capitol, New York, sometime in August. Dick Jurgens's band will be on the bill with him.

Deal is a combo involving *Pitfall*, pic which will play the house with Powell. *Flicker*, in which Powell stars, is owned partially by him and was released by United Artists. Powell's deal will therefore be based on a percentage of the gross of the picture plus his salary for working on stage.

Powell is an old vaude performer, having gotten his start at the Stanley, Pittsburgh, where he was an emcee, later doing vaude around the country.

these minor fees. What they are interested in is an adequate presentation of them, as regards production values, camera work, surrounding cast and musical background. On our show, they get all of these.

#### Acts Can Take It or Leave It

"Inasmuch as we have a sustaining program, rigged to sustaining rates known to all agencies, there is no "pressure" exerted. Acts can take it or leave it. I know that Rosenthal, who fancies himself as a 20th Century Disraeli, has personally phoned acts anxious to appear on our show, and told them to default, with vague suggestions that MCA expects and demands contract performers to do as directed. This, to me, is "pressure" of a very practical kind, because it affects the performer's subsequent bookings.

"The Vagabonds were never considered for my *Toast of the Town* show. Not, mind you, that they aren't a great act who worked several war shows for me. Tho they were offered on the MCA list of available acts to us, and offered by Johnny Greenhut, of MCA, I couldn't use them for a space of five weeks because they'd appeared on the Berle television show. The same disqualification, for five weeks, prevented the booking of (See Sullivan Brands on page 48)

## S.F. Florentine Gardens Shuts Without Cash

### Acts Minus Pay

NEW YORK, July 10.—Frank Bruni's Florentine Gardens which reopened about four weeks ago in San Francisco did a surprise fold Thursday (8) when the creditors flocked in and took over.

The spot reopened with George White in on a percentage deal to do the show and productions. The show was good, but the short money White had to work on stymied the productions. But what apparently hurt worst was the lack of advertising. According to well-informed sources, Bruni owed a local ad agency some dough. When he didn't pay it, he was unable to buy additional newspaper space. So while the show was costing about \$8,000, the capacity (750-800) was ample to take care of it. The lack of publicity, however, hurt the business.

#### Acts Involved

A complication arising out of the closing involved nine acts on the bill. These were the Dennis Sisters, Bill Shirley, Johnny Dugan, Barbara Long, Jacqueline Fountaine, Jackie Green, Lew Hearn, Milton Frome and Gloria Leroy. All of the above were in on an eight-week deal, of which they'd only played four weeks. Of these acts, six of them were Sol Tepper, New York indie agent, properties. These six acts signed papers permitting Bruni to deduct the agents' commission from their salaries which were then forwarded to Tepper. The

(See Acts Hold Bag on page 44)

## Montreal Spots Await Axe on Sunday Shows

MONTREAL, July 10.—Montreal niterie ops are sitting with fingers crossed and expecting the axe to fall on Sunday shows and dancing. A decision last week in a test case involving Gustave Longtin and the Latin Quarter ruled that Sunday dancing is illegal. Longtin was fined \$10 and costs or 10 days in jail for infringement of the Lord's Day Act.

Some 40 other cafes are involved in similar litigation, and it was understood that these other cases were waiting for disposition of the LQ suit. Attorneys for all the spots have stated that the rulings would be appealed, which means that the cases could drag on for months.

However, what the ops are worried about is that some injunction be obtained which will not exclude until the tourist season is over anyway. There was also a hint that the cafes would be hauled up on the Sunday entertainment charges once the dancing haggles was over. There is no law that forces the spots to close on Sunday.

Informed sources claim that the city and province would not be anxious to enforce the law while the tourist season is at its height, since other businesses, not only the cafes, would stand to lose.

## New Interests Make Bows Into Det. Cafe Field

DETROIT, July 10.—New interests and new money have entered the cafe field here. In some cases the new ops have had experience in the cafe field; in others, the experience is negligible.

The Connor Show Bar, operated for the past year and a half by the Frank Sandomierski's, father and son, has been taken over by Joseph Palazzolo, newcomer in the field. The new owner put in continuous entertainment, substituting it for the former single policy. Jack Nelson, at the Ma Hammond is alternating with the Mimicats, pantomime trio, booked in for a seven-week stand. The Sandomierski's have left the city to go into farming.

The Folly Music Bar, mid-down-town spot, rates as practically a new cafe. The place was formerly Turk's Music Bar, but had been closed for over a year because of liquor difficulties encountered by the former owner, Turk Prujam. Henry Warshaw, a brother of Cass Warshaw, partner in the swank Town Pump, has reopened the spot as a major financial and shopping center nitery with a cocktail lounge policy. The club has the Red Calloway Trio and Vicki Ferrell, vocalist, at present.

### New Embassy Ops

In the midtown General Motors section, the Embassy Club is being taken over by William F. Adams and William J. McGuire, both former cafe owners. Adams, in the business here for 30 years, formerly ran the Studio Club and La Playa Garden. Art Needham, who is selling out the Embassy, is going to join a golf club. The place is running on a straight cocktail lounge policy, with pianist Joel Nash.

The Satire Room, opened about a year ago in the Eddystone Hotel, has been taken over directly by Morry Fenton, new owner of the hotel, and has undergone remodeling and installation of air-conditioning. Julian Frank is the new manager. The place is concentrating on a lounge policy, with pianist Vicki Barrett going in to replace Ollie Miller.

The Crest, northwest section combination cocktail lounge and bowling alley, is getting two new partners—Solomon Weissman and Bert R. Cohan.

## Cap's? Is How To Oust Patrons At Giveaway Show

NEW YORK, July 10.—The Stop the Music program, which the Capitol has bought to open after the current show with Lena Horne exits, poses several ticklish problems. A giveaway show, offering prizes totaling \$4,000, will keep patrons in their seats all day.

While the management wants customers, it doesn't want them to camp all day for one admission. Plans now being mulled call for different color tickets for each show (four daily being planned). While the lack of the proper color ticket will not oust a patron, the theater plans that only ticket holders of certain color stubs will be permitted to guess the mystery tune. For example, a pink ticket issued will be good only for the first show, a blue for the second show.

The mystery tune gimmick will also be overhauled. It is planned to have a different tune for each show. Audience participation will probably be via portable hand mike. The all important question of who will play is

## Wildwood, N. J., Resort Ops Flash Names To Pull Vacationer Coin

WILDWOOD, N. J., July 10.—This South Jersey resort near Atlantic City, catering largely to family trade, has now become name conscious, and while the lush war years are over, nitery ops have concluded that it will take a strong marquee to pry open the pocketbooks of vacationers. As a result, talent budgets are up over earlier seasons all along the mid-night way. Also helping to make the ops talent conscious is the name band parade lined up for each week-end during the season at Hunt's Starlit Ballroom on the Boardwalk.

Leading the way is Jack Diamond's 700-seat Martingue Cafe with Louis Armstrong and the All-Stars in the spotlight, alternating with Baggy Hardiman's Five Kings. Armstrong and the Five Kings give way August 1 to Steve Gibson and the Red Caps along with the Ravens. Going all-out on names is Maurice Taylor's Surf Club where Cab Calloway has the first two weeks, with the Ink Spots following on July 16, and August bringing in Louis Jordan. Bolero, a cocktailerie also operated by Diamond, has the University Four and Don and Terry.

### Suez Tops on \$

The top talent budget for the floor is being dished out by Eddie Suez, Philadelphia talent agent, who also operates the Club Avalon here. Splitting the top order, Suez has Alan Gale headlining for the midnight show, while Johnny Cahill does the 10 p.m. show. The bill also takes in Grace O'Hara, Baro and Rogers and Joe De Marco with the bands of Kitty Helmling and Rocky Valentine. Marty Bohn, nitery comic who operates a Nut Club in Philadelphia, has Ann Howard topping the show for his Nut Club here, along with the Sherman Brothers and Tessie, Jane and Jerry Brandow and Eddie Sheppard.

The rumba craze invades the resort for the first time at Lou Booth's, a class spot, in bringing in Zoe Kennedy to give out with the instructions. However, the floorshow is entirely native, offering Jimmy Evans, Eddie Brown, Carrol and Gerard, the

Hollys and Joe McGarth's music. The Bamboo Room of the Manor Hotel, also in the class category, has Eddie Thomas, Ruth Daye, Rodman the Magician and Larry Lane and His Mello Men.

Bradley's Cafe, this year operated by Dave Borish and Nate Rosengarten, offers Art Craig Mathues, Penn Fay and Tiny Kaye. Moore's Inlet Cafe, one of the oldest niteries in the resort, has a big layout with Jack Griffin, Nat Raye, Dave Monahan, Shirley Leslie, Buddy Coffey, Ray Perron and Rabbit Flynn with Billy Hayes' music. Eddie Wright's Cafe has Nan Roberts, Kay Hamilton and Scary Gavin. The Grenoble Hotel Room has Louise Duncan, Bill Donahue, Frank Kienzle, the Paul Martin Trio and the Grenoble Four. The Hof Brau, operated by Valentino Lanoce, for the floor running offers Pepper Davis, Jean O'Neill and Andy Russell, the Devilons, Margie Robinson, Jerry and Delmar and Tony Reese's Moonlighters. The Golden Dragon also offers a full show with John Sully, Peggy Woods, Ronny and His Accordion, Bobbie Vent, Sully and Thomas and Hal Pfaff's band.

### Musical Bars

At the musical bars, Ben Martin's Riptide has Captain Stubby and His Buccaneers, alternating with Three Men and a Maid. Joey Mercurio's Tune Spinners and Betty Vernon are at the Rainbow Musical Bar. Marion Swain solos at the New Elmira Cafe; Ace Pancoast's organology is at Layre's Dutch Kitchen; Melissa Murphy, at the Blackstone Hotel Musical Bar; Tommy Longo, at the Rio Grande; Bob Kane, at the Lucky Club Musical Bar; Elmer George, at Hermann's Cafe; Marie Miller, at Gerace's Bar; Al Tumolo, at Jack and Dennis Bar; the twin piano team of Vito LaMonica and Tom Verone, at Arnold's Cafe; Jack Turner's unit, at Bishop's Cafe; Nick Di Francis, at the Gingham Club; the Herbert Brothers, at the Hurricane, and the Three Jacks and a Jill, alternating with Bobby Harris at the Jones Boys' Bar of Music.

### New York:

## July 4th Houses Boff 507G; Strand 42, Cap 116, MH 156

NEW YORK, July 10.—Biz took a sharp turn up on the Stem last week, with every house topping its weekly average and several substantially above. The five-house total was \$507,201 as against \$485,000 the week before. To realize exactly the pace at which the cash registers are clicking, an average week's biz at the vaude houses is 386G. In addition, a strong total gross was rolled up in the face of a very warm July 4 weekend which had most New Yorkers away from the Stem.

Radio City Music Hall (6,200 seats; average \$115,000) is setting the pace and did better its third week with its show than it did its second. When the counting was finished, \$156,500 was in the till as against 152G the previous week. Ted and Flo Vallet, Helene and Howard and The Emperor Waltz were the draw.

Roxy (6,000 seats; average 89G) slumped slightly to \$100,000 last week from its former week's gross of

still in the discussion stage. A wheel choosing the seat number and aisle number is being considered.

\$125,000, but the show was still doing good biz. The combined ice show and regular stagershow has Carol Lynne, Dean Martin and Jerry Lewis and Give My Regards to Broadway. The Andrews Sisters pulled out on account of death of their mother.

### Cap Pulls Over 115G

Capitol (4,627 seats; average \$66,000) is still ringing the bells with a solid \$115,701 in the sock last week. The first week's gross was 118G. Skinnay Ennis's ork, Lena Horne, Paul Winchell, the Dunhills and Fort Apache are responsible for the grosses.

Paramount (3,654 seats; average \$76,000) grabbed itself a fat cabbage patch—\$93,000 worth—for its first week of a new bill with the Lane Brothers, Georgie Kaye, Sam Donohue and his ork, Jo Stafford and A Foreign Affair.

Strand (2,700 seats; average \$40,000) strangely enough made a comeback, with its second week's 42G biz topping the first week's receipts by \$7,000. The show has Bob Crosby's ork, Paul Regan, Toy and Wing, the Youman Brothers and Frances and Romance on the High Seas.

## Philly Casino Stays Open

NEW YORK, July 10.—Latin Casino, Philly, has decided to remain open for the summer. Budget, however, will be drastically cut, with the potential figure running to about \$1,000. Ordinarily the Latin Casino show budget runs to about \$5,000 to \$7,000.



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### House of Harris, San Francisco

(Tuesday, July 6)

Capacity, 275. Price policy, \$1 cover; no minimum. Shows at 9:30 and 12:30. Owner-operator, Tommy Harris. Booking policy, non-exclusive. Publicity, Frank Funge for Abe Burrows engagement. Budget this show, \$3,250. Budget last show, \$2,500.

Abe Burrows, the burly boy, brought his song satires to the House of Harris to the ineffable delight of the customers. His night club debut was a terrific smash and brought out an overflow crowd. He doesn't get the belly laughs wearing a funny vest or flappy shoes or a hat that doesn't fit. Looking debonair, Burrows works in a tux. He gets his laughs from material.

He opened with about 10 minutes of chatter, covering current topics, himself, his career and his songs, all of which had his audience in an uproar. Without seeming to punch, his gags, jokes and stories were undoubtedly the most refreshing heard for a long time, and all of it is sans blue lines.

After the patter, Burrows started to work on his own songs, the "type" songs, each satirizing some other ditty. There's a French Sablon sort of thing that had the crowd hysterical. He pattered between each number and explained it with some very funny lines. He also fit in a couple of his recordings, *Tokyo Rose*, *Walking Down Memory Lane With Not a Single Thing To Remember* and finally his famous record smashes, *I'm in Love With the Girl With the Three Blue Eyes* and *Waukesha Natural Bridge*. He closed to plenty of laughter, then a curtain speech and finally off to some loud and sustaining applause. He's aided by Milton De Lugg, who kept the Al Wallace ork (8) in perfect pace.

Edward Murphy.

### Versailles, New York

(Wednesday, July 7)

Capacity, 300. Price policy, \$3.50-\$4.50 minimum. Shows at 9:30 and 12:15. Operators, Nick Prounis-Arnold Rossfield. Booking policy, non-exclusive, the MCA has the edge. Publicity, John O'Malley. Estimated budget this show, \$1,500. Estimated budget last show, \$2,000.

Nancy Donovan has managed to acquire a sincerity of phrasing and a mike assurance that now makes her not only pleasing to look at but equally pleasant to listen to. The well-stacked, auburn-headed soprano has also managed to drop her voice a little from its former high, piercing pitch to a point where only occasional high notes are stressed. The over-all pattern makes for a sock selling job and earned her some terrific hands which brought her back time and again.

Miss Donovan opened with a lilting standard off the mike, doing a strolling bit for a chorus or so. Her routine consisted of a mixture of pops, standards and a couple of novelties. Her best in the latter category was *Step on the Tail of My Coat*, which was done with a flair and humor that couldn't be denied. Her ballads had plenty of heart, getting equally good applause.

Bob Grant's ork, practically a fixture here, backed the singer with rare skill.

Bill Smith.

## NIGHT CLUB REVIEWS

### Empire Room, Palmer House, Chicago

(Wednesday, July 7)

Capacity, 550. Price policy, \$1.50 cover Saturday; \$1 other nights, with a \$2 minimum. Publicity, Fred Townsend; booker, Merriell Abbott. Estimated budget this show, \$5,000. Estimated budget last show, \$6,750.

Average age of the entire cast of this show, acts, band and line is about 27, making for a refreshing enthusiasm and originality. Merriell Abbott scores .500, batting out a clean hit in her choice of acts and band, but doing a mediocre job of bringing back her Abbott Dancers after six months' absence. While her previous line efforts showed plenty of continuity and imagination, the pair of routines featured in this show lacked any kind of theme and dancing was shoddy and completely lacking in the precision that formerly characterized the Abbott Dancers.

Florian ZaBach, local blond Adonis who broke into batoneering at the LaSalle Hotel four years ago, has learned plenty since he left town almost three years ago. Always a top fiddle technician, he does an extra smooth emcee job that had the feds drooling. ZaBach has picked up a genuine Strad that makes his fiddling much better. His opener, *The Emperor Waltz*, which he did in the middle of the floor while encircled by six fiddles, was neat showmanship. His ork plays good dance music but the brass section needs some reconditioning, as there's no real blend.

Clifford Guest has an entirely new approach to ventriloquism and it pays off to instant rapt response. The waxy-haired Australian started with a voice-throwing imitation of a fox hunt as it moved thru a forest, followed by some repartee with a cute blond dummy and closing with a wonderful bout with a restless baby dummy. Guy's top feat is his ability to change the volume of his voice. This makes his roving hunters' bit and a session where he tries to put the dummy back into the case, only to have him pop out unexpectedly, a terrific laugh puller.

The Szonyis, brother and sister ballet acro team, have taken their work to a pinnacle that makes it equal to ballroom dancing. Boy handles the girl like a feather and their one-arm overhead work constantly got surprised cries from diners. Both displayed terrific pirouetting form, with the boy's closing solo in a production number against the background of the Abbott Dancers.

Lee Liberace displayed far more confidence opening night on his second visit and his salesmanship was outstanding. While his keyboard fingering is top-caliber, it's his casual and personable talk with diners that makes him headline material and he really socked the 30 minutes he worked. Guy has added vocalizing to his work and the hefty response he got from one intimately styled lyric should encourage him to do more singing. Won three call-backs.

Johnny Sippel.

### El Morocco, Montreal

(Monday, July 5)

Capacity 375. Price policy, \$1.50 minimum. Shows at 8:30 and 12:30. Operator Eddie Quinn. Manager, James Orlando. Publicity, Elmer W. Ferguson. Booking policy, William Morris Agency. Estimated budget this show, \$1,500. Estimated budget last show, \$1,000.

Jack E. Leonard, portly 300-pound comic, had a socko opening Monday (5) in his initial appearance at this spot, and if results to date are any indication, he's good for repeaters. The crowd went for him in a big way, and he went for the crowd in a big way, 300 pounds and all.

The secret of Leonard's success in Montreal is no secret at all: Tho he gives everything he's got without overselling, he continues punching all the time. On the show caught, the comic used what is substantially his theater act to garner a beg-off mitt. He allowed the ringside mob to laugh at his expanse just in the right amount of good taste and never permitted himself to go blue or even suggestive.

His fast patter got 'em from the start and after the initial yock, he didn't have to worry any more. He shot the lines fast and furious, and there was never a lag; then he built to the socko terping finish, where he does a take-off on Astaire, to tie up the show.

#### Dixie Roberts Tops

Tapster Dixie Roberts, held over from the previous layout, is pert and showed plenty of salesmanship during her turn. The gal spun her gams to register solidly, using the whole floor for her act.

The Day Dreamers, three boys and a gal, showed up in a classy blend of harmony singing but suffered mainly because their stuff was over-arranged. What should have happened here is that the opening number should have been sock, then they could have safely gone into their special material arrangements. Instead, it wasn't until the third number, a hillbilly item, that they started to hit. They've got the stuff, but a re-routining of the act is required.

Wally Wanger's line (6) sparks the show with some deft production numbers, aided and abetted by Miss Roberts and Hal Whyte, singer. Buddy Clarke's ork cuts the show on the button, as usual, with Clarke himself playing a neat foil to Leonard's comediantics. Charles J. Lazarus.

## Acts Hold Bag As Gardens Shut

(Continued from page 42)

agent said that he had received only two checks and that other checks, even tho deducted from the performers' salaries, had not been sent to him.

According to the American Guild of Variety Artists (AGVA), Bruni's contract for eight weeks will prevent him from reopening again unless he pays the acts the entire term of their contracts. Bruni has a cash bond in AGVA which will be used to pay performers part of the money due them. The Florentine op also has dough in a joint bond with AGVA put up by three other ops which, according to an old agreement, entitles the union to use in case any one of the ops in the group fails to meet AGVA members' salaries. In using this joint bond dough Bruni's competitors, who contributed to this bond, are placed in a position where they will have to pay for his AGVA obligations.

HOLLYWOOD, July 10.—Faced with a \$100,000 indebtedness, Florentine Gardens, plush Hollywood Boulevard nitery, became another victim of bad biz and was forced to close its doors. Ralph Meyer was named head

### Ken Murray's Blackouts of 1948 El Capitan, Hollywood

(Thursday, June 24)

As Ken Murray's *Blackouts* moves into its seventh year, time appears to have detracted nothing from the show's appeal and zippy pace. New acts have been deftly woven in with the holdovers to offer a tightly wrapped vaude package containing old faves in addition to newcomers. Result, a sock show which in many respects surpasses last year's offering.

In addition to the Glamorlovelies, attractive line and the Elderlovelies, line of indefatigable grey-haired ladies, Murray this time adds a third generation, the Babylovelies—a group of moppets who imitate the steps of the older girls and bring the house down. Quick change artist Owen McGivency's one-man re-enactment of bits from Charles Dickens' *Oliver Twist* baffles the customers. His act is mercilessly burlesqued by Murray who must call upon a full troupe of assistants to go thru McGivency's routines. Result puts 'em in the aisles.

Another solid audience winner is Burton's Birds whose routines are featured in the Murray-produced all-bird flicker feature, *Bill and Co.* Peg Leg Bates helps keep pace at a high pitch with his one-legged tap routines. The Saunos give something refreshingly different in the art of juggling and pack a wallop when it comes to salesmanship. Their best was a whirling dish routine.

Alphonse Berge still wows 'em with his live model draping act. Troubadour Nick Lucas proves that time hasn't dimmed his voice, song styling or his selections—*Four Leaf Clover*, *Tip-Toe Thru the Tulips*, etc. Harris and Shore add to show's laugh content with their comedy dance. Andre Martin's finger dance brings a chuckle from the seat-warmers. D'Vaughn Pershing, 12-year-old pianist-clarinetist, proves an accomplished technician on both instruments.

With Marie Wilson and Ken Murray for rib-tickling gag routines, bill is rounded out to give the customer his buck's worth in laughs and solid entertainment. Oscar Baum and pit ork add immeasurably to success of revue with clean-cut accompaniments. As *Blackouts* now stands, it can be assured of at least another 10-edition run. Lee Zhitto.

of the 75 creditors to negotiate with Frank Bruni, Florentine prexy, and Max Sisenwein, his attorney.

Bruni had suggested that the creditors permit reopening of the nitery and allow George White and his *Scandals* to return to the Florentine stage. While Meyer and the creditors had not rejected Bruni's plan, Florentine remained dark thruout the week and at press time there was no indication that the spot would reopen.

Florentine, which had been operating under Bruni's guidance since 1940, was caught in the biz slump that has hit Southern California showbiz and was kept going thru Bruni's personal investments. Spot had to clear \$20,000 per week to break even, according to attorney Sisenwein.

*Evelyn*  
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## FOLLOW-UP REVIEWS

**DIAMOND HORSESHOE, NEW YORK:** Grace and Nikko haven't been seen here for some time, so their opening at Billy Rose's cellar saloon means almost their Stem team. The couple's act is basically knockabout comedy dance stuff which always has certain elements of humor to it. But the way the team works here, some of its obvious and potential humor is subordinated to bits that border on the biological and are out of place for a family trade which this place caters to. Therefore, the single routine act show isn't commercial for the Horseshoe.

From a showman-like viewpoint the act suffers thru Nikko's dead-pan underselling. Underselling is frequently better than belting everything out to the back rows; it certainly requires more skill. But underselling has to be paced for a real impact, and this is where Nikko falls down. The team's walk-off is also poorly managed. It finishes on the floor, stretches its finale all the way upstage to the wings—and then comes back to exit from the floor steps. Yet despite these shortcomings, Nikko and his wife, Grace, are funny. Working to a different audience, they could capture them.

Jay Marshall has been reviewed here too many times to need further description. The tall, slim magico with a precise line of amusing chatter is as good as ever. The audience loved him once it started to understand him.

Bill Smith.

## Mont'l July 4 \$ Sag Signposts Summer

**MONTREAL, July 8.**—The most of Montreal's niteries did capacity business over the July 4 week-end, overall grosses were down compared to those of a year ago, a survey of the local spots revealed.

This is an indication that the U. S. tourists traveling north of the border are watching their dollars more carefully than ever before, and coming at the beginning of the summer it's as good a sign as any of what lies ahead for the next two months.

One cafe owner, tho pleased with the biz, said it was below expectations. The tabs, he said, are generally nowhere near what they were last year at this time.

"The big spenders usually come when the rush is over," he said, "which means in September."

He stated that any plans he had for bigger budgeted shows will be shelved; the amount of money he'll spend on entertainment will keep its present level. The other boites will probably follow suit.

**CAFE SOCIETY, DOWNTOWN, NEW YORK:** Avon Long, one of the new acts here, seems to be trying to coast on the strength of his legit reputation without having enough cafe material to go with it. He combines song with dance but the former shows lack of smart material, while his terping was hampered by a fast floor. His best number and his biggest hand was received for *It Ain't Necessarily So* from *Porgy and Bess*, the show that made him his rep. His *Cloud of Dreams* and *Jada* both were only fair, and *Sweet Lorraine* was not his dish. Long has the goods; he's proven it, but he's got to work more on his act.

Calvin Jackson, the replacement for Gene Rodgers, the piano soloist, gets the most out of the instrument. He takes a melody and works with it, giving it values and interpretations the audience never knew existed. His *Laura* and *I've Got Rhythm* rated big hands. He made an equal hit with his encore, Chopin's *Black Key Etude*.

Leon Morse.

**CAFE MADISON, NEW YORK:** Some weeks ago this reviewer caught Delora Bueno at the Ruban Bleu and labeled her as a comer. The other night (6) the gal opened at the Madison, and if anything strengthened the belief that she's one of the freshest girl singers to come along in recent months.

Miss Bueno, a dark brunette with black, flashing eyes, is apparently a linguist as well as a thrush. She does ballads, English, Spanish and French, with a feeling that can't be denied. Her novelties contain just enough humor to make them register, and to top it off her low contralto is of such quality that it hushes the room.

On looks alone she'd do well in pictures. The combo of looks and voice makes her a good video bet.

In addition to her singing, the gal does her own piano backing. In the latter art, she's almost good enough to do a single without voice. Together the combo is wonderful.

Bill Smith.

## N. Y. AGVA Reps Call Special Meet

**NEW YORK, July 10.**—The American Guild of Variety Artists (AGVA) will call its first Stem membership meeting since the June convention. The meeting was requested by delegates who want members' reaction to convention matters and the decisions taken at that huddle.

The general confab will be held the end of July at the Oak Room, Capitol Hotel. Similar meetings have been held in other cities during the past few weeks. Original requests for similar meetings for New York members was first met with negative action by AGVA brass. It was only after demands became insistent that official sanction was given.

## Okla. Fans Sit in Downpour To View Judy Canova Show

**OKLAHOMA CITY, July 10.**—After breaking records here on July 4, Judy Canova set an all-time record the next day in near-by Duncan, a town of 17,000, by playing to 10,000 persons—more than half the population—who sat thru a blinding rain-storm in an outdoor stadium to see Miss Canova and her show of 40 persons.

The Canova tour of one-night appearances, which has already taken her thru Texas and New Mexico, will extend into Arkansas, Tennessee, Alabama, Georgia, North and South Carolina, Virginia, Michigan, Ohio, Kansas, New York, Pennsylvania, Illinois and Canada.

## VAUDEVILLE REVIEWS

### Palladium, London (Monday, July 5)

Capacity, 2,600. Price policy, 50 cents to \$2.70. Number of shows daily, two. House booker, Cissie Williams. Shows played by the Skyrockets orchestra.

Frank Marlowe, the American comedian billed as the new funster, set the pace for a fast moving act as he danced onto the stage and fell into the orchestra pit to liven up an otherwise slow moving vaude bill. Marlowe stole the show with an act that looked like a combo of Danny Kaye, Martha Raye and Carmen Miranda, who were Palladium hits a few weeks ago.

Marlowe was on 15 minutes, knocking himself out with his singing and dancing routine. His success was instantaneous, and the hand he received was one usually reserved for the top star attractions. This opening night success has placed him in line for a long stay in England.

Edgar Bergen with Charlie McCarthy and Mortimer Snerd were given star billing, but were sandwiched in just before intermission in what might have been just a routine act had it not been for their screen and radio popularity.

### Big Mitt for Bergen

The Bergen act was set in a doctor's office, with Charlie McCarthy carrying on his witty remarks as he prepared for an operation. This drew a big hand as did the appearance of Mortimer Snerd.

Star attractions are usually placed last on the bill but Bergen, who went on just before intermission, had a rough time following Frank Marlowe.

*Thanks for the Memory*, featuring seven of Britain's greatest music hall artists, was given top billing. While their voices are cracking and their routine has slowed down, these old-timers brought back memories of 40 years ago when they were the featured acts.

Comedian Billy Danvers injected a new bit of humor into his act and drew a big hand, placing him in the top spot among the old-timers including Randolph Sutton, Nellie Wallace, Ella Shields, Talbot O'Farrell, Gertie Gitana and G. H. Elliott.

Marie Louise, performing on an aerial swing, opened the bill. She had a good routine and her aerial work showed improvement over some previous acts.

### Bamberger and Pam

Freddie Bamberger and Pam in some comedy banter took a crack at Hannan Swaffer, the crusading columnist, for cramping their style. Their humor was good, but they reached the border line with a few

### Oriental, Chicago (Wednesday, July 7)

Capacity, 3,200. Prices: 50 cents to 1 p.m.; 65 cents to 5 p.m.; 98 cents thereafter. Five shows weekdays; six on week-ends. House booker, Charlie Hogan. Show played by Carl Sand's house-band.

The combination of reduced prices (house has maintained a standard 98 cents all day for five years) and this crack stage unit should help perk grosses. Headliner Dick Haymes got an ovation and didn't let the ferns down. The ex-Harry James warbler went thru the book, shooting pops, standards and even a bit of novelty, all to solid hands, saving *Old Man River* for the clincher. While his vocal renditions are stronger and more confident, Haymes stumbled often during his patter between songs.

The Emerald Sisters, knockabout comedy team, have done plenty of rehearsing since the last time around and got the show off to a swell start with seven minutes of comedy acro work and tumbling that put this predominantly fem audience in the mood after a sad movie, *The Dangerous Years*. Besides getting plenty of solid laughs, the duo offered some straight tricks that won neat hands.

Lou and Lilyan Bernard got off to a slow start with a hackneyed *Holiday for Strings*. They quickened the pace with *When Day Is Done* and kept the crowd mitting thereafter with some fancy blowing. Male has a fine vibrato, but at times he gets so schmaltzy that it becomes a slur and hurts his melody lead.

Artie Dann got huge pay-offs with his standard proboscis turn, pew-sitters calling him back twice. This pleasant and human approach is a seller and, tho his stuff is unchanged, it still clicks.

Carl Sands bolstered his house ork with four additional strings for the Haymes show. Ork's original *Dream Date*, featuring nine fiddles and Marilyn O'Shaughnessy's vocal, got a good return. The chirp, an amateur contest winner, has plenty of voice but needs stage training.

Johnny Sippel.

jokes which will probably bring the Swaffer pen into action again.

Freddie Sanborn, held over for another two weeks after his success on the Duke Ellington bill, drew a big hand. Billed as the speechless comic, Sanborn did a fine bit of xylophone work which carried him to the top in his previous performance. His No. 4 spot on the bill lifted the rather dull opening out of the average class and earned him a return engagement at a later date. Kenneth F. Waggoner.

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# Attendance Dips 275,000 From '46-'47; Nut Costs Up

NEW YORK, July 10.—Legit attendance during 1947-'48 on the Stern dipped 275,000 from the last year, according to a tabulation made by the New York Playbill Corporation. In 1946-'47, 10,250,000 customers saw legit shows here, but last year the figure was only 9,975,000. This is a continuance of a downward post-war audience trend.

According to the figures, the theater isn't doing very much to broaden its audience base. Ducat prices last year were as high as during the war, even tho the buck doesn't seem to have the same purchasing power. This means the audience that can pay to see legit is declining.

Production costs next year are al-

most certain to rise because theatrical labor has got and is getting pay hikes. The stagehands have won a 7 per cent increase. Actors' minimums seem sure to be raised at least 10 per cent. Local 802, American Federation of Musicians, has yet to negotiate a contract with the League of New York Theaters, and the musicians probably will be pitching for more dough. The flacks and managers are asking substantial raises.

### Ticket Costs Stet

All this makes it tougher for producers to get their production and operation costs down. Therefore, ticket prices must stay up. Sometimes a producer comes thru with an especially ingenious production and saves himself dough by using his noodle, but it is the exception.

Many producers figure on grabbing the dough while it is there. They believe if they have a hit the public will pay all kinds of prices. The trade claims that this public is exhausted after three months, with lower paying customers frightened away. Many people in the biz also want a different classification for shows playing the smaller cities so that prices could be lowered and a new public reached.

The average attendance at shows seems to have gone down, but the figure is deceptive because Broadway has had so many repertory companies this season, and they are limited to short runs. They also generally do revivals which are usually not so good b.-o. attractions as new productions.

Altho there were three more theaters used last season than the one before, it does not mean that new houses were built or showplaces used for radio and movies returned to legit. Actually the three theaters housed long-run shows which terminated their engagements. However, a few more theaters are being and will be used regularly. The Broadway Theater, which was unsuccessfully converted to a film house, is now being used by legit. The Winter Garden, one of the great musical theaters of the past, will be returned to legit in 1948-'49. The City Center is also being used for legit now. The Hollywood Theater, now renamed the Brafar, is another to return to legit. It seems that slowly but surely legit is reclaiming its own.

## Foreign Opening

### YERMA

STUDIO DES CHAMPS-ELYSEES, PARIS

Tragedy by Frederico Garcia Lorca. Translated by Jean Camp and Jacques Lassaigne. Music by Marcelle Schwitter. Sets and costumes by Eduardo Anhory. Produced and directed by Maurice Jacquemont.

Yerma.....Janines Guyon  
Juan.....Michel Vitold  
Maria.....Denise Benoit  
Victor.....Rene Arrieu  
Old Peasant Woman.....Cecile Dylma  
First Girl.....Rene Moign  
Second Girl.....Lilliane Maigne  
First Laundress.....Denise Benoit  
Second Laundress.....Nadine Ruthembourg  
Third Laundress.....Brigitte Sabouraud  
Fourth Laundress.....Caroline Berthier  
Fifth Laundress.....Rene Moign  
Sixth Laundress.....Francoise Hannequin  
First Sister-in-Law.....Christelle Delgrange  
Second Sister-in-Law.....Charlotte Gantillon  
Dolores.....Francoise Hannequin  
First Old Woman.....Cecilia Dylma  
Second Old Woman.....Cecile Dylma  
The Female.....Francoise Michaud  
The Male.....Bertrand Larosiere  
First Man.....Rene Arrieu  
Second Man.....Pierre Carduner  
First Pilgrim.....Denise Benoit  
Second Pilgrim.....Nadine Ruthembourg

The second play in Frederico Garcia Lorca's trilogy, *Yerma*, has been produced by Maurice Jacquemont at the tiny Studio des Champs-Elysees.

Young, vital Yerma married Juan only because she thought he would give her children. Her husband, however, cares only for his fields and flocks, and their mating has no joy. Her resulting hatred, the personal conflict because of her frustrated maternal instincts, is the basis of the so-called plot.

Janines Guyon, as Yerma, manages to sustain the difficult, long-drawn-out suffering role, but seems too slight and fragile to have the force necessary to strangle her husband with her bare hands in the final scene. Michel Vitold, one of the most competent of the younger French actors, plays Juan with more sensitivity than brute will. Denise Benoit is fresh and spontaneous as Maria and later as the first washerwoman. Cecile Dylma almost steals the spot as the salty old peasant who gives Yerma advice and suggests a solution, which the duty-bound wife angrily rejects.

Maurice Jacquemont has achieved wonders of staging on his tiny stage. He emphasizes the intensity and universality rather than the scenic aspect of the play. Marcelle Schwitter has composed appropriate music. Eduardo Anhory's set, tho imaginative, tends to chop the dime-size playing surface into pennies.

In reality, *Yerma* is more a dramatic poem, in which dialog, song and verse are intrinsically woven, than it is a play. Garcia Lorca has taken a great theme but one difficult for an American to fully appreciate.

Jean White.



## BROADWAY SHOWLOG

Performances Thru July 10, 1948

### Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrimore)	12-3, '47	253
Born Yesterday (Lyceum)	2-4, '46	1,624
Command Decision (Fulton)	10-1, '47	325
Harvey (48th Street)	11-1, '44	1,558
Heiress, The (Biltmore)	9-29, '47	329
Mister Roberts (Alvin)	2-18, '48	160
Play's the Thing, The (Booth)	4-28, '46	85
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	135
Strange Bedfellows (Morosco)	1-14, '48	205

### Musicals

Angel in the Wings (Cort)	12-11, '47	243
Annie, Get Your Gun (Imperial)	5-16, '46	900
Brigadoon (Ziegfeld)	3-13, '47	556
Finian's Rainbow (46th Street Theater)	1-10, '47	645
High Button Shoes (Century)	10-9, '47	316
Inside U.S.A. (Century)	4-30, '48	83
Make Mine Manhattan (Broadhurst)	1-15, '48	206

### ICE SHOWS

Howdy Mr. Ice (Center)	6-22, '48	23
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### CLOSED

Allegro (Majestic) Saturday (10)	10-10, '47	315
Me and Molly (Belasco) Saturday (10)	2-26, '48	156
Look, Ma, I'm Dancing (Adelphi) Saturday (10)	1-29, '48	188
Ballet Ballads (Music Box) Saturday (10)	5-18, '48	63

## ROUTES

### Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.  
Carousel (Mayfair) Portland, Ore.  
For Love or Money (Selwyn) Chicago.  
High Button Shoes (Great Northern) Chicago.  
John Loves Mary (Harris) Chicago.  
Oklahoma (National) Washington.  
Oklahoma (Memorial Auditorium) Sacramento, Calif.  
Private Lives, with Tallulah Bankhead (Biltmore) Los Angeles.  
Winslow Boy (Geary) San Francisco.

## Old Vic Snags Boff Aussie B.O.

SYDNEY, July 10.—The Old Vic Company, with Sir Laurence Olivier and Vivien Leigh, grossed \$260,000 for its eight-week season in Melbourne and will gross \$312,000 in Sydney for the same period. What is even more to the point, the cash was in the box-office till days before the first performance in either capital.

According to Sir Benjamin Fuller never has any show maintained selling pressure for a whole season to the extent of a complete sellout for every performance in every State of the commonwealth before the curtain rose.

Fuller pointed out that the day the booking for the Sydney season opened, sufficient cash applications were received by mail to sell out every seat for the entire eight-week season. The Old Vic Company could pack the Sydney Tivoli to capacity for 12 months or more, and the same applied to Melbourne.

In view of the failure of so many would-be patrons to secure seats for any of the performances, much comment is being made here on the failure of the British Council, which sponsored the tour, to consent to the broadcast of at least some of the performances. Local broadcasting authorities are only too willing to broadcast and have been using every means to make some arrangements for broadcasting before the Sydney season ends. Any of the commercials would have no difficulty in securing sponsors for an Olivier broadcast. No reason has been given by the British Council for its refusal to permit broadcasting.

## GWU Execs Mull D.C. Legit in Lisner Aud

WASHINGTON, July 10.—A new demand to make Lisner Auditorium here available for Broadway plays this fall is being mull'd over by the board of trustees of George Washington University, which owns the hall. The demand came last Saturday (3) from the Council for Civil Rights here. Signed by the organization's executive secretary, Ida Fox, the letter reminded GWU that Washington will be without an adequate place for booking regular theatrical productions this fall and that the university could "fill the gap."

The National Theater has announced it will show movies in September in view of an Actors' Equity ban growing out of the theater's policy of refusing admittance to Negroes. Meanwhile, the Federal Works Administration has under consideration bids from the American National Theater and Academy and from Joseph W. Curtis, of New York, to lease the old Belasco Theater as a legitimate playhouse.

Miss Fox's letter stated that "there has been a most capricious and discriminatory application of the regulations governing use of Lisner Auditorium as adopted by the board of the university on February 13, 1947." She charged that while some outside organizations were permitted to use the auditorium, others proposing programs of the same nature were denied its use.

### Atlantic City Legit Bows

ATLANTIC CITY, July 10.—The legit season for the resort was assured, with David Lowe returning to operate the Auditorium Theater in Convention Hall. In association with Sue Davidson, Lowe kicks off the summer season Monday (12) with *John Loves Mary*. In the auditorium itself, the *Ice-Capades* of 1948 opened last night for its regular summer stand.

## Legit Audiences, 1930-1948

Season	Attendance	Theaters Used	Number of New Productions	Average Run (Performances)	Average Attendance
1930-'31	12,000,300	64	226	60	53,038
1931-'32	9,000,000	63	225	64	40,000
1932-'33	8,000,000	57	212	59	37,735
1933-'34	8,000,000	50	154	55	51,948
1934-'35	9,000,000	49	189	60	47,619
1935-'36	9,000,000	46	138	60	65,217
1936-'37	8,651,000	45	125	81	69,208
1937-'38	8,554,000	39	110	84	77,764
1938-'39	8,485,000	35	110	85	77,136
1939-'40	8,771,300	39	97	80	90,426
1940-'41	8,300,000	37	81	93	98,802
1941-'42	8,500,000	37	76	103	111,843
1942-'43	9,520,000	40	84	104	111,333
1943-'44	10,444,000	40	95	100	109,937
1944-'45	11,500,000	38	85	111	135,294
1945-'46	11,000,000	37	74	112	148,648
1946-'47	10,250,000	24	87	105	117,816
1947-'48	9,975,000	27	88	*55	113,352

\*The great dip in the average run of shows this year is accounted for by a change in the method of compilation. In other years we included long-run shows which carried over from previous years.

Note: High mark for one season over a period of 60 years was an attendance of approximately 16,000,000 in the late 1920s.

## Summer Theater

### THE LITTLE FOXES

(Opened July 5)

SHUBERT-LAFAYETTE THEATER, DETROIT

A play by Lillian Hellman. Produced by Robert Fryer, in association with Sandy Comora and J. Finlay Herman. Staged by John Holden. Settings by Robert Davison. Business manager, Chandos Sweet.

Little.....Wilhelmina Williams  
Cal.....General B. MacDuffee Jr.  
Birdie Hubbard.....Dorothy Blackburn  
Oscar Hubbard.....Howard Wendell  
Leo Hubbard.....Paul Marlin  
Regina Giddens.....Ruth Chatterton  
William Marshall.....Harry Worth  
Benjamin Hubbard.....Ben Lackland  
Alexandra Giddens.....Nancy Davis  
Horace Giddens.....Clark Chesney

The Little Foxes, a familiar study of family decadence, has been given a relatively high summer theater production level. Ruth Chatterton steals the show by the sheer force of her projection, a fact not inherent in the script itself. She plays Regina Giddens with a delightfully voluptuous felininess that is occasionally too exaggerated in gesture and stance but sure to win the hearty admiration of the customers. Notably, the distaff side reacted warmly with perhaps some envy to her masterly and obviously stagey presentation of a congenitally wicked woman. It is a very neat job of acting that forces sympathetic attention.

Lesser roles, all up to par, seem secondary by contrast. Nancy Davis as Regina's daughter is sweet and charming, a bit mature in presentation for a 17 year old, but comes close to top honors in her great opportunity in the last scene, marred by some rhetorical lines. Ben Lackland as Benjamin Hubbard does a capable, perhaps too-smiling performance. Howard Wendell as the weaker brother, Oscar, does a nice job as the myopic near-dimwit. Dorothy Blackburn is mostly irresolute, somehow almost too pathetic to fit the play's mood, as his wife. Paul Marlin, as their son, does a sound job as a cocksure, charming and corrupted younger Hubbard specimen. Clark Chesney adds a correct sympathetic portrait in his difficult invalid's role.

Haviland Reves.

### Many Hands Make 'Wonder'

NEW YORK, July 10.—Small Wonder, a revue to be produced in the fall by George Nichols III, has already posted its bond at Actors' Equity. The show is a contributive revue with material, lyrics and music by many writers and tunesmiths, including Phyllis McGinley, Billings Brown, Irma Jurist, Baldwin Bergerson, Al Selden, Mark Lawrence and Millard Lampell. Tommy Ewell has been signed for the comedy lead. Wonder goes into rehearsal July 26 and opens in New Haven August 26. Stem preem is set for September 15. Musical is budgeted at 150G. Bert Shevelove will direct.

### "Foxes" Gets Extra Det. Wk.

DETROIT, July 10.—Robert Fryer's production of *The Little Foxes* at the Shubert-Lafayette Theater with Ruth Chatterton, which opened Monday (5), will hold over for an extra week as the result of the non-availability of *Life With Father*, previously skedded to follow. Production is the first of the summer season to run a second week with original plans calling for 10 different shows in 10 weeks. Fryer was in New York this week to arrange for subsequent bookings.

### Stewart Options "Daisy"

NEW YORK, July 10.—Paul Stewart has optioned Ronald Alexander's *Fresh as a Daisy* for fall production. Stewart is now in Hollywood for a film stint but will return in early fall to complete the money raising and go into production.

## Birm'ham Starlight Bows for 5th Year

BIRMINGHAM, July 10.—More than 15,000 paid admissions clicked the turnstiles for the six performances of Victor Herbert's *The Fortune Teller*.

The gypsy operetta ushered in the fifth season of Starlight Operas presented in Munger Bowl on the campus of Birmingham-Southern College here.

Leading roles were sung by Mimi Benzell, Donald Gage, Johnny Silver, and Virginia Johnson, who was featured with the ballet.

The production carried a chorus and ballet of 46 and a 35-piece orchestra. Ralph Errolle, formerly of the Met-opera, is producing director.

The next production, Sigmund Romberg's *New Moon*, opens in Munger Bowl July 19. The stars are Ruby Mercer, Arthur Kent, Johnny Silver and Virginia Johnson.

## Off-Broadway

### THE ASCENT OF F-6

(Opened Wednesday, July 7)

#### NATIONAL ARTS CLUB

A play by W. H. Auden and Christopher Isherwood. Direction by Alan Harper. Scenery by Robert Ramsey. Stage manager, Stanley George. Songs by Morris Hayward. Sound, Harding LeMay. Lighting, Raymond Steinberg. Presented by On-Stage.

Mrs. A.....Barbara Long  
Mr. A.....Roger Johnson  
Sir James Ransom.....William MacDougall  
Lady Isabel Welwyn.....Lellie Ruggeri  
General Dellaby-Couch.....Jerry Eskow  
Lord Stagmantle.....Thom Carney  
Announcer.....William Krache  
David Gunn.....James Cronan  
Michael Forsyth Ransom.....DeWitt Drury  
Ian Shawcross.....Joseph Mego  
Edward Lamp.....Melvin Hosansky  
Doctor Thomas Williams.....Ed Greenberg  
Mrs. Ransom.....Jeanette Miller  
The Abbot.....Frank Hammetton  
Blavek.....Harding LeMay

On-Stage has successfully mounted a production of W. H. Auden's and Christopher Isherwood's *The Ascent of F-6* which can do the group nothing but credit. Not that this play can ever be for the general public, but the group has given the followers of art theater something to see.

*Ascent* is a complicated story told on two levels. There is the personal level of the individual and the social level of the average man. The scripors take an average couple living in England and state their problems, their machine-like existence and their exploitation by their country. Side by side with this story is the tale of a group ascending F-6, the haunted mountain, led by an individual who is trying to conquer his conscience or his demon, as the author calls it. At times the play frequently resembles an abstract painting and makes little sense with a direct appeal to the emotions, but on consideration, the parts fit together.

#### Outstanding Cast

This is the hardest kind of experimental script to produce, and the arena production with the limited facilities on hand is a marvel. Among the actors James Cronan, Jerry Eskow, Thom Carney, Melvin Hosansky, Ed Greenberg and Frank Hammetton are distinct assets to the production. Cronan, playing a young adventurer, particularly has marketable talent for films. Carney should also find a career for himself. Eskow has a fine voice and knows how to use it.

In the lead, DeWitt Drury tries hard but has a speech difficulty. As his brother and enemy, William MacDougall should also work more with his voice and give it more weight and control. Lellie Ruggeri, in the role of a phony British noblewoman,

#### News Review:

## Tufts Strawhatter Bows With "Rise"

BOSTON, July 10.—Tufts College drama department has been rising fast in recent years. A summer school, embracing music and theater as well as academic studies, is a fairly recent addition. But to judge by the quality and venturesome spirit of its activities, no grass will grow under its feet in years to come.

The opening bill of the Tufts Summer Theater this season is an intimate musical revue, *Rise Above It!*, written and composed by Jack Gold and Phyllis Stohn, respectively an economics instructor at Tufts and a Boston advertising copy writer. While the members of the team are not quite in the swim of the commercial theater, they are practiced hands with various successes to their credit. Altho they have a long way to go, the evidence at hand promises a good deal for the future. Their work is fresh, inventive and skillful, yet within the framework of conventional mediums. Experience and a few breaks leave the big time not far away.

#### Not Much Theme

*Rise Above It* hasn't much of a theme. It satirizes Boston, its debits and credits, Florida, sex and romance, Filene's basement, a local institution, but nationally famed, and national politics. Yet it has some pleasant "romantic" numbers, some of which can seriously be considered as hit parade material. All the lyrics are nicely turned; the tunes are better than average. *Legally, That's Florida* (which won't please the Chamber of Commerce) and *Men Ain't What They Seem To Be*, are smart novelties, good as show material, better than the average night club stuff. In the romantic vein, *My Man of Distinction* is unusual; *Never Let the Sun Set on a Quarrel, Any Time at All* and especially *When Winter Comes* touch a responsive chord.

*Risk Above It* got what amounted to a fairly good amateur showcasing in the Tufts arena-style theater. Undoubtedly it is a credit to the author's material that it emerged as effective as it did. Of course they got mighty help from Preston Sandiford, one of the Hub's best arrangers and keyboard men, who presided at the piano. At any rate, the show is promising, and much of its material is good for the big time right now.

Bill Riley.

## London Harvey Held Up; Brock's Too Busy

NEW YORK, July 10.—The deal to produce *Harvey* in London this fall has been held up by the fact that Brock Pemberton, its producer, finds himself unable to go there in the near future. Pemberton wishes to act as supervisor on the English production and may even direct the show. The current b.o. slump of *Harvey* because of the hot weather has him concentrating on finding a name who will draw; hence he is unavailable. When he does get free, the British version is skedded to be produced with Sid Fields playing the lead.

gives the part no more than a good reading.

Alan Harper has put his imagination to work in the staging and, using sound and the arena set-up for extra values, gets the most out of *Ascent*. Bob Ramsey used an unusual looking kind of wire scenery to illustrate the mood of the play. The songs and the singing could easily take a hefty cut.

Leon Morse.

# Stem Shows Wilt Under Summer Sun

## Folderos Like Flies

NEW YORK, July 10.—Old man summer is starting to wield his scythe and by tonight *Allegro; Look, Ma, I'm Dancing; Ballet Ballads* and *Me and Molly* will leave the boards, with plenty of other shows slated to follow before the month is up. There are only about five shows which seem certain to withstand the audience slashes caused by the hot weather. They are *Streetcar Named Desire, High Button Shoes, Make Mine Manhattan, Mister Roberts* and *Inside U. S. A.*, according to trade observers.

Many of the other shows are tottering, or else being carried at a loss thru to the fall when they will hit the road. *The Play's the Thing* closes July 28 and goes to Central City, Colo., for three weeks, where they are holding a play festival. The engagement will net the management 21G and help pay off the production nut which hasn't been made. However, when *Play* returns August 23 it will have to set a precedent if it is to stay on Broadway. Few shows are strong enough to make the grade after once closing.

*Allegro, Brigadoon, Command Decision, Finian's Rainbow, Angel in the Wings, The Play's the Thing* and *The Heiress* are all set for fall tours. Most of these shows will try to stick it out, but several have closed and several more will close before the end of the summer.

## Silo Circuit

Illness of Helen Ambrose (Mrs. Walter Greaza) caused last-minute switch in cast of *Arms and the Man* this week at Cragmoor (N. Y.) Theater. Marcella Gaudel stepped into the Ambrose role on a few days' notice. Camilla Ashland replaces Miss Ambrose in *Rain* which is the troupe's offering beginning Tuesday (13). Miss Ambrose will return to duty after a rest ordered by her physician.

Richard Aldrich co-stars Jackie Cooper and Joan McCracken in *John Loves Mary* opening Monday (12) at the Cape (Dennis, Mass.) Playhouse. Pamela Gordon, Alexander Clark and Madeleine Clive are featured in support.

Ken Parker has booked his melo, *Four Flights Up*, which had an off-Broadway tryout a year ago, into three barn spots. *Four Flights* will get additional showcasings at Highland Grange, N. Y.; Bloomingburg, N. Y., and East Barnet, Vt.

Arthur Treacher, Grace McDonald and Hal LeRoy head cast of *Starlight* (Dallas) Operetta's production of *Rosalie* Monday (12). Supporting are Alan Carney, John Elliott and Joseph Maccaulay.

Spencer James plays the Stem role created by Joseph Buloff in *The Whole World Over* opening at Putnam County (N. Y.) Playhouse Tuesday (13). Elizabeth Lawrence, Tom McDermott and Mady Carroll are also featured.

Neil Hamilton and Peggy French co-star in *Parlor Story* for week of Monday (12) at Newport (R. I.) Casino Theater. Resident troupe includes Nancy Lawder, Geoffrey Lumb, Florence Bray and others.

## Magic

By Bill Sachs

**JACK HERBERT** is plying his wares at the Esquire Club, Wichita, Kan. . . . Rajny and Rane (Harry Isobel Rosse) of Danville, Ill., have just concluded a stand with their mental turn at Toddle Inn, East St. Louis, Ill. . . . Prince Kirma, West Coast magicker-mental, has just finished a week at the White Swan, Nameoki, Ill., and was followed in by Norvell and Ray, mentalists, who remain for a like period. . . . Don Laughton, manager of the Town House Magic Shop, St. Louis, is back on the job after a visit to his Wisconsin home to attend the funeral of his father. . . . Ted Coulter has quit Bloomington, Ill., to open a new magic emporium in Danville, Ill. . . . Monte the Mystic has signed with the Capell Bros.' Shows for a route of celebrations and fairs. . . . Joe Taylor (The Amazing Mr. Taylor), after a week at the 901 Club, Fort Wayne, Ind., has hopped east for the remainder of the summer. . . . Stuart Ross, of Hancock, Mich., is keeping busy with his emseing and magic in the Copper Harbor area of that State. He recently handled the entire program for the Michigan Road Builders' Convention at the Pontiac Hotel, Cooper Harbor, with the acts booked thru Boyle Woolfolk, Chicago. . . . Dr. Rexford L. North, deaf mentalist-hypnotist, formerly of Cliffside Park, N. J., has located permanently at 1410 North Hoyle, Chicago. He is currently working out a string of theater dates in Illinois, Indiana and Iowa, and around October 1 is slated to go into auditoriums under auspices. . . . Edward C. Webber, who recently concluded a season thru Northern New York and Vermont with his two-hour show, is adding a large trailer for the new season. Webber, who operates out of Plattsburgh, N. Y., is assisted by Pat Nolan, Theresa Buckley and Hope Doucette. . . . George LaFollette, now making his headquarters in St. Petersburg, Fla., where he operates a magic shop on the side, is heralding his magic-novelty turn with an attractive new 14-page mailing piece.

**DUNNINGER** opened Friday (9) on the Starlight Roof of the Chase Hotel, St. Louis. . . . The Johnstones, George and Betty, opened July 5 at the Bowery, Detroit, for an indefinite engagement, but a previous booking makes it necessary for them to be back in Chicago for a July 23 opening at the Sky Club. . . . George Dexter, after four weeks at Glenn Casino, Williamsville, N. Y., is in the midst of a two-weeker at Andre's nitery, Syracuse. . . . Don and Thelma Greenwood, who recently had their route and magic paraphernalia loused up by the Columbia River floodwaters, postal from Portland, Ore., that they hope to have their full-evening show rolling again by September 1. . . . C. Thomas Magrum, who opens his school season at Savannah, Tenn., August 23, typewrites as follows from his native Rock Island, Ill.: "At

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E. SKOLAK, Mgr.

## Sullivan Brands Act-Pressure Charge a "Contemptible Lie"

(Continued from page 42)

Al Gordon's great dog act and the spectacular Valerie Bettis.

"The Vagabonds, however, were supposed to appear on the opening program of Station WPIX, at Latin Quarter. They or their agent notified *The News'* television desk that because of an appearance that same night on the Berle show, they couldn't make the Latin Quarter appearance. Nobody chided them for it and all of us were sorry they weren't on the show.

### No "Sinister" Call

"In regard to Lena Horne, friend of mine from the Cotton Club days, she was offered to us three weeks before we started *Toast of the Town* by press agent George Evans, who also offered Bob Crosby and Peter Lind Hayes. Evans set this up, and when I talked to Lena, she asked me to get the okay from MGM.

"Just so long as you're not asking for 16mm. film, Ed," said Nicholas M. Schenck, "I think we can arrange it." There was no "sinister" call to the coast, L. B. Mayer being in New York at the time, a fact known to everyone but Disraeli Rosenthal, the Dick Tracy of MCA.

"Had Lena been unable to appear on *Toast of the Town*, just as she has been unable on various occasions to play shows for me, I'd still admire her just as greatly, not only as a top representative of a race for which I've always had tremendous respect, but also as a youngster who came up the hard way without losing her head.

### Complete Lunacy

"So, on the one hand you have one department of MCA sending Marlo Lewis a list of acts available for *Toast of the Town* or other sustaining television shows, and on the other hand, you have another department head of the same outfit telephoning acts and "pressuring" them to stay off the show. The thing is as near complete lunacy as you can dream up.

"The budget for our show, established by CBS, is exactly \$1,350. After seven shows on television, I will gross just about what I'd get for ONE week in vaudeville; and for this short dough, I put in a full week's work, including three rehearsals. The suggestion that Sullivan is getting prosperous, while the acts are underpaid, is rather silly. But, like the acts who are smart enough to get in on the ground floor of television, I'm

Stockton, Ia. (population 35), I recently did a full hour-and-a-half show, and the N. W. Lumber Company, Davenport, Ia., challenged me to escape from a strong packing case which they built. Some 800 saw the stunt at Knoops Hall there. I got out in record time. The trick has been done by others, but I have a new angle. Also had a program recently at the Moose Club, Cedar Rapids, Ia., and am doing one soon at Columbus Junction, Ia. These are good fillers for the summer and pay well. Had a pleasant session with Earl Morgan at the Plantation Club here. He does some fine sleights. . . . J. C. Admire, now press agenting Harry Lottridge's World's Best Shows for the summer, says that he will pilot a five-people magic unit, headed by John Darrell, to the West Coast this fall. People and equipment will be transported in a station wagon and one truck, Admire says, and the show will play city and school auditoriums, opening in Indiana around October 1. Darrell is now at his Indianapolis headquarters prepping the unit. . . . Dr. Robert Blink, with offices in the Majestic Building in downtown Milwaukee, claims to be the only dentist in that city using his skill in magic to entertain his patients.

gambling on a sure thing: Television will be the greatest medium in show business. At this stage of television, money is unimportant.

"To draw a parallel between television and radio in its infancy, let's consider Jack Benny's current radio package salary of approximately \$25,000 per week. Well, Jack made his first radio appearance on an early radio show of mine, also over the CBS network. For that show I had a budget of \$75 for one act, which Jack received and sent to some charity. But out of that first radio appearance Jack got his Canada Dry show and the \$75 has built into quite a chunk of money. It's going to be the same deal in television, for performers, because talent always commands top dough.

### No Beef on Smelling Salts Guys

"In all of my years in show business, I've never answered any attack upon me in the role of performer. Some people like me, some don't, and if a trade paper critic screams for smelling salts because of my manner of emseing, I've never written, phoned or wired my protests. I'm answering last week's article in *The Billboard* because I was charged falsely with using "pressure" on acts, and I have all of the facts to prove this is a contemptible lie.

"All actors' organizations will attest that I've helped raise money for them: the Negro Actors' Guild, Catholic Actors' Guild, Jewish Actors' Guild. I've played a great number of benefit shows and I've never asked a performer to do anything I wouldn't do myself. And last but not least, unlike Disraeli, I've never cut into them for 10 per cent."

ED SULLIVAN.

## Canada "Voice" Cost Assailed In Parliament

MONTREAL, July 10.—Like the *Voice of America* in the U. S. Congress, the Canadian Broadcasting Corporation (CBC) International Service is having its headaches in the Canadian Parliament.

The matter again came up in the House last week during discussion of the CBC's purchase of the Ford Hotel in Montreal to house the service and other activities. After it was revealed during debate that besides the \$2,050,000 purchase price, an adjoining building was purchased for \$50,000, and that after present lessees are paid off and alterations made the final nut would hit \$3,000,000, E. G. Hansell, speaking for the Social Credit party, pictured the international short-wave as a cow being led by taxpayers and milked by CBC.

"With the operation of the international short-wave station included, CBC is becoming a tremendous drain on the taxpayer. I am in favor of short-wave operation, of telling the world about Canada, but I think the amount of money spent on CBC is entirely unjustified," said Hansell.

Some members viewed the acquisition of more property by CBC as a sign that the government-owned radio web is becoming more and more a monopoly.

### Mont'l Gayety Calls Lay-Off

MONTREAL, July 10.—The Gayety, one of the few remaining two-a-day vaude houses, shuttered for the summer last week-end after one of the most successful seasons in its history. It will probably reopen for Labor Day or perhaps earlier.

## Burlesque

By UNO

**THE SEAMONS**, Morrie, business agent of Treasurer's Union, Local 751, and Bernice (Vaughn), celebrated their 16th wedding anniversary due August 12, in advance via a house warming July 4 at their recently purchased 30 acres and dream house in Kew Gardens, L. I. Celebrant present were Felice Ridgeway, assistant manager of RKO Jefferson Manhattan; Ada Brenner, Abe Pota, and Ritzie Seamon. . . . Dolly LaSalle, former burly ace, is mourning the loss of her husband, Pete Eggenweiler, ex-tramp comic and later hotel owner, who was buried July 1 in Rochester, N. Y. . . . Jake Perlstein, manager of the Casino, Boston, sailed July 7 for Bermuda where he will spend a fortnight's vacash. . . . Globe, Atlantic City, week of July 18, will have Stinky and Shorty, Danny Jacobs, Laura Bruce, Pauline Flynn, Stanley Brothers, Tina Nix and Georgia Lee featured, replacing Dick Bernie, George Murray, Eileen Hubert, Mei Ling, Charlie Harris, Chet Atland, Dottie Drake, Lowell and Mariella and Baby Williams. Eddie Lynch followed Jack Montgomery as producer.

**GLORIA GLAD** moved to the El Mocomba nitery in Chicago for an indefinite stay. . . . Dottie Wahl replaced Sally Keith at the Crawford House, Boston, and will remain until Sally winds up her vacation at home in Chicago. . . . Yolanda (formerly Joan Monroe) with Harry Bentley, comic, and Harry Rollins, straight, opened at the Avenue, Detroit, July 2. . . . Roxie, Cleveland, current principals, booked by Jack Beck, includes Phyllis Lanene, June Stevens, Lew Denny, Scratch Wallace and Frank Silk. Producer is Russell LaValle. . . . Teddy Fabian is now emsee at the Club Milwaukeean, Milwaukee, with Dolly Malone, star strip; Eileen Beomer, dancer and Bee Mack, acro. . . . Winnie Garrett held over at the Ha Ha nitery, Manhattan. . . . Casino, Boston, has for its stock cast Mickey Jones, Johnny D'Arca, Eddie Lloyd, Pat Collins, Charlie Schultz and Vickie McNeeley. For its chorus, April Starr, Trudy Ward, Gloria Marlowe, Dottie Warner, Jean Weaver and Muriel Sharpe. . . . Buddy Lasher, singing-straight, and Georgette Bouchea, strip-talker, are at Imperial Inn, Gloversville, N. Y., where Buddy is also comic and emsee. . . . Grover Wilkins and his dummy, Finnegan, shifted from Milwaukee to fair dates for the Barnes-Carruthers circus starting at Dubuque, Ia. . . . Arabella Andre heads her own burly unit with the John R. Ward Shows, traveling Western carnies territory. Other principals are Art Watts, comic; Del Mar, straight man-singer-emsee; Julie and Joy Ward, dancers and singers; Jack Moore, front man and manager; Lolita, dancer, and Baby Rose and Carolyn, strips.

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## Conn. Concern Denied Bid for Drive-In Spot

HARTFORD, Conn., July 10.—State Police Commissioner Edward J. Hickey has issued a ruling denying the application of Fred Quatrano, of Waterbury, Conn., one of the incorporators of a concern which proposed to construct an outdoor motion picture theater at Milldale, Conn. The denial was made, it was said, on grounds that the project "would be detrimental and injurious to surrounding property."

According to Connecticut statute, applications must be filed with the State Police Commissioner's office at the State Capitol here for permission to operate a theater either in an enclosure or a building. Quatrano may, however, file an appeal with the State Supreme Court here for a further hearing on the same application.

A hearing on the proposal was held by Hickey in Hartford last week. Twenty Milldale area property owners appeared to protest Quatrano's proposed development.

The E. M. Loew Theater circuit, which operates outdoor motion picture theaters in Newington and Milford, Conn., has plans to erect a new outdoor film theater at Montville, Conn., on the highway between Norwich and New London.

The circuit has purchased property in that town from Sarah Becker Frank, with stamps on the deed showing that the sale price was \$21,500. Construction is to start as soon as permission is given by the State police commissioner in Hartford.

The E. M. Loew circuit has plans also for an outdoor motion picture to be constructed on the Springfield-Holyoke, Mass., Highway. No further plans on this project have been revealed.

## Drive-In for Owensboro, Ky.

OWENSBORO, Ky., July 10.—Andrew Anderson is constructing a 400-car drive-in film theater on the outskirts of Owensboro. It is expected to be completed by July 15.

## Rep Ripples

ARTHUR G. ROBBINS, Raton, N. M., has finished three months of religious films and has started on regular pix, playing halls. . . . Raymond Collier, writing from Belfield, N. D., says that he has been doing fair biz with his novelty show and will add more flesh soon. He is putting on 16mm. pix. Collier has been making halls and schools. His wife does monologs and readings. . . . Pen-aquid Players, four in cast, will play along the Maine coast for six weeks. . . . Bailey's Texas Show, short-cast bills and films, has been playing Southern Alabama to fair biz. . . . Costa Players are in the Winnipeg area. . . . Durrell and Cline will play E. F. Hannan's *On Vacation* in Vermont in July and August. . . . S. H. Lyon, Twin Falls, Idaho, will add flesh to his pic outfit. Irving Klein has joined him to do specialties. Org will move into established Eastern Oregon territory, making halls. Lyon has sold his tent to Elwood Carney, Columbia, Mo., who has films in that sector. . . . W. K. Bushee, who has 16mm. pix around Kalamazoo, Mich., will play small towns in Northeastern Michigan during the summer. He will have flesh later.

SAM T. DAVIS, veteran rep and tab performer, is now engaged in commercial lines in La Grange, Ky. . . . Bert Dexter recently left the Jewell-Harris Company to join the Gifford-Roberson Company in Wisconsin. . . . Arlie Wilson, who has been in the Port Henry, N. Y., area, is taking his film show into Northern Vermont and from there into Quebec territory. . . . Freeley's vaude-pic show has been playing territory around Hastings, Neb., to fair returns. . . . Bessie Dennis and Pearl Bowen, formerly of the Famous Minstrels, are in Miami and will appear in the 30-people *Night in Harlem* Company which Homer Lee Bowen and George Dennis are taking out. . . . Walter B. Lewis, former tab and rep performer, is reported sick and destitute in Bridgeport, Tex. He can be reached care of general delivery. . . . Jockey Foster, agent for Ernest Tubbs, of the WSM hillbilly show, recently visited Forrest Brown at Delphos, O.

DANIEL'S Novelty Show, in Caroline County, Virginia, has quit tent and gone to halls. . . . Jay Elder, Carson City, Nev., has arranged to make 61 stands with E. F. Hannan's bill, *A Man With a Purpose*. Org opens August 2 and will play only sponsored dates in the West. Elder recently closed his religious pic show at Sparks, Mont., after four months of good biz. . . . E. E. Rainey cards from Nashville that he recently returned from Dallas, where he bought Morrison Bros.' Show. He will make a short tent season thru the Dakotas, where he has established territory for films. He will add short-cast bills later. . . . Carter's Show, films and vaude, recently closed at Caribou, Me., after poor biz. . . . C. V. Worthy has been out five weeks in Minnesota with pix and vaude. He has small animals and magic along with pictures and will add more flesh soon in the form of short-cast bills. At Montevideo, Minn., recently, he met Raoul Twombly, who is moving west to make his established Oregon territory after harvest. . . . Craft Players, four in cast, are making resort dates in Northern New York. . . . Wilbert's Tent Show is in Hunt County, Texas, with pictures and vaude. . . . Cobb's Show, animals and short-cast bills, is in Aroostock County, Maine. . . . Everett Players are in St. Lawrence County, New York. Ralph's Show has been in Central Maine the past two weeks. Org has four people and presents two short reels of 16mm.

## Outdoor Theaters Booming In Pennsy & Jersey Areas

PHILADELPHIA, July 10.—Drive-in movies, which came to life last year, are mushrooming all over Eastern Pennsylvania and Southern New Jersey territory, with almost two dozen in operation and others in the process of construction. Since last year, when Lincoln Drive-In was opened outside the city limits, two drive-ins opened across the river in New Jersey. First to open was the Star Drive-In, near Gloucester. Earlier this month the Garden State Drive-In opened near Garden State Race Track outside of Camden. Latter is the first open-air to be built by A. M. Ellis, who operates a chain of film theaters. The Garden State has 800-car capacity and is being operated by the Joseph Varbalow Circuit.

Attempt to erect a drive-in near Atlantic City was dropped when the Egg Harbor Township committee refused to make necessary changes in the zoning laws. Zoning restrictions

also made it necessary for others to drop drive-in plans for the Philadelphia area. However, there are no such restrictions in the up-State area where drive-ins continue to mushroom.

Of special interest is the drive-in erected between Schuylkill Haven and Orwigsburg by a combine including Rufus N. Renninger, Clarence D. Swade, M. J. Murphy and Kurt Nette. Featuring 16mm. features, the operators advertise extensively in newspapers in the area for the Wednesday and week-end showings. The operators invested well over \$10,000 in the theater without considering the cost of grading and draining. Considering the possibility of year-round operations, plans call for the erection of a Quonset theater for the winter.

Near Milton, the Veterans of Foreign Wars are readying a drive-in, with R. E. Boyer assigned to manage. At Harvey's Lake, Sam Slomowitz erected the Sandy Beach Drive-In with a 500-car capacity, with a second drive-in contemplated for the resort in the erection of the Hanson Drive-In.

Others recently opened are the Lincoln Drive-In at Thomasville, operated by Henry Halliwell, with a 500-car capacity; the Lincoln Drive-In near York, on Route 30, operated by Halliwell and Smith, and another in the same area being readied by Robert Thorn, who operates the Ruthorn Drive-In at Scottdale; the Route 45 Drive-In at Berlinsville, under Beck operation; the Hazelton Drive-In, operated by Tait and Rossi, near Drum; the Starlite Drive-In, on Route 309 near Tunkhannock, operated by Ray Best Jr., with capacity for 250 cars; the Sunset Drive-In at Ashley, with a 250-car capacity; the drive-in at Lake Ariel Park near Scranton; the Sunset Drive-In, on Route 309 near Hazelton; and the Outdoor Movies drive-in near East Petersburg.

## Silas Green Scores In Reidsville; Nix At Danville Stand

REIDSVILLE, N. C., July 10.—In its 63d annual tour, Charles Collier's Silas Green From New Orleans Show, owned by W. P. Jones and managed by S. B. Warren, drew good business here June 24 but played to a light house the following night in the City Auditorium at Danville, Va., reports Rex M. Ingham, who with his family and Jack Crawford caught the show at both spots. The light business at Danville was caused by broadcast of the Louis-Walcott fight, said Ingham.

Produced by Boyessy De'Legge, the show is as good as ever, said Ingham. Sparky Jones does a capable Silas, with Dinah Scott taking the role of Lilas. Ingham reported that Johnny Hudgens scores well with his comic pantomime skating and grand opera bits, as does a good chorus and the band.

## Roster of McKennon Outfit

ABILENE, Tex., July 10.—Roster of the McKennon Stage Show, which was slated to open its season here yesterday, includes Joe and Marian McKennon, Rosalea and Colley, Jacquelyn Adams, Gayland Watson, Toby Eastman, Mr. and Mrs. Harve Holland, Marie Zoder; Mack and Marie Johnston and Trixie Maskew, formerly of the Jewell-Harris Company; Clyde and Ginger Holmes, Jerry and Dude Sizemore, Gil Moody, Pete McDuffee, Gibb Taylor, Cecil Brown, Calvin Foster, M. T. Bonner and B. Messingale.

## Drive-In Boom Hits Indiana

INDIANAPOLIS, July 10.—The expanding drive-in theater boom has hit Indiana, plans having been announced this week for three of the theaters in the State. Construction of a theater on Route 41 north of Evansville has been approved. R. Stieler has been named manager and booker. Ed Campbell is building a 500-car drive-in with car speakers near Corydon. At Fort Wayne a 500-car theater is being built by Horace E. Schock, of Lima, O. The project is to be completed by August 1.

film. . . . Grant's Show, vaude-pic, which has been under tent in Central Missouri, has mothed the canvas and gone into halls.

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ANDREWS—Mrs. Ollie, 50, mother of the Andrews Sisters, vocal trio, July 15 in Santa Monica, Calif.

ASHENFELTER — Howard, 33, Phoenixville, Pa., midget auto driver, July 5 in Elm Terrace Hospital, Lansdale, Pa., of injuries sustained when his racer crashed at the Hatfield Speedway in Lansdale.

In Loving Memory  
of my dear Husband

**LEON E. BLONDON**

who passed away July 21, 1947.  
Gone dear, but not forgotten, your wife,  
**PEGGY BLONDON**

BOOSINGER—Harry (The Monk), 48, movie stunt man and professional diver, drowned in Catalina Bay, Avalon, Calif., July 1 when testing new diving equipment. Survived by his widow.

In Loving Memory

**MRS. IVY BRIGGS**

Who passed away July 6, 1946.  
Greatly missed by husband  
**TOMMY BRIGGS**  
and Friends.

COURTNEY—Ray, 51, formerly with the T. J. Tidwell Shows, June 12 in Veterans' Hospital, Legion, Tex. Survivors include two sisters, Mrs. Albert Graham, Haskell, Tex., and Mrs. Velma Kemp, Comanche, Tex.

CRAWFORD—Mrs. Olga, 48, wife of Jesse Crawford, radio and recording organist, July 8 in General Hospital, Los Angeles, of burns sustained when a cigarette set fire to her robe. Survived by her husband.

DAIBER—Jules, 65, retired concert manager, July 6 in Bronxville, N. Y.

DALY—John, 47, Irish opera singer, producer and manager of the Cork Opera House, June 25 in Cork, Ireland.

ECKHOUSE—Mrs. Minnie K., mother of Mrs. Wallace (Suzette) Downey, Latin-American music expert with the American Society of Composers, Authors and Publishers, July 3 in New Haven, Conn.

ERLACHER—Anna, wife of Aloys Erlacher, originator of the Candy Butcher Shop, well known on Mid-western shows and fairs for the past quarter century, July 4 in Detroit. Her husband survives. Interment in Tecumseh, Mich.

HAMILTON—Daniel J., 60, actor, June 26 in New York. Prior to his last engagement in 1936 in *Iron Men*,

IN EVER LOVING  
MEMORY of

**JIMMIE GROSS**

Who Passed Away  
July 15, 1945

You are not forgotten

"HELEN"

IN MEMORY OF

**"JIM" GROSS**

Died July 14th, 1945.

We miss you, Jim

"Martin & Stella"

## THE FINAL CURTAIN

he appeared in such plays as *The Man Who Reclaimed His Head*, *Wonder Boy*, *Overture*, *Room 348*, *Napoleon*, *The Last Warning*, *Sex*, *Seven Days Leave*, *A Royal Divorce*, *Officer 666* and *The Fortune Hunter*. Two sisters survive.

HARRIS—Sam (Bubbles), 47, veteran carnival concessionaire, at Alexian Bros. Hospital, Chicago, July 3. A former newspaperman, Harris once worked for *The Chicago Examiner*. He recently was with the Johnny J. Jones Exposition. Survived by his mother, three brothers and two sisters. Interment in Mount Zion Cemetery, Milwaukee, July 7.

HASKELL—Ernest, 71, circus star and long-time vaudeville performer, June 18 in Rochester, N. Y. He was formerly a tight-wire walker with P. T. Barunm, later joined the Hagenbeck-Wallace Circus and finally became manager of his own vaudeville troupe, Haskell's Vaudeville Stars. He retired from the stage in 1908.

IN MEMORY OF

**REX HOWE**

Our good friend  
and buddy.

**D. P. LAROUCH**  
**CORKIE ZIMMERMAN**

HUSCH—Richard G., 72, lyricist, who wrote under the name of Richard Gerard, July 2 in New York. The most outstanding of over 250 lyrics he wrote was *Sweet Adeline*. Subsequent songs included *I've Got My Eyes on You*, *Sweet Summer Time*, *Follow the Crowd on Sunday*, *You're My Heart's Desire*, *I Love You*, *Sweet Nellie Dean*, *When You Have Time and Money*, *My Heart's Regret*, *In the Golden Autumn Time*, *My Sweet Elaine* and *Some Day in the Far Away*. His widow, four daughters, a son and a sister survive.

IMBIMBO — Anthony, 23, midget auto racer, July 2 in Paterson, N. J., when his car collided with another at Hinchliffe Stadium.

KOLB—Charles, fire-eater on Joe Lemke's Side Show with Raney's United Shows, killed recently in a highway accident while the shows were en route to Hallock, Minn. Burial in Madison, Minn.

LaROSE—Mrs. George (Mother), 72, who with her late husband operated cookhouses for some 30 years, July 2 in Tonawanda, N. Y., at the home of a daughter, Mrs. Carl Davis. She had been with the Francis Ferrari, T. A. Wolfe, Nat Reiss, Harry G. Melville and Bernardi shows. Survivors include another daughter, Mrs. Edward Kohke, of Tonawanda. Burial in Elmlawn Cemetery, that city, July 4.

LANDIS — Carole (Frances Ridste), 29, film star, July 5 at her Brentwood, Calif., home from an overdose of sleeping tablets. She launched her professional career in San Francisco as a night club singer at the Royal Hawaiian Cafe, later joining Carl Ravazza's ork. Her first film role was a dancer in *Varsity Show*, followed by several Westerns. Her big screen break came as the lead in Hal Roach's *One Million B.C.*, in 1940, after which she starred for 20th Century-Fox. Film credits included top roles in *Topper Returns*, *Moon Over Miami*, *A Gentleman at Heart*, *My Gal Sal*, *It Happened in Flatbush*, *Orchestra Wives* and *Manila Calling*. Her last American film appearance was in Eagle-Lion's *Out of the Blue*. She recently made two pictures in England, *The Noose* and *The Brass Monkey*. During the war she made

numerous hospital and camp show appearances here and overseas. Her adventures on a tour with Kay Francis, Martha Raye and Mitzzi Mayfair were the basis for a book she wrote, *Four Jills in a Jeep*, which was later filmed. Survived by her husband, W. Horace Schmidlapp, theatrical producer; her father, Alfred Ridste, Richmond, Calif.; her mother, Clara Landis, Cornell, Calif.; a sister, Mrs. Walter L. Ross, Long Beach, Calif., and a brother, Lawrence Ridste, San Bernardino, Calif.

LATTO—Albert, 72, former carnival concessionaire and in recent years a concessionaire at Riverview Park, Chicago, July 8 in Roosevelt Hospital, that city. Latto, who operated rides around Chicago after leaving Riverview Park, retired from show business in the early '30's and was off the road about eight years. He later returned to the road as a ride operator, but retired again three years ago. At the time of death he was operating Lynch's Bathhouse in Chicago. He was a life member of the Showmen's League of America since 1921. Survived by his widow, Blanche; a brother, Julius, of Chicago, and a brother and sister in New York. Burial in Showmen's Rest, Chicago, July 10.

LEOPOLD—Leon, 65, theater manager and brother of comedian Ed Wynn, July 1 in Philadelphia. His widow and daughter survive.

LEWIS—Samuel J., father of theatrical agent and producer Jack Lewis, July 2 in Chicago.

MAAS—Robert, 47, Belgian cellist, July 7 in Oakland, Calif. His widow and two daughters survive.

MEDNICK—J. Frank, 57, theater owner, July 5 at Cedars of Lebanon Hospital, Los Angeles. He operated the LaTosca and Trojan theaters in Los Angeles. Survived by his widow and a son.

MULLEN—John P., 83, former president of the Iowa State Fair Board, in St. Vincent's Hospital, Sioux City, Ia., July 4. (Details in Fair Department).

MULRANEY—Patrick, 58, carnival worker, July 4 near Albany, N. Y. He had worked with a carnival which recently played at Schenectady, N. Y., and was hitchhiking home when he was struck by a car.

OUTLAW—Joe, 43, popcorn concessionaire with Victory Exposition Shows, June 30 in Mount Vernon, Ill., of a heart attack during the show's engagement there. Survivors include his widow, Myrtle, sister of T. J. Tidwell; his mother, a sister and three brothers, all of Granger, Tex. Burial in Granger.

PATTERSON — Billy, 57, former vaude performer, June 27 in Memorial Hospital, Woodward, Okla., of a stroke. A slack-wire and escape artist, Patterson had not been active since 1939. Survived by his widow, Grace; a son, Patrick, and a daughter, Marcella.

PETERSON — Roy, 55, assistant music director at WTMJ, June 25 in Milwaukee.

POZZOLI — Amilcare, 50, Italian tenor, July 7 in Milan, Italy. He died during the second act of a performance of *Fedora*.

RIVERS — Clarence L., of the Liquid Air Novelty Act, Rivers and Palmer, July 3 in Elizabeth, N. J. His widow and partner, Blanche M. Palmer, survives.

RODEN—Wilbur H. (Edema), 59, well-known Side Show performer, June 27 in Long Beach, Calif. For many years he performed at fairs, side shows and other organizations as an atomical wonder and fire eater. For the past six years he had worked on Frank Zambreno's auto scooter ride at Long Beach. Survived by his widow and a brother. Burial in Veterans' Administration Cemetery, Long Beach, July 1.

ROTHAFEL—Max, 65, brother of the late Samuel L. Rothafel, theatrical impresario known as Roxy, July 6 in New York. His widow, daughter and son survive.

ROZZANO — Robert, 23, Seattle race driver, killed at Carrell Speedway, Gardena, Calif., July 3 when his car crashed into a wall. He was the 1946 big car champion of the Pacific Northwest. Survived by his widow.

SADOWSKY—Jack, 38, exec with RCA tube department at Harrison, N. J., July 2 in New York. His widow survives. Burial in Riverside Cemetery, Rochelle Park, N. J.

SEAL—Henry F., 59, musician and orchestra conductor, July 4 at his home in Winchester, Va. Survived by his widow and a son, Henry Jr.

SIEBRAND—John J. (Big John), 37, manager of the Siebrand Shows, July 5 in an Idaho Falls, Idaho, hospital. Survived by a son, Richard, Round Lake, Minn.; his mother, two brothers, William and Carl, Phoenix, Ariz., and two sisters, Mrs. Ann Hoiseman, Round Lake, and Mrs. Helen DeLoach, of Guam. Burial in George, Ia., July 10. (For further details see Carnival Department.)

SOBY—Thomas S., 69, former musician with the Dumont and Emmett Welsh minstrel shows, June 25 in Philadelphia General Hospital. Survived by a son and three daughters.

TEICHERT—Paul, 77, former music critic of *The Cleveland Leader* and *The Plain Dealer*, July 2 in Cleveland.

WOOD—Harold V., 46, singer, July 1, in Detroit. Survived by his widow. Interment in Sydney, Ill.

ZORPETTI — Frank, Bridgeport, Conn., musician for 20 years, June 30 in that city. The past five years he conducted a dance orchestra under the name of Count Zorr. Survived by a son, Joseph, and three daughters, all of Bridgeport. Burial in St. Michael's Cemetery, Bridgeport, July 3.

## Marriages

CAMPBELL-WOODS — James E. Campbell Jr., and Carol Dee Woods, concessionaires, June 25 in Waukegan, Ill.

DAVIES-BEASLEY — Morgan Davies, singer, and Jean Beasley, June 30 in Hollywood.

DQWNEY-COPLAN — Jack Downey, staff announcer at WONS, and Phyllis Lee Coplan, July 1 in West Hartford, Conn.

FARRIS-ERDLITZ — Bill Farris, Miami, and Margaret Erdlitz, widow of Coach Eck Erdlitz, outdoor showman, recently in Brunswick, Ga.

GOULD-ELLWOOD—Jack Gould, songwriter, and Mattie Ellwood, secretary at RKO, June 20 in New York.

GRECO-DENNY — Frank Greco, nonpro, and Rosemarie Denny, daughter of Earl Denny, orchestra leader at the Benjamin Franklin Hotel, Philadelphia, June 27 in that city.

LUTZ-McGUIRE—Herb Lutz, music publisher, and Mary McGuire, June 29 in Las Vegas, Nev.

RADIN-DUNNING—Paul B. Radin, advertising executive, and Decla Dunning, film writer, in Los Angeles July 4.

ROMANOFF-LISTER — "Prince" Mike Romanoff, Beverly Hills, Calif., restaurateur and night club owner, and Gloria Lister, nonpro, in Las Vegas, Nev., July 4.

SCHUBERT-GEHRUNG — Delwin Schubert and Beatrice and Gehrung, news writer for WTMJ and WTMJ-TV, June 26 in Milwaukee.

WALLEDA-GIUSTINA—Gunther Wallenda, of the Wallenda high wire act, and LaGay Fort Giustina, of Pittsburg, Calif., member of the Wallenda unit, in Little Rock June 26.

YAKER-GINSBURG—Charles Yaker and Helen M. Ginsburg, daughter of Benjamin Ginsburg, president of WNLK, Norwalk, Conn., June 27 in New York.

Communications to 155 No. Clark St., Chicago 1, Ill.

# CALGARY HEADS FOR RECORD

## Berlin Showbiz Good, But New Acts Are Scarce

(Continued from page 3)

they prefer to stay in Southern or Western Germany rather than go thru all the red tape of travel. Consequently, most of the acts in the American and English zones of Berlin have been seen too many times, and bills are suffering from lack of fresh blood.

The Scala Theater has turned to American acts for new material. According to Mr. Wilk, manager of the Scala, 10-week U. S. acts, have expressed willingness to accept dates. American artists have gained in popularity here. Patricia Travers, violinist; Tom Scott, folk singer, and Harald Kreutzberg, dancer, have recently appeared in Berlin theaters to warm receptions.

The circuses playing in and around the city have also seen a hypo in biz, but the incorporation of vaude acts into their bills has also presented problems to them. With the exception of a scare early last month when Berlin traffic workers went on strike for 24 hours, crowds have been pouring into their performances.

The Circus Busch, with a run of fair weather, found it necessary to play three shows daily instead of the usual two, during the Whitsun holiday, and the zoo chalked up crowds of over 50,000 visitors. The circus, playing on the zoo grounds, offers a bill of circus and vaude entertainment. Headlining the bill now is a small revue entitled *Old Berlin*, comedy act.

Also offering the double fare is the Circus Barlay, which includes an opera parody on the bill. These acts have met with considerable public interest.

The Circus Blumenfeld is the only show keeping to the straight sawdust-clown policy. It is the oldest and smallest of the three circuses and plays on the outskirts of town.

The over-all picture is that showbiz in Berlin is getting the dough; all they need now are the new acts to keep the coin coming.

## Near Start of 290G Speedway in L. A.

LOS ANGELES, July 10 — Work on the new Pacific Speedway on Firestone Boulevard, near Norwalk, will begin this month, following awarding of the construction contract to Cummings & Baldwin, local contractors, according to Arthur Lanthier, Long Beach, one of the directors.

Total cost of the half-mile parabolic track and other necessary facilities on the 77-acre site will be about \$290,000, Lanthier said. It is expected the track will be finished by November 1. Parking will be provided for 5,000 cars, with seats available for 15,000 spectators.

Board of directors of the new enterprise includes Lanthier, William R. Brooks, Long Beach; Edward J. O'Connor and Ernest L. Spencer. William V. O'Connor is president. Ralph DePalma, famous auto race driver, is vice-president and Richard Capron, secretary-treasurer.

## 5-Day Lowell Cele Terrific

Mass. doings features top names in drawing estimated 300,000 free gate

LOWELL, Mass., July 10. — Expanded this year for the first time to five days, the Fourth of July celebration more than justified the ambitions of its resident promoter, John F. Carney, and firmly established itself as the biggest doings of its kind in New England.

The total attendance could not be accurately gauged since there was no paid gate, but estimates ranged from a probable 300,000 to the promoter's hopeful 500,000. In either case, it was tremendous. Everybody got money, and the odds are the future celes will also feature the inflated run.

Promoter Carney went the limit on insuring the success of the date. Talent, guarantees and promotion had him on the nut for an estimated \$50,000 before opening. Of this amount, some \$15,000 went to the city, \$5,000 to the sponsoring American Legion and upward of \$10,000 for talent.

Entertainment was on a par with,

## Parents of Musician Killed Accidentally Get 5G Settlement

MINNEAPOLIS, July 10.—Remington Arms Company, sponsor of the Shooting Johnsons, gun act, will pay \$5,000 to Mr. and Mrs. Henry W. Erickson, this city, parents of the late Curtis Erickson, 23-year-old musician, who was killed when hit by a bullet fired accidentally during the Sportsmen's Show here early in 1947.

The settlement, reached Friday (9), calls for the Erickson's attorney to get one-third of the sum, and the payment of funeral expenses totaling \$864, with the remainder to go to the Ericksons.

The musician had been standing 25 feet away from the Johnsons' act when the weapon was discharged as Johnson attempted to assist his wife, Frances, who had lost her balance during the presentation.

and surpassed many, programs featured by major fairs. On Thursday (1), opening day, Vic Damone was featured. On succeeding days the headliners were Morton Downey, Bill Robinson, Jackie Cooper, Jan August and Jerry Colonna. The stars fronted a lengthy bill of acts. Peter Sands (See 5-Day Lowell Event on page 57)

## Previous High Marks Tumble

Attendance first two days tops '46 peaks — grandstand up—midway over '47

By Herb Dotten

CALGARY, Alta., July 10.—The Calgary Stampede and Exhibition stomped several all-time records under foot here Monday and Tuesday (5-6), the first two days of its six-day run.

Front-gate admissions the first two days surpassed the previous highs for those days set in 1946. Monday's turnout was 64,854, as compared with 64,492 in '46 and 63,911 last year. Tuesday's throng totaled 49,612, as against 47,545 in '46 and 43,672 last year.

Pack Stands

Stampede execs were confident that, given good weather the remaining four days of the event, the previous high attendance of 339,749, set in '46, would be shattered. Attendance here is figured on turnstile count, with passes as well as paid admissions (at 25 cents each) being registered.

New highs for grandstand patronage also were racked up the first two nights. The tee-off night packed the grandstand and bleachers and the overflow crammed the enclosure in front of them. While actual figures were unavailable, it was estimated close to 25,000 saw the first night show.

Tuesday night's crowd also was big, tho off from the previous night. Again, however, the bleachers and grandstand, which together seat 15,000, were filled.

The grandstand and bleachers were packed both Monday and Tuesday (See CALGARY HEADS on page 57)

## Marion Pope Rodeo Draws in Lincoln

LINCOLN, Neb., July 10.—Marion Pope Rodeo, Inc., put in a profitable Fourth of July week-end here with a combined rodeo and thrill show. Opening performance Friday night saw a three-quarter house; Saturday night was a sellout, and Sunday night standing-room-only tickets went on sale an hour before show time. Hot weather held houses down to three-quarters Saturday and Sunday matinees.

Joe Evans, Miles City, Mont., Johnny Maines, Fort Worth, and Shorty Porter, Raton, N. M., led the field in bulldogging, bull riding and bronk riding. Thrill show even's, including auto hurdle jump, truck runaway, car rolls, and wall crashes, were done by King Kovaz and his crew of daredevils.

Steve Raines, under contract to Republic, flew in from Hollywood to announce the show. Promotion and publicity for the Lincoln spot were handled by T. B. Bonneville, former newspaperman and legit promoter, who, during the past year has turned to general outdoor work.

### Close-Ups:

## In Plane Talk, Fireworks a Big Noise in the Life of Art Briese

By Herb Dotten

(This is another of a series on little-known facts about people prominent in outdoor show business.)

ART BRIESE, of Thearle-Duffield Fireworks, Inc., Chicago, is a man of many distinctions. Among other things, he is an accomplished organist and an expert pianist. At one time, during the off-fireworks season, he was assistant to Jesse Crawford at the twin organs in the Chicago Theater, Chicago. That alone is testimony of his ability at the organ. He also is a pilot (licensed for the past year and a half), owns his own plane, an Ercoupe, and was a pioneer in flying his own plane while plying his trade—in his case, the selling and firing of "oh-and-ah" shows.

He is rated one of the greatest, if not the greatest, traveler in the outdoor show field. His trips thru-out the year are long and frequent, embracing many cross-country moves and hops from Canada to the Deep South.

His jaunts as a vender of fireworks cover more territory, it is believed, than those of any other attraction salesman. And much of his selling route he retraces to fire shows he has sold. The scope of these trips is indicated by the fact he has been in seven train wrecks and three forced landings—by commercial airline planes. In all, he escaped unscathed, he points out, knocking wood.

He also holds the distinction of being the youngest man ever admitted to the Shrine. That was at the age of 21 years, 3 months. He is extremely active in Shrine work and is a member of the Jesters. His other club affiliation is the Showmen's League of America.

This year, for the third straight time, he is co-chairman of the SLA's annual banquet and ball.

(See IN PLANE TALK on page 61)



ART BRIESE

**HEADQUARTERS**  
FOR  
**WORLD FAMOUS**  
**CONCESSION EQUIPMENT**  
**AND SUPPLIES**  
**BLEVINS POPCORN CO.**  
Nashville, Tenn.

**SPEEDWAY ROUND-UP**

**Cove Seriously Hurt**  
SPOKANE—Robert Covey, Kellogg, Idaho, race car driver, was injured seriously and a woman spectator only slightly when his car plowed thru the retaining wall and into stands at Spokane Sports Center Saturday (3). He had just received the checkered flag at the end of this fast :15.59 time trial when his throttle stuck wide open. He lost control on a turn. Shorty Templeton, Seattle, copped the 40-lap main event, with

Stan Muir, second, and Paul Fald, third.

**Kelleher Takes Finals**  
OAKLAND, Calif.—Bud Kelleher, San Francisco, won the final 25-lap event for racing roadsters at the Stadium here Friday (2), with Johnny Key, Salinas, and Bill Grossi, Santa Cruz, second and third. The first 25-lap main event went to Jimmy Alger, Oakland. Walter Fernandez, Walnut Grove, was second and Dave Carter, Stockton, third.

**Snyder Wins Another**  
AURORA, Ill.—Deb Snyder, Kent, O., chalked up his ninth straight feature win of the season at Aurora Downs here Monday (5), winning the 15-lap Independence Day sweepstakes before 6,500 fans. Snyder also won the Mayor Henry Rauscher trophy. Bob Grim, Indianapolis, was second in the sweepstakes event, followed by Al Fleming, Richmond, Va.; Fritz Tegtmeier, Elgin, Ill., and Speed Funderburk, Tampa. The July 5 event wound up the speed events at Aurora for the season. They were promoted by National Speedways (Al Sweeney-Gaylord White).

**Nazaruk Wins at Danbury**  
DANBURY, Conn.—Mike Nazaruk, East Meadow, L. I., won the 25-lap feature at the fairgrounds track Saturday night (3).

**Duncan First at West Springfield**  
WEST SPRINGFIELD, Mass.—Len Duncan, Brooklyn, took top honors in the 25-lap feature at the speedway here Saturday night (3).

**Rice Wins at Stafford Springs**  
STAFFORD SPRINGS, Conn.—Johnnie Rice won the 25-lap feature at the Speedway Friday night (2).

**Ashenfelter Dies of Injuries**  
LANSDALE, Pa.—Howard Ashenfelter, 33, Phoenixville, Pa., midget driver, was fatally injured at the Hatfield Speedway Saturday night (3). He died in a hospital here Monday (5) from injuries suffered when his racer went into a spin and overturned.

**Samples Wins Stock Race**  
COLUMBIA, S. C.—Ed Samples, Atlanta, Ga., won the 30-lap feature stock car race at the Speedway Saturday (3) before a crowd of 2,000. One woman driver, Mrs. Sara Christian, participated.

Promoter Buddy Davenport has scheduled motorcycle races for Saturday (17). They will be sponsored by the American Motorcycle Association.

**Schindler First at West Haven**  
WEST HAVEN, Conn.—Bill Schindler copped the feature at the Speedway Thursday night (1). George Rice, Milford, Conn., and Henry Renard, Baldwin, L. I., finished second and third.

**Toran Cops Philly Feature**  
PHILADELPHIA.—Dee Toran, Los Angeles midget racer, won the 25-lap Declaration Day Handicap at the Yellow Jacket Speedway. A crowd of 5,370 saw the race in which George Fonder, Lansdale, Pa., was second; Len Duncan, East New York, third; Vernon Land, North Bergen, N. J., fourth, and Walt Fair, Norristown, Pa., fifth.

**Renard, McGrath Beat Tappet**  
FREEPORT, L. I.—Hank Renard and Steve McGrath both beat Ted Tappet in last week's meets to shave the local champ's point margin considerably. The midgets are running Tuesdays and Fridays at the Stadium.

**3000 BINGO**

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. Three sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, 23, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 7 1/4. 10¢ each.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—top up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. . . . 58. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00. 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M . . . 1.50. 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M . . . 1.75. Adv. Display Posters, Size 24x36. Each . . . 10. Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for . . . 15.00. Thin Transp. Plastic Markers, Bwn., 1/4 M, 1.00. Red or Green Plastic Markers, 1/4 Square, Round or Scallop, \$2.50 M; 1/2 the Size . . . \$2.00 M. All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

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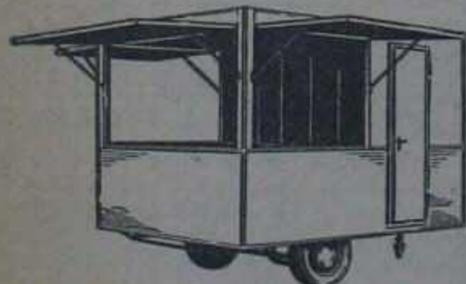
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**Propose Cent. Bldg. in L. A.**

Site on Wilshire Blvd. now housing Art Museum suggested for memorial

LOS ANGELES, July 10.—Plans calling for construction of a permanent centennial building on county-owned Wilshire Boulevard property now housing the Los Angeles County Art Museum have been proposed by a citizen's committee headed by Durward Howes.

The proposal suggests establishment of two centennial buildings, one in the northern part of the State to house the famous Bancroft Historical Library and one in the south to serve a comparable need.

Designed to commemorate California's 100 years of Statehood, the project already has been endorsed by the Historical Society of Southern California, the Los Angeles Art Association and other civic groups.

**Permanent Monument**

Explaining the project, which has been submitted to the California Centennials Commission for consideration, Howes said the building here will provide "some form of permanent monument to the State's 100 years of achievement."

"Pageants, festivals, cavalcades and other forms of observance are highly important," Howes said, "and will, of course, be fittingly presented thruout the State. They will be instructive and well worthwhile, and will be characterized by artistic entertainment."

"But these celebrations are, after all, of a fleeting nature. They serve well their temporary purpose but in time will be forgotten. What is needed is something that will endure for the next 100 years as a testimonial from the people of California, of 1950, to honor the achievement of their predecessors."

**Constant Reminder**

Howes said construction of two permanent buildings to house centennial themes "would be a constant reminder for decades to come of what California has accomplished during its first century of progress."

He declared the proposed location of the centennial building on Wilshire Boulevard is ideally suited. It would house the Southern California Historical Society, which already is located on the property, and the Native Sons and Daughters of the Golden West as well as other scientific, literary and musical groups.

**Grangeville, Idaho, Rodeo Big Success**

GRANGEVILLE, Idaho, July 10.—Grangeville's 36th annual Border Days Rodeo, July 3-5, was one of the most successful in the show's history, according to Roy Stockham, president. More than 8,000 saw riders vie for \$3,300 in purses plus entrance fee money.

Carnival attractions, an Indian show, dance, air show and bathing beauty contest shared the program. A calf scramble open only to 4-H Club boys was inaugurated.

Executive staff included Rex Dyer, vice-president; Bob Urbahn, treasurer; Joe Montell, secretary, and Vernon Slichter, Cliff Irwin, Joe Wagner, Ted Anderson, Lester Winkes, George Jordan, James Geary, Earl Rice and J. B. McDonald. Johnny Tubbs, Valley, Wash., won the saddle bronk riding championship.

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# Park Crowds Up, Spending Off

## Weather Okay For Most Part

Eastern ops are especially thankful — Midwest does good biz—Dallas hit

By Hank Hurley

CHICAGO, July 10.—The three-day July 4 week-end—Saturday, Sunday and Monday (3-5)—proved, in most cases, big for amusement parks thru-out the nation. Particularly was this true in the East, where spots had been hit by extremely bad weather over the Decoration Day week-end.

A telegraphic survey by *The Billboard* this week shows that record crowds were the rule. However, a general tone of "big crowds but spending down," apparently was the keynote of the tabulation.

Weather, for the most part, was good the entire three days. In certain sections rain marred at least one day of the three-day holiday period. Generally, tho, owners and operators had little to complain about from the weather standpoint.

### Coney Leads Field

Eastern ops especially were thankful for the weather break, after getting sloughed on the Decoration Day week-end. Coney Island, of course,

## Storin to Showers

AGAWAM, Mass., July 10.—"After all, there is a limit," says Eddie Carroll, owner of Riverside Park here.

Seems Carroll opened his new de luxe Tropical Gardens Monday (5). The spot had all the atmosphere of a South American movie set. But the rains came, accompanied by winds of hurricane proportions. Carroll says his press agent, Harry Storin, went overboard on the opening and "arranged for a tropical storm with sound effects."

Weather co-operating, the Gardens will have a second opening tonight, with, Carroll hopes, less realism.

"I sent Storin to the showers for tonight," Carroll said.

led the attendance race. The New York spot played to an estimated 5,000,000 persons over a four-day period. Coney started things Friday night (2) with a pre-Fourth air and fireworks show and drew over 2,000,000 people to that alone.

At Jamestown, N. Y., Harry A. Illions, owner-manager of Celoron Park, reported business at his spot was 8 per cent ahead of 1947. Monday (5), Illions said, there were over 25,000 in his park and things kept going until 1 a.m. "The latest we ever operated," he said.

Larry Stone, Nantasket (Mass.)

Beach, wired: "Had bang-up Fourth. . . . State police estimated people on Nantasket Beach at 85,000 Saturday (3). . . . We had over 200,000 Sunday (4) and 150,000 Monday (5). . . . Had biggest day and perhaps the largest crowd ever experienced at Nantasket Beach Sunday. . . . abolished the stand selling hangman's nooses to concessionaires as the result of this week-end."

### Eastern Ops Score

Richard F. Lusse, Forest Park, Doylestown, Pa., reported "it was the biggest Fourth we ever had." And Walter L. Stackus, manager of Carlin's Olympic Pool at Baltimore, wired that business was 30 per cent over the July 4 week-end of 1947. It was practically the same story at Idlewild Park, Ligonier, Pa., where C. C. MacDonald said business was up over 10 per cent over a year ago, with holiday business up 20 per cent over 1947.

Any doubt about business at Lake-wood Park, Mahanoy City, Pa., was dispelled by Larry Guinan, who said it was the biggest holiday week-end in the 28-year history of the fun-spot. And a like message came from Albert Miller, manager of Ocean View Park, Norfolk, who said it was biggest Fourth of July crowd in history of Ocean View.

A different version came from Fred W. Searle, Suburban Park, Manlius, N. Y., who said, "the over-all week-end was down about 25 per cent from last year. Monday (5) was off nearly 50 per cent for some of the rides, due to rain in the afternoon in addition to a general slowdown in spending of money."

### Peony Park Clicks

In the Midwest, the general story was good business and big crowds. Joe Malec, owner of Peony Park, Omaha, came thru with probably the most optimistic report. He said Peony Park enjoyed one of the best July 4 businesses in its 29-year history. Over 40,000 visited the park to dance, picnic or swim over the long week-end, Malec said. Malec installed a double entrance to handle the crowds. He reported that June business was 10 per cent ahead of last year.

Riverview Park, Chicago, saw 84,233 go thru the turnstiles for the three-day period. Spot got rain the afternoon of Sunday (4), but still checked in with 32,007 that day and 35,249 Monday (5).

Fair and hot weather brought out a total of 77,400 persons at Coney Island, Cincinnati, Edward L. Schott, owner, reported. This was an in-

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week end July 9.



The complete List of Fair Dates was published in the issue dated May 29. The next complete list will be published in issue to be dated July 31. See each issue of *The Billboard* for corrections and additions.

### ARKANSAS

Eudora—Chicot Co. Fair, Sept. 20-22. W. Mathis.

### GEORGIA

Adel—Cook Co. Fair, Oct. 4-9. J. T. Dampier.  
Athens—Athens Agri. Fair, Oct. 18-23. H. Williams.  
Augusta—Exchange Club Fair, Oct. 25-30. O. McGhee.  
La Fayette—Walker Co. Fair Assn. Week of Oct. 4. W. E. McKeown.  
Lawrenceville—Gwinnett Co. Fair, Sept. 20-22. P. V. Kelly.  
Quitman—Brooks Co. Fair Assn. Oct. 22-27. J. P. Bass.

### KANSAS

Kingman—Kingman Co. Fair, Oct. 6-9. Bruce L. Behymer.  
Macksville—Stafford Co. 4-H Fair, Week of Aug. 23. Fred Hopley.

### MISSOURI

Edina—Knox Co. Free Fair, Aug. 11-14. E. Robinson.  
Fredericktown—Madison Co. Fair, Sept. 2-4. Melbourne R. Ward.  
Owensville—Gasconade Co. Fair, Sept. 15-18. Tony Mertle.  
Reynolds—Reynolds Co. Fair, Sept. 9-11. L. Brown.

### NEW MEXICO

Farmington—San Juan Co. Fair Assn. Sept. 10-12. J. F. Sprows, Astec, N. M.

### OKLAHOMA

Buffalo—Harper Co. Fair, Sept. 20-22. Max Barth.  
Chandler—Lincoln Co. Fair Assn. Sept. 15-17. W. N. Cook.  
Kingfisher—Kingfisher Co. Fair, Sept. 7-10. Howard Connally.  
Lawton—Comanche Co. Fair, Sept. 20-22. Ted Krisher.  
McAlester—Pittsburg Co. Fair, Sept. 23-25. O. L. Gamble.  
Pauls Valley—Garvin Co. Free Fair, Sept. 2-4. Alton Perry.  
Woodward—Woodward Co. Free Fair, Sept. 16-18. J. D. Edmonson.

### TEXAS

Carthage—Panola Co. Fair, Oct. 6-9. F. E. Roberts.

crease of 2 per cent over the corresponding period of 1947. Last year's Fourth, falling on a Friday, set an all-time record for attendance and gross business at the resort.

### Rain Hits St. Louis

Weather sloughed Forest Park Highlands, St. Louis, according to A. W. Ketchum, who said Saturday business was excellent but that spot was rained out Sunday and Monday. Week-end business at Excelsior Park, Minneapolis, according to Joe Colihan, was on a par with last year. (See CROWDS BIG on page 64)

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**Lack of Interest, Grounds Cancels St. Louis Annual**  
**ST. LOUIS, July 10.**—The Greater St. Louis Fair, which had been scheduled for September 5-12, has been canceled. Secretary Vernon Huff said there was a lack of interest in the event this year, and no suitable grounds were available. He added that he will try to stage a fair here in 1949.

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**Three Charged With Fireworks Violation In Salt Lake; 10 Hurt**

**SALT LAKE CITY, July 10.**—Sheldon R. Brewster, secretary-manager of the Utah State Fair Board; Harold L. Welch, manager of Beehive Midways, Inc., both of Salt Lake City, and James Powers, Brigham City operator, were named in a complaint Tuesday as a result of the premature explosion of an aerial bomb in a crowd July 4. The bomb injured 10, one critically.

The trio was charged with violation of city and State regulations regarding the handling of fireworks, and were cited for the display of fireworks without a permit and without a bond being posted before the exhibit.

James Voh, 11, was badly injured, while nine others suffered only burns or minor lacerations.

Welch, Powers and Ken D. Garff, the latter president of Beehive Midways, readily admitted that no permit was obtained but claimed "Brewster (fair board manager) told me a permit was not needed and no permit had ever been obtained for fireworks exhibitions in the fairgrounds." Brewster was out of the city and unavailable for comment.

The fireworks display was scheduled as a free attraction for the Beehive Midway which is being operated continuously at the State fairgrounds thruout the summer months.

The accident, and resultant court charges, add to the woes of the fair board and the midway concern. Two weeks ago the court voided the contract made two years ago between the fair board and the midway for five years' operation with an option for five more years on the basis that the fair board was without authority to grant the contract. Action was brought by downtown theaters and dance halls, and suburban resorts.

**Johnny Hand Hurt; Biz Holds Up Well**

**ROANOKE, Va., July 10.**—Johnny Hand, of Johnny Hand's Hell Drivers, sustained a broken jaw, three crushed ribs and face lacerations June 27 when his car missed the landing area on a jump at Broadway Speedway near Knoxville. Against doctor's orders, Hand insisted on performing in Lynchburg, Va., July 5 and rebroke his ribs which had not healed. Marion Boyette Jr., unit manager, has grounded Hand until he recovers, with Wild Bill Reams booked to make the jump here.

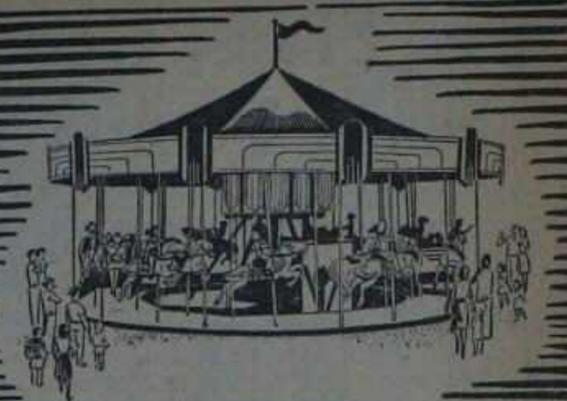
Show so far this season has had favorable weather, only one date being lost. Attendance has been okay, altho the gate was disappointi in Knoxville, where the track was 10 miles from the city with no bus service. In Knoxville unit day and dated *Water Follies*, sponsored by the Knoxville Police Department. Track officials have booked the Hell Drivers for a return date in September.

Johnson City, Tenn., was lost to rain. Lynchburg pulled 2,500 admissions. Advance sale here assures a 4,000 attendance.

Personnel includes Marion Boyette Jr., manager, publicity and emcee; Johnny Hand, Dusty Hand, Wild Bill Reams, Lou Perry, Lucky Thames and Betty Dean, drivers; Roscoe Baker, clown; Monroe Dawkins, Jessie Towne and Slim Cowan, ramp boys; Alex Timmerman, sound car and advertising.

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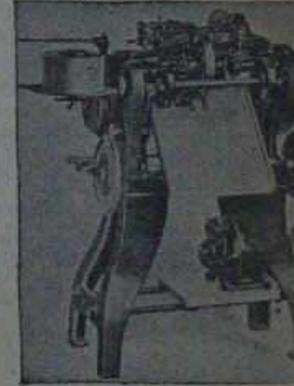
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# Clear Skies, Good Shows Boost Pennsy Holiday Biz

PHILADELPHIA, July 10.—Getting in the first week-end of good weather, the amusement parks in the Philadelphia and Eastern Pennsylvania areas finally went into full seasonal swing. With an extra long week-end, the park registers clicked tunefully for the first time this season. A big free show staged Monday (5), day and night, by *The Evening Bulletin* cut in heavily on the crowds ordinarily turning to the parks. But in spite of the fact that the exodus to seashore points was heavier this year, the parks here fared well. Willow Grove Park featured Clarence Fuhrman's music in the Casino Ballroom, with Frankie Schulth emceeding the vaudeville shows in the park's open-air arena. The park's six picnic groves and mid-way were well attended. Woodside Park featured free Sunday (4) concerts in Sylvan Hall, with a fireworks display Saturday (3) night. At suburban Forest Park in Chalfont, Pa., the Ferko String Band, recording favorites, gave a free concert Sunday (4), with a vaudeville show added Monday (5).

## Bands Featured

Across the river, Clementon (N. J.) Lake Park presented the California Queens as a free act, featured Ray Cathrall in the Dansorium and put on a fireworks display Monday night (5). In up-State Pennsylvania the park holiday bills included either a name band or a Western attraction. Hershey (Pa.) Park featured Tex Beneke Saturday (3) and Lawrence Welk Monday (5), with Breninger's Marimba Band for the Sunday (4) free show and an amateur radio jamboree Monday (5), together with the Harrisburg American Legion band.

Central Park, near Allentown, offered Tex Beneke's band Friday night (2), an amateur show in the outdoor theater, fireworks and free concerts Sunday (4) and Curly Herdman heading the Western show Monday (5). Elliot Lawrence's band was the Sunday (4) attraction at the Legion Park in Ephrata.

## Varied Programs

Wesley Tuttle, Jackie Moran, the Milo Twins and the Texas Stars made for the Western show featured Friday (2) and Saturday (3) at Rocky Springs Park near Lancaster. Forest Park near Hanover featured Mark Leese's music for the week-end dancing and brought in Elder Lightfoot, Solomon Michaux and his "Happy Am I" chorus for Sunday (4), with a massed string band concert and fireworks for the evening of Monday (5). The Twin Grove Park near Lebanon brought in the Jolly Jesters and a Gay '90's show for Sunday (4) and the Keystone Novelty Band for Monday (5), along with a fireworks display in the evening. Menlo Park, Perkasi, added a fireworks display for the holiday week-end. Sans Souci Park, Wilkes-Barre, featured Pat Finley's music.

Rocky Glen, Scranton, offered the polka rhythms of Brunon Kryger Saturday (3), with Al Powell taking over the Sunday (4) stand. War Memorial Park, Marietta, featured the 101 Ranch Boys Friday (2), Duke's Mixture Band and the Two Flying Dutchmen Saturday (3), along with a fireworks display.

Williams Grove Park and Speedway near York featured Joie Chitwood and His Hell-Drivers for the week-end, along with dancing, band concerts, vaudeville and a fireworks display Monday (5).

# Utah Funspots Get Big Crowds; Spending Down

SALT LAKE CITY, July 10.—Utah resorts played to near capacity business over the July 4 week-end, but the gross take was off somewhat at nearly all of them, a survey reveals.

Blistering weather sent many to the beach and park resorts, but high winds drove many of them back home, especially at beach resorts. A lower spending ratio hit food, drink, ride operators, reducing the gross take in some instances more than 20 per cent.

The consensus was that business was good, but off somewhat from 1947, the centennial year.

High winds affected business at Black Rock, Sunset and Saltair beaches, all on the Great Salt Lake, altho Saltair, which is an amusement and dancing spot, suffered less than Black Rock and Sunset, which cater mainly to picnic and bathing trade. Near capacity was reached at Lagoon, midway between Salt Lake and Ogden, the State's two largest cities.

More distant resorts, especially those in the mountains, such as Brighton and Alta, Schneitter's and Luke's Hot Pots, Como Springs and Saratoga Springs, nearly equaled last year's record-breaking business.

# Hub Spots Get Big 4th Play

BOSTON, July 10.—Ideal weather over most of the long July 4 week-end resulted in Hub-area operators tabbing a juicy red one. An estimated 150,000 jammed Revere Beach for the night-before fireworks display. Nantasket and Paragon Park drew some 75,000, while Hampton and Salisbury beaches catered to some 50,000.

A sudden heavy thunderstorm hit the area about 8 p.m. Monday night (5) to bring biz to an abrupt halt. However, ops were happy over the weather break of the preceding three days.

The business done went a long way toward dispelling the gloom which hovered over the fun spots as the result of intermittent rains during June.

# Copenhaver Bronk Riding Winner at Wilbur, Wash.

WILBUR, Wash., July 10. — The Veterans' third annual rodeo at Wilbur Meadows Saturday and Sunday (4-5) drew 4,000, officials reported. Deb Copenhaver won the bronk riding event both days. Eddie Moomaw and Russell Will won firsts in calf roping; Billy Black and Frank Clegborn first in bulldogging.

Bob Pickerel won the first day's bareback riding event, and Bob and George Gage tied for first the second day. Jim Wilson and George Gage tied for first in Brahma bull riding.

# Atlantic City and Other Jersey Spots Grab Off Holiday Bonanza

ATLANTIC CITY, July 10.—The combination of a week-long heat wave inland and an added day for the week-end July Fourth holiday gave Atlantic City its biggest holiday crowd since pre-war days. In all, it was estimated that the holiday week-end attracted at least 620,000 visitors, with Sunday (4) and Monday (5) both registering turnouts close to the 300,000 mark. Wildwood, Ocean City, Cape May and other South Jersey resorts reported smaller crowds but each agreed that the influx was much greater than in any of the war years and comparable to the bonanza crops of visitors just prior to the war. All the highways leading into Atlantic City were choked with autos and all the trains, busses and planes arriving in the city were loaded to capacity.

## Big Play for Steel Pier

George A. Hamid's Steel Pier, the resort's major amusement attraction, featured a strong holiday bill with Tex Beneke's band in the Marine Ballroom, and Jon Hall and Frances Langford heading the stagershow in the Music Hall. The Steel Pier came close to setting up a new all-time attendance high, reporting its second highest record of its 51-year history. Hamid said 47,000 people were on the pier during the three-day period of Saturday, Sunday and Monday—the highest in 11 years. High mark was set in 1937 when 48,000 paid admissions were registered over a three-day period covering the July 4 holiday.

Hamid's Million-Dollar Pier, for the most part housing the International Industrial Exposition, ushered in an entertainment program with the holiday. Lenny Rogers's band opened for nightly dancing along with movies, and outdoor circus and television. For the daily net hauls, a pier tradition for a half century, Hamid purchased a new net costing \$4,000. Added to the pier's program will be a nightly fashion show in the Hippodrome Theater starting tonight (10). Back again in front of the Million-Dollar Pier is Robert A. Herzberg, Boardwalk sketch artist.

## Free Concerts

At neighboring Ventnor, the holiday week-end started the annual series of free concerts in the Casino Hall of the Municipal Pier, directed by Vincent E. Speciale. The loud-speakers installed last summer enable

the concerts to be heard by the crowds on the sun deck or on the boardwalk. In addition to the concerts, pier's summer program calls for Monday night kiddie shows staged by Tony Grant. At near-by Wildwood, Hunt's Starlit Ballroom, featuring the big name bands for dancing, is the top Boardwalk attraction. Amusement rides and concessions also are featured at S. B. Ramagos's Casino Arcade. In Ocean City a series of concerts have been arranged for on the Music Pier along with nightly dancing. At Avalon plans are being made to revive the annual baby parade which was popular a decade ago.

At Cape May, Clarence Fuhrman's orchestra has been engaged for free evening dancing and Sunday concerts in Convention Hall. The resort's first annual horse show was staged Monday (5) at the new Memorial Field. The holiday week-end also marked the opening of the Cape Theater, directed by T. C. Upham. Ahead is the annual baby parade scheduled for mid-August.

# Natorium Business Off 30% July 4, Says Owner Louis Vogel

SPOKANE, July 10. — An estimated 25,000 persons visited Natorium Park Sunday (4), but biz was off about 30 per cent from last July 4, Owner Louis Vogel said.

Only the Merry-Go-Round, Scooter cars and Jack Rabbit grossed higher than last year, he said. Most of the customers were attracted by a fireworks display. A strike at a Seattle fireworks plant prevented delivery of rockets and reduced display to 25 minutes from the scheduled 45, he said.

The dance pavilion continued in the red for the season, despite booking of Red Nichols's band for four week-end performances, Vogel said. Monday matinee dance, first since 1942, was disappointing.

# Holyoke, Mass., Promotion Features Strong Show

HOLYOKE, Mass., July 10.—Seventh annual Rosary Lawn Fete winds up a week's festivities here tonight, on a four-acre lot at Lyman and Canal streets.

Principal drawing card, aside from giveaways ranging from household utensils to autos, was a good circus and thrill show, billing Sol Solomon, high diver; Lang Troupe, teeterboard tumblers; Pallenberg's Bears; the Bryants, comics; Torrelli's Liberty horses; Corri and Elsa, novelty; Ben Yost's Vikings; Potas and Folsam, comedy; Howard and Wanda Bell, equilibrists; O'Donnell and Blair, musical; Jack (Silver) Duffy, organist, and Chet Nelson's Brockton Fair band.

# Paragon Scene of N. E. Parkmen's July 27 Meeting

BOSTON, July 10.—The New England Association of Amusement Parks and Beaches will hold its annual summer meeting at Paragon Park, Nantasket Beach, Tuesday (27). This will mark the association's 19th summer session. A special Nantasket boat will leave here at 10:15 to transport members and guests to the beach.

More than 200 are expected to attend the affair which will be strictly informal, with guests out to enjoy themselves and look over host Larry Stone's Paragon Park.

Lunch will be served at 1 p.m. and dinner at 6 at the park. While no formal sessions are scheduled, general discussions and plenty of story swapping is expected to take place.

Julian Norton, of Lake Compounce, Bristol, Conn., is association president and Fred L. Markey, Exeter, N. H., and Salisbury Beach, Mass., operator, is secretary.



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## Calgary Heads For New Marks

(Continued from page 51)

afternoon, with many people also standing up in enclosure to see the long program (1:30 to 5 p.m.) of rodeo events and running horse races.

On the midway, the Royal American Shows grossed substantially more in the first two days than on the corresponding days last year. Show officials, while declining to reveal the exact figures, disclosed that the midway take Monday was up 50 per cent over '47.

Pacing the midway business was the Sally Rand show, which was credited with playing to 6,800 people at \$1 each on opening day. The Rand gross was said to be four times higher and attendance double that ever chalked up by a midway Girl Show on the corresponding night. Previous gal shows here bore 50-cent admission charges.

The night grandstand show offered the powerful lure of the stampede's celebrated chuck wagon races and a stagershow furnished by Ernie Young, Chicago booker, and kept the folks in the stands from 7:30 until after 10:30 p.m. Monday night. Fireworks by Thearle-Duffield, Chicago, and some speeches were added features Monday night. Tuesday night, sans speeches and fireworks, the show was out at about 10:15 p.m. That night the midway was in operation until almost 2 a.m., and the spending was free.

### Most Acts Score

The grandstand stagershow offers an array of acts (most of which scored heavily Monday night), a line of able steppers; Gonzales and Glorioso, dance team, and Arden Hinman, acrobatic dancer. Acts which registered strongest were the Carletons, father and son hand balancing team; Sonny Moore's Roustabouts, dog and pony act; Miss Hugette, high school horse act; the Four Morrocans, tumblers; Claude, Ross and Andre, featuring the seven-foot gal dancer, and Jack Meyand, juggler, who works from a unicycle.

The amplification wasn't at its best opening night, and this lessened the effectiveness of the Five Charm Singers and the Midnight Sons, the latter an instrumental quartet. Also on the bill were the Five Berrys, family skating act, Dick Ware was emcee.

## Eyerly Plans Sale Of Rock-O-Plane, New Vertical Ride

SALEM, Ore., July 10. — Eyerly Aircraft Company expects to begin marketing its new ride, the Rock-o-Plane, about August 1, Eric A. Petre, sales manager, announces. The first completed unit has been in operation at Whitney's-by-the-Sea, San Francisco, since mid-June and has proved entirely satisfactory.

The new ride, plans for which were first announced in *The Billboard Outdoor Equipment Review*, published March 27, revolves eight cars in a vertical circle. A breaking arrangement allows passengers to control each car's movements. The cars are capable of complete revolution. Capacity is 16 persons.

Featured is an automatic safety belt which functions when the operator closes and opens the door to each car. This device will save considerable time and effort in loading and unloading, Petre said. Each car is equipped with a screen hood for added safety. The ride can be adapted for stationery or portable use.

Continuing shortages of materials has hampered production to date.

Eyerly also manufactures the Octopus, Roll-o-Plane and Fly-o-Plane.

## 5-Day Lowell Event Pans Big

(Continued from page 51)

12-piece ork and Nelson Bragg, emcee, worked the entire engagement.

Shows were presented within the huge, 300-foot long, big top accommodating about 2,000 customers who paid a 74-cent top. Little, if any, money could have been made on this feature, but the names were bought primarily to draw people, and in this they succeeded.

Saturday afternoon (4) Gene Tunney, retired world's heavyweight champion, gave a bandstand address. He was accompanied by Leonard Traube, of New York, whose firm, Leonard Traube Associates, was engaged as public relations consultant for the doings.

### Radio, Sports Figures

On Sunday (4), Henry J. Taylor, Mutual Broadcasting System (MBS), gave an address. Col. Mary Halloran, head of the Women's Army Corps (WAC) was another speaker. Johnny Pesky, Boston Red Sox star, and Jimmy Britt, Hub sports announcer, also appeared personally.

Daily *Queen for a Day* shows were staged on the grounds. Shows were patterned on the MBS giveaway feature, with prizes donated by local merchants.

A Mrs. America contest elimination was also run, with the winner representing Lowell slated for the finals at Asbury Park, N. J., in September. Other features included a parade, air show, marathon and bugle and drum corps competition.

Twelve rides owned by William T. McNally and eight owned by Henry Finneral, of the Merit Shows, a local org, garnered good takes.



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- Admiration: Seminole, Okla.
- Alamo Expo.: Norman, Okla.; McAlester 19-24.
- American Beauty: Marion, Ia.
- American Midway: Ft. Dodge, Ia.
- American United: Butte, Mont., 13-18.
- A. M. P.: Hinton, W. Va.; Narrows, Va., 19-24.
- Anderson's Greater: Barbourville, Ky.
- Baker United: Beech Grove, Ind.; Nashville 19-24.
- B. & C. Expo.: Potsdam, N. Y.
- Becht, Lee: New Lebanon, O.
- B. & D.: Ocean Drive, S. C.
- Bee's Old Reliable: Maysville, Ky.
- Bernard & Barry: (McGregor Park) Toronto, Ont., Can., 15-17.
- B. & H.: Saluda, S. C.
- Big Four Am. Co.: Melrose Park, Ill.
- Big State Am. Co.: Pleasanton, Tex.
- Blue Grass: Paducah, Ky.; Poseyville, Ind., 19-24.
- Bogel & Reese: Olathe, Kansas.
- Boone Valley: Sloux Rapids, Ia., 15-17.
- Berup's United: Guthrie, Ky.
- Brewer's United: Houston, Tex.
- Bright Lights Expo.: McKees Rocks, Pa.; Bridgeville 19-24.
- Brownie's Am.: Chetopa, Kan.
- Buck, O. C.: Gorham, N. H.
- Buffalo: Brocton, N. Y.
- Bullock Am. Co.: Clay, W. Va.
- Burdick's Greater: Ozona, Tex.
- California: Gilroy, Calif.; Galt 19-24.
- Capell Bros.: Ada, Okla.
- Capital City: London, Ky.
- Carr, Lawrence: Malden, Mass.
- Casey, E. J., No. 1: (Fair) Russell, Man., Can., 15-17; Onanole 19; (Fair) Gilbert Plains 21-22; (Fair) Rossburn 23-24.
- Casey, E. J., No. 2: (Fair) Humboldt, Sask., Can., 13-14; Foam Lake 19; Whitewood 21; Moonomin 22; (Fair) Stoughton 23-24.
- Chattell Greater: Mayview, Mo., 15-17; Barnard 21-24.
- Cavalcade of Amusements: Lansing, Mich.; Battle Creek 19-24.
- Cetlin & Wilson: Morgantown, W. Va.; Wheeling 19-24.
- Central States: Emporia, Kan.; Linn 22-24.
- Chanos, Jimmie: Muncie, Ind.
- Etherokee Am. Co.: Scandia, Kan.
- Foleman Bros.: Amsterdam, N. Y.
- Collins Bros.: St. Francis, Kan.
- Collins, Wm. T.: (Fair) Fessenden, N. D., 13-16; (Fair) Langdon 19-21; (Fair) Hamilton 23-24.
- Continental: Rouses Point, N. Y.
- County Fair: Ord, Neb.; Central City 19-24.
- Crafts Expo.: Brentwood, Calif.
- Crafts 20 Big: Pittsburg, Calif.
- Craig, Harry: Bartlesville, Okla.
- Crandell's Midway: Marion, Mich.
- Crystal Expo.: Dante, Va.
- Cudney Border State: Okeene, Okla.
- Lumberland Valley: Shelbyville, Tenn.; Lewisburg 19-24.
- Cunningham's: New Martinsville, W. Va.
- Dahl, W. S.: Northridge, Dayton, O.; Xenia 19-24.
- Dairre State: Oconto, Wis.
- Del-Mar: Connelville, Pa.
- De Luxe: Wilson, Conn.; Newington 19-24.
- Denton, Johnny J.: Pennington Gap, Va.; Lawrenceburg, Ky., 19-24.
- Dick's Greater: Little Ferry, N. J.
- Dobson's United: Colfax, Wis.
- Douglas Greater: Seattle, Wash.
- Down River Am. Co.: Port Huron, Mich.
- Drago Am.: Galveston, Ind.; Burlington 19-24.
- Dudley, D. S.: Wheeler, Tex.; Burkburnett 19-24.
- Dumont: Meyersdale, Pa.
- Dyer's Greater: Galena, Ill.
- Eddie's Expo.: Brockway, Pa.
- Elliott, L. W., Am. Co.: Maple Rapids, Mich.; Pontiac 19-25.

- Emshoff: Spring Green, Wis., 16-18.
- Endy Bros.: Schenectady, N. Y.
- Exposition at Home: Cape May, N. J.
- Ferris: Smethport, Pa.
- Fidler's United: Madison, Wis.
- Fleming, Mad Cody: Moultrie, Ga.
- Florida Am. Co.: Standish, Mich.; Bad Axe 19-24.
- Francis, John: Roscobel, Wis.; Waupun 19-24.
- Franklin, Don: Mineral Wells, Tex.; Stamford 19-24.
- Fraser, Sam: Wood River, Neb., 12-14.
- Gailey: Sodus, N. Y.; Albion 19-24.
- Ganote Greater: Garden Grove, Ia.
- Garden State: Newburgh, N. Y.; (Fair) Kimberlin, Pa., 19-21.
- Gem City: (63d & Kilbourne Ave.) Chicago, Ill.
- Gentsch, J. A.: Mayfield, Ky.
- Ginther's Am. Co.: Jasper, Ind.
- Gold Bond: Grafton, N. D.
- Gold Model: Cookeville, Tenn.
- Golden Rule: Boswell, Pa.; Catronbrook 19-24.
- Golden West: (Fair) Pleasanton, Calif., 13-18; (Fair) Petaluma 20-25.
- Graceland Greater: Adelphi, O.
- Gra-Loy: New Paris, Ind.; Waterloo 19-24.
- Granite State, No. 1: Pawtucket, R. I.
- Grants Am.: East Brady, Pa.
- Greater Rainbow: Hebron, Neb., 12-15; Sterling 16-17.
- Greater United: Lamesa, Tex.
- Groves Greater: Plaquemine, La.; Baton Rouge 19-21.
- Gulf Coast: Chillicothe, Mo.
- Hale's: Clinton, Mo.
- Hames, Bill: Waco, Tex.; Leonard 19-24.
- Hannum, Morris: Norristown, Pa.; Bridgetown, N. J., 19-24.
- Happy Attrs.: Middleport, O.; Wellston 19-24.
- Happy Holiday: Ferndale, Mich.
- Happyland: Battle Creek, Mich.
- Harris United: Fairview, Okla.; Watonga 19-24.
- Harrison Greater: Elkins, W. Va.; Petersburg 19-24.
- Haywood: Tribune, Kan.
- Heller's Acme: Saddle River, N. J.; Roseto, Pa., 19-24.
- Hennies Bros.: Sheboygan, Wis.; Racine 19-24.
- Henson, J. L.: Louisiana, Mo.
- Heth, L. J.: New Albany, Ind.
- Hill's Greater: Rapid City, S. D.
- Home State: Grand Rapids, Minn.
- Hottle, Buft: (Fair) Vandalia, Ill.; (Fair) Pinckneyville 19-23.
- Howard Bros.: (Lindale Station) Cleveland, O.; Bedford 19-24.
- Imperial: Carrollton, Ill.
- Imperial Expo.: East Peoria, Ill.; Decatur 19-24.
- Jayhawk Am.: Auburn, Neb.
- J. & B.: Upper Marlboro, Md.
- Johnny's United: Rosedale, Ind.
- Jones, Johnny J., Expo.: East Liverpool, O.; Hamilton 19-24.
- Joyland Midway Attrs.: Manchester, Mich.
- J. P. M.: Worcester, Mass.

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- Kelly, Francis: Meriden, Conn.
- Kaus, W. C.: Johnstown, Pa.; Red Lion 19-24.
- Kirkwood, Joseph J.: Hammononton, N. J.; Washington, D. C., 19-24.
- LaCross: Plymouth, N. H.
- Lane, Sammy: Mountain Grove, Mo.
- Lawrence Greater: Norwich, N. Y.
- Lee United: Midland, Mich., 12-18; Elsie 20-21; Uby 23-24.
- Leeright, J. R.: Osborne, Kan.; Clifton 19-21; Burr Oak 22-24.
- Lone Star: South Haven, Mich.
- Lottridge, Harry: Pineville, W. Va., 12-15; Oak Hill 17-24.
- Magic Empire: Seymour, Ind.
- Maine Am.: York Beach, Me.
- Majestic Greater: Ambridge, Pa.
- Manning, Ross: Presque Isle, Maine.
- Marion's Greater: Heath Springs, S. C.
- Marks, John H.: Portland, Me.
- McBride: Glade Springs, Va.; Plasterco 19-24.
- McKee, John: Clair, Mich.
- Meeker's: Missoula, Mont.; Livingston 19-24.
- Merit: Harwich Port, Mass.
- Merry Midway: Oxford, Ind.
- Merryland: Manistee, Mich.
- Miami Valley: Aberdeen, O.
- Midway of Mirth: Rankin, Ill.
- Midwest: Elgin, Ore., 15-17; Nyssa 21-24.
- Midwestern Expo.: Colfax, Ia.
- Mighty Hoosier State: Danville, Ill.; Bedford, Ind., 19-24.
- Model Shows of Canada: Montreal, Que., Can.
- Moore's Modern: Litchfield, Ill.; (Fair) Martinsville 19-24.
- Mound City, No. 1: Canton, Mo.
- Murray Am. Co.: Fairview, Ill., 12-14; Bellevue 15-17; Kempton 19-21.
- Nelson, Geo. W.: Moravia, Ia.; Decatur 22-24.
- Nessler's: Grechview, Ill.; Middletown 19-24.
- New England Am. Co.: Great Barrington, Mass.
- Northeast Am. Co.: Saybrook, Conn.
- Northern Expo.: Plentywood, Mont., 14-15; Scooby 16-17; Harlem 19-20; Shelby 22-25.
- Ohio Valley: Rockford, O.
- Olson Greater: Leeds, N. D., 12-14; St. John 15-17.
- Omar's Greater Am.: Camdenton, O.
- Orange Blossom: Vevay, Ind.
- Pacific United: Marin City, Calif.; Walnut Creek 19-24.
- Page, J. J.: Whitesville, W. Va.
- Palace Amusements: Springfield, Colo.
- Palmetto Expo.: Campobello, S. C.
- Park Attrs.: Austin, Ark.; Humnoke 19-24.
- Pau's Am. Co.: Wheaton, Mo.; Westville, Okla., 19-24.
- Peerless Celebration: Williamsburg, Pa.; Houtzdale 19-24.
- Penn Am. Co.: Montgomery, Pa.
- Penn Premier: Warren, Pa.
- Peppers All-State: Corbin, Ky.
- Pike Am.: Cross Timbers, Mo., 13-14; Macks Creek 16-17.
- Pioneer: Waverly, N. Y.
- Playtime Am., No. 1: Norwood, R. I.

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- Beatty, Clyde: Fairmont, Minn., 13; Albert Lea 14; Mankato 15; Austin 16; Winona 17; Red Wing 18.
- Cole Bros.: Ottawa, Ill., 13; Aurora 14; Elgin 15; Woodstock 16; Madison, Wis., 17; Monroe 18.
- Dalley Bros.: Kirksville, Mo., 13; Quincy, Ill., 14; Ft. Madison, Ia., 15; Burlington 16; Washington 17; Davenport 18; Clinton 19; Cedar Rapids 20; Perry 21; Plattsmouth, Neb., 22; Red Oak, Ia., 23; Hamburg 24.
- Gould, Jay: Silver Lake, Minn., 14-15; Cambridge 16-17.
- Gran Circo Americano: Ciudad Trujillo, Dom. Republic, thru Aug. 10.
- Hunt Bros.: Inwood, L. I., N. Y., 15.
- Kelly, Al G., & Miller Bros.: Redwood Falls, Minn., 13; Granite Falls 14; Appleton 15; Benson 16.
- Kindlan's, E. F., Circle K Ranch Rodeo: (Westboro Speedway) Worcester, Mass., 14-18; (Cawley Stadium) New Bedford 20-25.
- King Bros.: Derby, Conn., 13; Danbury 14; Torrington 15; Kingston, N. Y., 16; Liberty 17; Huntington, L. I., 19.
- Mills Bros.: Erie, Pa., 13; Dunkirk, N. Y., 14; Jamestown 15; Bradford, Pa., 16; Salamanca, N. Y., 17; Hamburg 19; Niagara Falls 20; Lockport 21; Batavia 22; Rochester 23; Geneva 24.
- Polack Bros. (Eastern): (Fairgrounds) Fond du Lac, Wis., 13-15; (Field House) Wisconsin Rapids 17-19.
- Polack Bros. (Western): (Shrine Temple) Los Angeles, Calif., 12-18; (Auditorium) Long Beach 19-25.
- Ringling Bros. and Barnum & Bailey: Cleveland, O., 13; Toledo 14-15; Detroit, Mich., 16-18; Flint 19; Kalamazoo 20; Fort Wayne, Ind., 21; South Bend 22; Rockford, Ill., 23; Milwaukee, Wis., 24-25.
- Stevens Bros.: Rolla, N. D., 13; Saries 14; Walhalla 15; Neches 16; Pembina 17; Lancaster, Minn., 18; Hallock 19.

# Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

- Annon Bros.' Show: Newsoms, Va., 12-17.
- Beam's, Ward, Dare Devils: Bridgeport, Conn., 16; Albany, N. Y., 18; Canton, O., 21-22.
- Bradley & Benson Hillbilly Jamboree: Baker, Mont., 17.
- Holiday on Ice (Coliseum) Salt Lake City, Utah, 12-14.
- Lewis, Bud, Radio Road Shows: Gallery, Pa., 14-15; Freeport 16-17; Ford City 19-21; Sagamore 22; New Bethlehem 23-24.
- Miller's, Irvin C., Brown-Skin Models (Palace): Memphis, Tenn., 12-17; (Roosevelt) Cincinnati, O., 22-24.
- Pan-American Animal Exhibit: Monticello, Ky., 14-15; Whitley City 16-18.
- Plunkett's Stage Show: Kimball, Neb., 15-17; Chappell 19-21; Oshkosh 22-24.
- Shout Show: Albion, Mich., 12-17; Hillsdale 19-24.
- Sycos Bros.' Show: Capron, Va., 12-17.
- Playtime Am., No. 2: Wareham, Mass.
- Playland United: Morenci, Mich.; Farmington 19-24.
- Pleasureland: Clyde, O.; Spencerville 19-24.
- Powelson Greater: Antwerp, O.; Montpelier, Ind., 19-24.
- Prell's Broadway: Huntington, L. I., N. Y.; Lake Ronkonkoma 19-24.
- Queen City: (Fourth & Cutter Sts.) Cincinnati, O.
- Rafferty, James M.: Moorhead City, N. C.; Jacksonville 19-24.
- Raines Am. Co.: Mansfield, Ark.; Hartford 19-24.
- Reid, King: St. Albans, Vt.; St. Johnsbury 19-24.
- Robertson Bros.: Stone, Ky.; Harlan 19-24.
- Rogers Bros.: Bemidji, Minn.; Calumet 24-25.
- Rogers Greater: (Fair) Mt. Vernon, Ill.; (Fair) Tuscola 19-24.
- Rosen, H. B.: Ironton, O.; New Boston 19-24.
- Royal American: (Fair) Edmonton, Alta., Can.; (Fair) Saskatoon, Sask., 19-24.
- Royal Crown: Springfield, O., 12-21; Logansport, Ind., 25-31.
- Rupe's Midway for Fun: Dighton, Kan.
- Sam's Funland: Oak City, N. C.
- Schafer: Round Rock, Tex.
- Scotty's United: West Des Moines, Ia.
- Shan Bros.: Hazard, Ky.
- Silver Stripper: Versailles, Ky.

- Silver State No. 1: Valley, Neb.
- Silver State No. 2: Fairfax, Neb.
- Silver Star: Lewiston, Utah, 13-14; Tremonton 16-17.
- Sherbeck: Munising, Mich.; Newberry 19-24.
- Smith Am. Co.: Carthage, Tex.; Jefferson 19-24.
- Smith, George Clyde: Lilly, Pa.
- Snapp Greater: Rock Falls, Ill.
- Southern Am. Co.: Panhandle, Tex.
- Southern Valley: Paragould, Ark.; Newport 19-24.
- Grader, M. A.: Liberal, Kan.; (Fair) Anthony 19-24.
- Star Am. Co.: Reyno, Ark.
- Starlight Am. Co.: Lufkin, Tex.
- Starr, Joe: Lincoln, Ark.
- State Side: Merrillville, Ind.
- Stebler Greater: Belwood, Pa.
- Stephens, C. A.: Allen, Ky.
- Stipe's: Phillips, Wis.; Park Falls 19-24.
- Strates, James A.: Ulica, N. Y.
- Strong's Am. Co.: Ralston, Neb., 13-15.
- Stumbo, Fred R.: Fayetteville, Ark.; Everton, Mo., 19-24.
- Sunflower State: Grant, Neb.
- Sunset Am. Co.: (Fair) Warren, Minn., 12-14; (Fair) Fertile 15-17; (Fair) Roseau 19-21; (Fair) Mahanomen 23-25.
- Sweeney's United: Glen Dale, W. Va.; Grantsville 19-24.
- Tatham Bros.: Williamsville, Ill.
- Tennessee Amusement: Woodbury, Tenn.
- Texas: Dimmitt, Tex.
- Thomas Joyland: New Castle, Ind.
- Thompson Bros., No. 2: Rockwood, Pa.
- Thompson Bros., No. 1: Portage, Pa.; Johnstown 19-24.
- Tidwell, T. J.: (Fair) Tulla, Tex.
- Tip-Top: Camillus, N. Y.
- Tivoli Expo.: Ames, Ia.; Marshalltown 19-24.
- 20th Century: South Omaha, Neb.
- Twin City: Albany, Mo.
- Turner Bros.: Bloomington, Ill.; Kankakee 19-24.
- United Expo.: Chrisman, Ill.
- United States: Philadelphia, W. Va.
- Van Billard: Princess Anne, Md.
- Veterans United: Bancroft, Ia., 12-14; Schaller 15-17; Anthon 19-21; Charter Oak 22-24.
- Victory Expo.: Galshurg, Ill.
- Virginia Greater: Annapolis, Md.
- Wade, W. G., No. 1: Muskegon, Mich.; Monroe 19-24.
- Wade, W. G., No. 2: Cadillac, Mich.; North Muskegon 20-24.
- Wallace Bros.: Mt. Sterling, Ky.
- Wallace Bros. of Canada: (Fair) Melfort, Sask., Can., 15-17; (Fair) Lloydminster 19-21; (Fair) Versailles 23-24.
- Wallace, J. E.: Friendship, N. Y.
- Wallace & Murray: Rupert, W. Va.
- Ward, John R.: Duluth, Minn.
- W. E. Attrs.: Smyrna, Tenn.
- West Coast: Eugene, Ore., 12-18; Roseburg 20-25.
- Whalen & Riley: Buffalo, Okla.
- Wheeler, Eddie L.: Rockwood, Tenn.
- White, Art: Clarion, Pa.
- White Star Attrs.: New Washington, O.
- White's Rides: Ericsville, Tenn.
- Wilson Famous: Wyoming, Ill.; (Fair) Rushville 20-23.
- Wolf Greater: Willmar, Minn., 12-14; Sleepy Eye 16-18; Winona 20-25.
- Wolfe Am.: Hot Springs, Va.; Buena Vista 19-24.
- World of Mirth: Sanford, Me.; Portland 19-24.
- World of Pleasure: Alliance, O.
- World of Today: Savannah, Ill.

# All-Maritime

ST. JOHNS, N. B., July 10.—A Girl Show, owned jointly by Len (Kid) Dryden and Cec Wiggins, has been added. Unit, which is being handled by Jesse (Frank) Collins, carries four girls.

Bernie (Kid) O'Neill, one-time prize fighter, has joined on as a member of the org's executive staff. The office has taken over the bingo. Previously Bill Stearns had this concession.

Tour thus far has been marred by an overdose of rain, fog, chilly winds and muddy lots.

MADISON, S. D., July 10.—Tri-State Amusement Company has purchased a tract of ground at Lake Madison, near here. Murphy Bros., owners of the company, plan to develop winter headquarters on the acreage.

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POPCORN SEASONING



... costs less than substitutes because Seazo keeps indefinitely ... won't go rancid in the container ... and popcorn that stays fresh longer.

● For those states where colored oil is not sold — use SIMKO brand.

By the makers of POPKIT PLUS!

**Torti Wins Golf Honors in Wright Event at Delavan**

CHICAGO, July 10.—After a crew of Certified Public Accountants had gone over the score cards, Ned Torti, of the Wisconsin De Luxe Company, Milwaukee, was named the winner in G. L. (Mike) Wright's third annual Blue Goose (named after Wright's putter) Gold Tournament at Lake Delavan, Wis., July 4. Torti walked home with the prize.

Other entrants, in addition to Wright and Torti, were J. H. Bingham, Ed Wall, John Wolfe, Eli Hartenstein, Bill Townsend, Mabel Wright and Helen Currie.

Ken Warfield took moving pictures of the event and rumor has it that Torti ordered 100 prints just to prove he won.

Missing from the classic this year were Bob Parker, Pat Purcell, Walt Featherstone, the defending champion, and Virgil Earl.

Following the tournament a party, celebrating, incidentally, Mike Wright's birthday was held in Wright's summer home. Guests, in addition to the golfers, included Ed Kornrumpf, Joe Sheehan, John Moore, Doug Currie, Lottie Mayer Warfield, Ken Warfield, Leona Parker, Bonnie Kornrumpf, Bill and Mae Stephens, Mr. and Mrs. Dean Love, Mr. and Mrs. Jack Bell, Mollie Torti and Vera McCann.

Rolldown Reilly, Cincinnati, is temporarily employed as bartender at the Wagon Wheel, Rockton, Ill., where Edgar (Rumbling Red) Hart is bus boy, and Davey Fireman, porter. Hart is building a penny pitch for fairs.

**Sheppard Leads in Cowboy Title Race**

FORT WORTH, July 10.—Chuck Sheppard, Phoenix, Ariz., has an aggregate of 8,080 points to lead the field at the half-way mark in the competition for the world all-round cowboy championship of 1948. The figures for the first six months, which find Bud Linderman, Red Lodge, Mont., in second place with 7,976 points, were released here by Earl Lindsey, manager of the Rodeo Cowboy Association.

Linderman's brother, Bill, Billings, Mont., is third with 7,337, in the competition which finds each point representing a dollar won in prizes and entry fees.

**Molar on the Mend**

MANSFIELD, O., July 10.—Molar, who fell 110 feet from his aerial rigging this spring, is mending rapidly in a local hospital. Molar's back was broken in three places and he almost lost his left foot. He can be reached care of Arthur Glatke, Superintendent, Hospital, O. S. R., Mansfield, O.

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**SOUTHWEST AERO SUPPLY, Dept. BB7**  
Orwegor 488 South Houston, Texas

**In Plane Talk, Fireworks a Big Noise in the Life of Art Briese**

(Continued from page 51)

Now 48—he was born July 1, 1900—he rarely is taken to be that old. That he has a 20-year-old daughter, Juanita, who graduated this June from Grinnell College, comes as a surprise to many.

His career in selling and shooting fireworks is a story of success, written the hard way. He first became associated with them at the age of 14, during the summer vacation of one of his early high school years. At that time he went to work for Charlie Duffield, then of the Pain Fireworks Company, which subsequently became the Thearle Fireworks Company, which in turn evolved into the Thearle-Duffield Fireworks Company.

That first year Art netted the huge sum of \$4.50 a week. The following summer he went on the road with the specs, then produced by the fireworks company. He continued to go out each summer until he finished his schooling, and then he was given a full time position with the fireworks company.

His stay with the organization has been constant. Now he is the secretary and a director of the Thearle-

Duffield org and responsible for a large portion of its business. Too, he handles many of the major projects. It was he, for instance, who fired the Chicago Century of Progress show in 1933 and '34.

Too, he spent six months firing the New York World's Fair shows in 1940. He is credited with playing a large part in the development of electric firing of pyrotechnic displays.

His business activity takes up much of his time. However, over the years he has contrived to pack the remainder of his working hours with his many other activities.

He turned to music after finishing high school. In succession, he took a course at Northwestern University and went on to the Chicago Musical College. It was at the latter that he was the last pupil of Flo Ziegfeld Sr., father of the late Broadway producer.

**Plays Organ for Friends**

In the early years of his connections in the fireworks field, Art spent much time during the winter months playing the organ in theaters. When he definitely had established himself with the Duffield org, he abandoned this. Ever since, he has played the organ for his own amusement and the amazement of his friends.

His interest in Shrine work, his efforts in behalf of the Showmen's League of America, his fondness of flying, and his active schedule with the Duffield organization pack his days to the full.

He gets more enjoyment out of traveling than most veterans in the outdoor business. With tongue-in-cheek, he says this enjoyment is ebbing, but intimates question that. He's loved traveling ever since he and his mother toured Europe when he was a youngster, before he became connected with fireworks and the traveling that business entails.

**Owens Honorary Titles**

In his travels he has piled up more than the average number of honorary titles. Two Indian tribes—the Blackfeet and the Crow—made him an honorary member. And membership in the Nebraska Navy has been conferred upon him by a governor and, similarly, he has been designated a Montana Colonel.

His aviation interests stems, he believes, from the first day he saw Ruth Law, early plane stunter, fly at fairs. It was Ruth, incidentally, who gave him his first plane ride. On that flight, he recalls, he sat atop the fabricated cloth wings, precariously perched, with his legs wrapped around the wire struts.

Now he shudders at the thought of that first flight. But not at his own flying. His wife, the former Hertha Claussen, of Chicago, whom he married 24 years ago, displays her confidence in his flying by frequently making aerial jaunts with him.

**Bob Rossano, Seattle, Race Driver, Killed**

GARDENA, Calif., July 10.—Bob Rozzano, popular Seattle race driver, was killed here Saturday (3) when the car he was driving crashed into a wall on the southwest turn in a qualifying heat at the Carrell Speedway during the hot rod races. Rozzano died en route to the hospital from a crushed skull and internal injuries. The car was owned by Bud Taylor.

Rozzano and his wife, Betty, who was watching the race, were to have left for Seattle after the races were over.

In 1946 Rozzano was the big-car champion of the Pacific Northwest.

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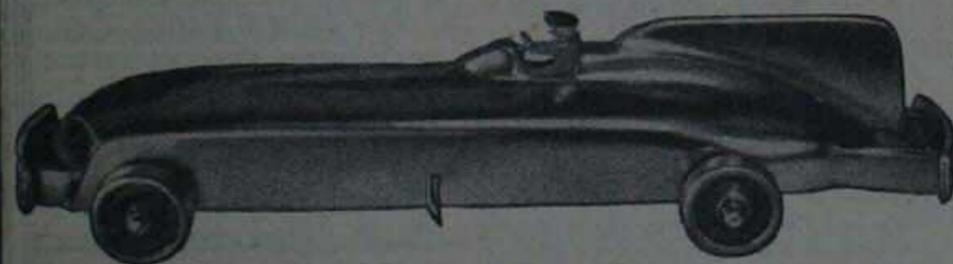
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**Simonin of Philadelphia**

## San Diego Fete Sets All-Time 1-Day Record

Tops '47 Crowd by 18,009

DEL MAR, Calif., July 10.—San Diego County Fair closed its 11-day record-breaking run here Monday (5) with a turnstile count of 252,306 patrons, breaking last year's mark by 18,009. Last year's total was 234,297. Largest attendance of any exposition ever held in San Diego city or county was attained Sunday, July 4, when 52,865 San Diegans traveled 20 miles to the fairgrounds to witness the show.

Previous all-time high for outdoor events here was July 4, 1935, at California-Pacific International Exposition when the gate count was 50,659. This fair, which ran from May 29 to November 1, played to a total of 310,000. Following year, when the exposition was open from February 10 to September 9, a total of 119,000 visitors was recorded.

Attendance breakdown for this year is as follows: Friday (25), 10,540; Saturday (26), 16,323; Sunday (27), 38,503; Monday (28), 10,115; Tuesday (29), 14,021; Wednesday (30), 15,602; Thursday (1), 18,265; Friday (2), 19,612; Saturday (3), 31,695; Sunday (4), 52,865; Monday (5), 25,643.

This year's run moves the Del Mar annual up to third place in attendance at California fairs. Only two events which now have a greater gate count are Los Angeles County Fair at Pomona and the State fair at Sacramento. Formerly the National Orange Show at San Bernardino held third place.

Ernest O. Hulick, secretary-manager, has resigned his post, effective September 1. He will open an office in San Diego to package shows for celebrations and pageants. Hulick has been secretary-manager of the San Diego fair for the past three years, during which time he has built the fair into the third best in the State, playing to more people in a single day than it formerly did during its entire run.

## Galt Fete Execs See Peak Gate At Lower Prices

GALT, Calif., July 10.—Dan Donovan, president of the 52d Agricultural District Fair and Horse Show here, July 19-25, announced he expects a new attendance record this year.

He said: "In 1947, according to records of Eugene Kenefick, our secretary-manager, 12,000 persons attended. This year the board is making plans to accommodate 20,000 during the seven-day event."

Admission prices will be lower in several instances than for last year's fair. General admission will remain at 50 cents, with children under 16 being admitted for 25 cents. However, adult rodeo tickets will be \$1.75 rather than \$2, as charged last year, and children will get rodeo tickets for 25 cents instead of 50 cents.

General admission to the races will be 50 cents, same as last year, with grandstand reserves selling for \$1.75, compared to \$2 last year. Boxes for the races will be \$40 for the season, compared to \$60 in 1947.

Directors said they set the prices with a view of attracting families. Directors also voted to add to the sanitation facilities on the grounds and install more lights.

Towns and communities will share



MAKING PLANS FOR THE "AQUA FOLLIES" at the Mid-South Fair & Livestock Show, Memphis, September 26-October 3, are, left to right: L. B. Herring Jr., manager of the fair; Ray Marsh Brydon, Chicago showman, and Floyd E. Gooding, president of Gooding Amusement Company, Inc., Columbus, O. Brydon plans to stage the first water follies that Memphis has ever seen at the Mid-South Fair. A huge swimming pool on the fairgrounds property will be used. It will be part of the independent midway that Memphis is planning and will tie in with Gooding's rides and Homer Todd's Rodeo.

## AROUND THE GROUNDS

Several months of preliminary work having been completed, actual construction of the new livestock exhibition building at the Tri-State Fairgrounds in Amarillo, Tex., is under way. The building will cost approximately \$103,000. S. F. Pelton, who has contracted for the 250 by 160 foundation, has estimated the foundation will be completed Thursday (15). It is hoped the building, which will provide stalls for 500 head of cattle, will be ready for the fair October 4-9.

Chester A. Lamb, in the animal supply business for over 50 years, has retired following a second automobile accident in the past two years. He is making his home with his son, Frank Lamb, also formerly in the animal business in Detroit. The elder Lamb recently celebrated his 81st birthday.

Mack Higdon, president of the Medicine Hat (Alberta, Canada) Exhibition & Stampede Company, has sold his Milk River Ranch to a St. Paul cattle company for an estimated \$500,000.

R. Willard Eanes, secretary of the Petersburg (Va.) Fair, states that the annual will be held September 27-October 2, six days and six nights. George A. Hamid, Inc., New York, has again booked the grandstand attractions, and the midway will be furnished by the Cetlin & Wilson Shows, making their ninth consecutive year there.

Leslie Kiel has been elected president of the Black Hills Exposition Corporation, Rapid City, S. D. The group plans to carry on an expansion of the Pennington County Fair.

Bruce Peacock, city editor of the Regina, Sask., Leader-Post, traveled to Brandon, Man., for his

honors on city days, because there are not enough fair days for exclusive recognition of each.

The fair will feature vaude acts daily and special shows for children. Shows are to be double in number over last year's presentation. One of the kid attractions will be Jumbo, a Hollywood movie elephant.

Donovan estimated about \$31,000 will have been spent in improvements for the fair and horse show by opening day.

annual preview of the Regina Exhibition attractions and wrote feature articles on the Royal American Shows and the Ernie Young grandstand revue.

A long-term program has been started to replace wooden fencing around the Saskatoon, Sask., fairgrounds with steel mesh. Three new fire hydrants have been installed on the grounds.

Steel for the proposed \$100,000 extension to the Edmonton, Alta., arena has been ordered. Delivery is expected early in 1949.

## John P. Mullen, 83, Former Ia. Fair Prez, Dies

FONDA, Ia., July 10.—John P. Mullen, 83, president of the Iowa State Fair board until last December, died in St. Vincent Hospital, Sioux City, Ia., Sunday (4). Death was due to heart disease following an operation.

Funeral services were held in Our Lady, of Good Counsel Catholic Church here Wednesday (7). Surviving are three sons and eight daughters. Burial was in Fonda.

Born in Ireland, Mullen came to the United States in 1879. He retired as fair board president at the annual meeting last December after serving in that position for 16 years. He was, at the time of his death, president emeritus of the board. He had been a member of the fair board since 1911 and served as vice-president in 1918. In addition, he was secretary of the Northwest Iowa Fair Association.

Members of the State fair board present at the funeral were H. L. Pike, president; W. J. Campbell, vice-president; L. B. Cunningham, secretary; N. W. McBeath, treasurer; E. T. Davis, B. O. Gates, C. S. Macy, S. V. Carpenter, W. H. Maxwell, B. Doran, Lyle Higgins and J. W. Cory Jr.

Others present from out of town were Art Briese, representing the Thearle-Duffield Fireworks Company, Chicago; J. C. McCaffery, representing the Amusement Corporation of America, Chicago; M. H. (Mike) Barnes, representing the Barnes-Carruthers Theatrical Agency, Chicago, and Jack Sloan, Chicago, auto race promoter.

## Set To Buy Race Track for Cele

California okays purchase of Devonshire Downs for 140G, site of 51st dist. fete

SAN FERNANDO, Calif., July 10.—Devonshire Downs, a 40-acre tract between Northridge and Granada Hills, containing a race track, stables and grandstand, will be purchased by the State as a permanent location for the 51st District Agricultural Fair. Max P. Schonfeld, president of the district association, made the announcement and said the purchase price will exceed \$140,000.

Permanent buildings will be erected as soon as the State Department of Architecture approves a master plan. This is not expected until 1949.

Buildings now on the tract are insufficient in view of the large number of entries being received for this year's event, scheduled August 27-29. Fair will be held under canvas, as in previous years, Schonfeld said. Five large tents have been ordered. One of them is 100 by 260 feet to house commercial exhibits. Other tents will house horticultural, poultry, livestock and a goat show. There will also be a large canvas cover for the judging ring.

Present grandstand seats 3,000 persons for the afternoon horse show and evening events.

A premium book is now being printed, listing \$20,000 in premiums for exhibit winners.

There will be exhibitions of beef and dairy cattle, with 300 entries. The American Poultry Association has entered 500 entries and there will be over 300 entries in the rabbit division.

The 51st district includes the communities of North Hollywood, Studio City, San Fernando, Sherman Oaks, Van Nuys, Reseda, Canoga Park, Woodland Hills, Northridge, Pacoima, Saugus, Newhall, Chatsworth, Granada Hills, Tarzana, Encino and Sunland.

## 1,500 Ready To Compete In South Bend 4-H Fete

SOUTH BEND, Ind., July 10.—Attractions at the 22d annual St. Joseph County 4-H Club Fair at Playland Park here August 11-14 will include three thrill acts, free exhibits, rides and fireworks. More than 1,500 boys and girls are expected to enter the competition.

Some 125 steers, each of which must have gained at least 400 pounds since last fall to qualify for the event, will vie for the grand championship in the feature of the stock judging.

## Amarillo To Air 'Ladies Be Seated'

AMARILLO, Tex., July 10.—The radio show, Ladies Be Seated, has been signed as the feature attraction at the annual Tri-State Fair here October 4-9.

The contract calls for 10 performances—five afternoon broadcasts of 30 minutes each and five night shows of one hour duration. All will be held in the new sports arena building at the fairgrounds.

Nancy Binford's All-Girl Rodeo has been signed again this year and will show each afternoon. Another feature of the program will find a mule diving 35 feet into a tank of water.

Jay Taylor, president of the fair association, reports the catalog goes to press this week.

**Wilson Resigns as Manager**  
 EDMONTON, Alta., July 10. — Charles E. Wilson, manager of the Edmonton Exhibition Association the last eight years and a director since 1915, announces his retirement. He will continue in office until a suitable replacement is found. Wilson succeeded the late P. W. Abbott as manager.

**Rochester, N. Y. Starts Building, Drive for 100G**

ROCHESTER, N. Y., July 10.—Directors of the Monroe County Fair and Recreation Association, Inc., last week authorized a \$100,000 bond issue for improving the new grounds and participated in ground-breaking ceremonies marking the construction of the first of a planned group of 20 buildings.

The first \$30,000 realized from the sale of bonds is earmarked for grading, which was also started last week. The entire grading program will take approximately five years, according to J. Franklin Bonner, secretary, altho a graveled drive and surfaced walks leading to display tents will be ready for this year's event, which will get under way September 1. The grading (See Rochester in Drive on page 98)

**Lockport, N. Y., Revival Set**

NEW YORK, July 10. — A new group headed by J. K. Silsby has been organized to revive the Niagara County Fair at Lockport, N. Y., this summer. The annual will be known as the New Niagara County Fair and will be held on the former fairgrounds which have been purchased by the new org.

Extensive repairs are under way on buildings and grounds, and a strenuous publicity campaign is being mapped out for the fair. Alma Barrett occupies the post of manager, and J. K. Silsby is president of the fair group.

The fair will run a full week, with the opening date set for August 30. The George A. Hamid office has the contract for the grandstand show and will furnish a band and the line-up of circus and vaude acts.

**Spitzbart Forecasts Record for Ore. State**

SALEM, Ore., July 10. — Leo G. Spitzbart, manager of the Oregon State Fair, expects the 1948 event, skedded for September 6 thru 12, to be the biggest in history since virtually all commercial space already has been sold.

"There never has been such a demand for space," Spitzbart reports. Helene Hughes, Oakland, Calif., has been signed to handle entertainment and will book her own acts for the nightly show. She has had the assignment since 1946. Her contract this year also calls for four free acts to appear daily on the midway.

George Bruns, Portland ork leader, has been engaged to provide music. Douglas Greater Shows will be the main carnival feature with some independent operators also showing. It will be Douglas's second Salem appearance this season, the American Legion having sponsored the shows here in June.

A combined horse show and rodeo also will be featured.

**Greenfield, Mass., Begins New Building, Renovating**

GREENFIELD, Mass., July 10.—Construction of a Sportsmen's Building at the Franklin County Fair has begun here, as one of three major moves toward improvement of the plant this year, Fred B. Cole, president, announces.

The trustees have decided to renovate, paint and repair the section under the grandstand, to provide more adequate facilities, and to move the poultry building to a new location.

**Fiestacade of 1948**

(Reviewed opening night, June 25, San Diego County Fair, Del Mar, California. Produced and directed by Fred Elswit. Booked by Fred Elswit for William Morris Agency).

The Fiestacade, created by Ernest O. Hulick, secretary-manager of the San Diego County Fair three years ago, has grown steadily better until this year it reaches the pinnacle of grandstand entertainment. When caught, the show had not completely ironed itself out. However, time will take care of this, making it even better than on the initial evening.

With San Diego less than 20 miles from the Mexican border, the Latin-American type of show fits well into (See Fiestacade of 1948 on page 98)

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 THE STRATOSPHERE MAN  
 has an amazing variety of stunts that makes fair patrons come back for more . . . again and again!  
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For CLAY COUNTY FAIR, AUG. 23-27.  
 Want Rides, Shows, Novelties, etc.  
 For information, write:

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**Swing & Sway the "Orton Way"**

**GUARANTEE SUCCESS**

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With Their Own Original Creation—  
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Featuring  
 The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.  
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# CROWDS BIG, SPENDING DOWN

## Weather Okay For Most Part

Eastern ops are especially thankful — Midwest does good biz—Dallas hit

(Continued from page 54)

Colihan, was on a par with last year. Biggest crowd was on hand Sunday night and the best business was chalked up that day.

In the South the reports were good, with the exception of State Fair Park, Dallas, where rain washed out biz Saturday. Sunday was good until 8:30 p.m. when the rains came again. Business, mostly because of the rain, was off 25 per cent, Charles Yeager, director of publicity, reported.

### Far West Biz Okay

The weather behaved and the crowds were good in the Far West and Rocky Mountain region, with exception of San Francisco, where, George K. Whitney, owner-manager of Whitney's Playland at the Beach, reported rain and cold kept the July 4 week-end at a minimum. Monday (5) was pleasant, Whitney said, and helped bring up the gate but the three days ended with business 10 per cent below last year.

Here are some quotes on the holiday week-end biz:

### East

Suburban Park, Manlius, N. Y., Fred W. Searle: "Over-all for the week-end was down 25 per cent from last year . . . Monday (5) was off nearly 50 per cent for some of the rides because of rain in the afternoon, in addition to a general slowing of spending . . . evening weather was good and we did big business, with fireworks as a draw."

Waldemeer Park, Erie, Pa., T. C. Foley: "Perfect weather during July 3-5 . . . we (See Crowds Big on opposite page)

## 77,400 Turnout At Cincy Coney; Business Hums

CINCINNATI, July 10.—Fair and hot weather brought out throngs to Coney Island here over the three-day July 4 week-end, President and General Manager Edward L. Schott reporting over-all attendance of 77,400, an increase of 2 per cent over the corresponding period of 1947. Monday's attendance was 22,500.

Last year's Fourth, falling on a Friday, set an all-time record for attendance and gross business at the resort. Saturday was also big, but Sunday, hampered by continuous rain, proved to be one of the worst ever experienced at the park.

Thus, this year's turnout was gratifying to the management, especially in view of the fact that loss of the steamer Island Queen in the Pittsburgh explosion diaster last fall has posed the vexatious problem of getting people transported who do not own automobiles to the up-river spot by chartered bus.

Spending this year kept pace with attendance. Officials reported that Sun Lite Pool drew extremely heavy play. Drink concessions reaped a harvest, and practically all rides did capacity business, with the Shooting Star drawing the heaviest traffic.

Nightly attractions were fireworks supplied by Arthur Rozzi, of Tri-State Fireworks Company.

## Harry Illions a Mother— Of Invention—He Saves \$800

JAMESTOWN, N. Y., July 10.—On the theory that necessity is the mother of invention, Harry Illions, owner-manager of Celoron Park here, qualifies as a "Mom."

Sunday (4), half-way thru the holi-

day week-end, the 125-horsepower engine on the rapid ride went out of commission when two connecting rod bearings burned out.

Caught without an available supply of bearings and confronted with the loss of the ride's potential gross, Illions did some speedy improvising. He took a piece of aluminum sheeting, one-eighth of an inch thick, and made his own bearings.

They worked. Moreover, they continued to work thru Monday (5) and the week-end business was saved; the ride took in \$800 Monday alone.

Illions this week had other cause for pride. The park's new Kiddie Land, complete with six rides, comfort stations and even tiny umbrellas and chairs for the moppets, came thru with a gross which he described as "amazing." On Monday it operated at full capacity until midnight.

The Kiddie Land packs plenty of appeal. The two entrances are attractively framed and the fronts feature nursery rhyme characters with miscellaneous carved animals, mounted on pedestals and set off by vari-colored plastics.

Twenty-two rides, including those in Kiddie Land, were in operation this week-end.

## Biz at Dallas Off Slightly Due to Rain

### Saturday (3) Washed Out

DALLAS, July 10. — Despite a complete washout Saturday (3) and thunder showers Sunday (4), State Fair Park here entertained 57,000 visitors over Independence Day week-end, grossing approximately 75 per cent of last year's total.

In addition, a variety show staged by the VFW in the grandstand attracted 6,000, while the State fair's *Starlight Operetta* played to approximately 8,000 Sunday and Monday.

Rain Saturday drove away what was expected to be the largest crowd of the year. This, coupled with loss due to rain-enforced cancellation of the operetta Monday and Saturday, cost the fair approximately \$10,000, it is estimated by W. H. Hitzelberger, executive vice-president and general manager of the State fair.

The first of a series of "pops" concerts by the State fair band, plus a well-advertised free act by the Great Fussner, aerial equilibrist, helped draw the big midway audience Sunday night. But the rain, which started at 8:20 p.m., sent most visitors a-scurrying, and ruined the fireworks show.

In addition, Sunday's rain caused a 45-minute delay in curtain call for the operetta. Many patrons, concluding that the rain had washed out the show, did not use their tickets. And, altho the performance was not subject to the operetta's rain check rule, fair officials decided that in this case the unused tickets will be exchanged for subsequent performances.

## Palisades Biz Brisk Over 4th Week-End

NEW YORK, July 10. — Palisades Amusement Park cash registers really got into the groove over the Fourth of July week-end. Bert Nevins and his assistants in the press department ran out of zeros Sunday (4), but Jack Rosenthal, co-owner of the park, reported that attendance and biz hit a high on that day and was almost equally as good Saturday (3) and Monday (5). The park's big swim pool was a real magnet, but rides, games and concessions all did brisk business.

While the park was jammed Monday (5) afternoon until after the dinner hour, a sudden wind and rain storm scattered the early-evening crowd and killed off the night business, as light rain was followed shortly by heavy thunderstorms.

## Gotham Area Spots Do Big

All resorts, aided by balmy weather, get well — free spending prevails

By Ted Wolfram

NEW YORK, July 10. — Sunday, July 4, goes down in outdoor amusement history as a red letter day in the New York, Eastern Seaboard and New England areas. While the entire three days of the Fourth of July week-end brought near-record attendances to practically every beach and outdoor funspot in these areas, the peak crowds and biggest takes were apparently registered Sunday (4). Monday (5) night, in many spots, might have equaled Sunday's record, but heavy thunderstorms starting at dusk kept down the evening turnout and cleared most resorts and parks at an early hour.

Weather Saturday (3) and Sunday (4) was hot and sunny, a natural for resorts and parks. Monday also was ideal in most spots until early evening, when brief showers in the New York area were followed about an hour later by heavy thunderstorms. Extremely heavy storms hit scattered up-State and New England resort spots Monday (5) afternoon and night and killed off business in some places.

### Coney Hits Jackpot

Coney Island hit the jackpot, as the attendance parade started there Friday (2) night with a pre-Fourth air and fireworks display which attracted well over 2,000,000 spectators. Estimates of Coney's week-end attendances were: Saturday (3), 650,000; Sunday (4), 1,250,000, and Monday (5), 1,100,000.

While attendance and business at Coney Island was satisfactory on all four days, peaks were registered Sunday (4). Harry Nelson, veteran amusement device manufacturer and operator of games and concessions at Coney Island, said Sunday was one of the best days ever chalked up at the resort, and anyone who failed to (See GOTHAM SPOTS on page 66)

## Olympic Chalks Near Record for Holiday

IRVINGTON, N. J., July 10.—Olympic Park, with its shady picnic groves and huge swim pool, chalked up near-record attendance and business over the July 4 week-end. Owner-Manager Henry Guenther was well satisfied with the turnout but reports this year's crowds were slightly under those of last year.

A thunderstorm Monday (5) night struck just after the conclusion of the regular evening performance in the park's circus arena. A fireworks display, skedded for 11 o'clock, was put on early to beat the rain, and most of the park's patrons headed for the gates as soon as the display ended.

### Dickstein Gets Publicity

DETROIT, July 10.—Jack Dickstein, manager of Edgewater Park, Detroit, and past president of the Michigan Showmen's Association, was saluted Thursday (8) by *The Detroit Free Press* with a picture and personal sketch upon the occasion of the 52d birthday.

## NAAPPB Studies Program Set-Up For Dec. Meeting

CINCINNATI, July 10.—Groundwork for a later decision on the program content of the December meeting in Chicago of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) was laid Thursday (8) at a meeting of the association's program committee, said Edward L. Schott, president and general manager of Coney Island here, at whose park the meeting was held.

Attending the confab were Schott, NAAPPB president and ex-officio member of the committee; Paul H. Huedepohl, association secretary; Henry G. Bowen, Whalom Park, Fitchburg, Mass., second vice-president of the association and committee chairman, and these committee members: Harold Barr, manager, Washington Park, Michigan City, Ind.; Don Dazey, manager, LeSourdsville Lake Park, Middletown, O., and A. M. Brown, manager, Buckeye Lake (O.) Park.

Schott supplied details of the meeting in the absence of Huedepohl, who had left with Bowen by automobile early Friday (9) to visit the Kenneywood and West View parks in Pittsburgh.

Many possible topics for discussion at the December meeting were brought up Thursday, said Schott, but no definite decisions were made. To Bowen was delegated the task of formulating a possible program outline for the convention. This will be submitted to committee members at a later date, at which time the program selections will be made.

# Peace Restored At Edgewater

Pickets withdrawn after court order—biz picks up noticeably July 4 week-end

DETROIT, July 10.—Peace was restored to Edgewater Park following two weeks of picketing in a jurisdictional union fight and business apparently returned to normal. Pickets who had ignored an earlier court order apparently decided not to risk a contempt citation on the second order, handed down by Circuit Judge Robert M. Toms, and no lines or placards appeared.

According to park manager Jack Dickstein, handbills were passed out outside the park on one occasion, and several of the dissenting workers, supporting the United Office and Professional Workers side of the dispute, had appeared near the entrance. But this could be attributed to the fact they lived in the neighborhood.

A protracted court battle may ensue, it was indicated, as neither union has shown any sign of giving up the fight for jurisdiction of workers at the park. Any immediate action was unlikely unless circumstances changed drastically, requiring fresh court intervention, as Judge Toms departed for Germany, after giving the injunction. He formerly was a judge on the Nuremberg Tribunal, and is making a return trip.

Advertising carried in the newspapers by the Retail, Wholesale and Department Store Union, which has had contracts with the park for several years, announcing that "there is no strike," have been dropped with the return of surface peace.

Result is park business, which showed a 50 per cent dropoff from anticipated figures during the picketing, has picked up. Over the Fourth of July week-end, attendance was estimated at a higher figure than for 1947, according to Dickstein; but the significant factor was that spending was off by 25 per cent.

DETROIT, July 10.—The bitter political tempest in the suburb of East Detroit which threatened the life of Edgewater Park, Michigan's largest amusement park, took a new turn this week when the city council okayed a liquor license for the park. Previously this had been held up by the council and the State Liquor Control Commission was forced to suspend approval of the park license, seriously affecting the Eastwood Gardens, outdoor ballroom.

The situation is far from settled, however, with a local citizens' committee, dissatisfied with the council reversal, calling a mass meeting for next Wednesday (14), and laying plans to get a re-reversal thru. The municipal feud over the park caused the mayor and council to resign last spring, leaving the town without a legal government.

## 800 Million Candlepower

Lamp Pulls 'Em to Atlanta

ATLANTA, July 10. — Lakewood Amusement Park here has installed an 800,000,000 candlepower army search light, with a reported visibility of 40 miles. Week night attendance has increased since installation of the powerful lamp, according to Mike Benton, park manager.

MOUNT AIRY, N. C., July 10.—Raven Knob Park, located 15 miles north of here, opened Sunday (4) with several thousand persons attending. The 400-acre tract owned by Sherman Simpson, Albert Chaney and J. Herman Coe, features bridge paths, a pavilion, and recreational facilities. Admission is 50 cents.

# Crowds Big, Spending Down; Weather Gives Funspots Break

(Continued from opposite page)

had big crowds . . . Gross income 30 per cent better than last year."

Ocean View Park, Norfolk, Albert Miller: "Attendance 100,000 for three-day week-end . . . Monday's crowd of 40,000 biggest in history of this park . . . this year's business slightly better than 1947 since weather became seasonable."

Buckroe Beach, Buckroe Beach, Va., B. P. Stieffen: "Saturday, Sunday and Monday pulled 60,000 . . . more people this year, but less money spent."

Gwynn Oak Park, Baltimore, David W. Price: "Tremendous week-end . . . combined attendance as estimated by local police, 130,000 . . . Monday alone gave us 65,000 . . . business up approximately 25 per cent over last year . . . This was first week-end of season we didn't have rain."

Bay Shore Park, Baltimore, Reese J. Jones: "Saturday, Sunday and Monday combined attendance, 35,000 . . . Monday alone was 12,000, a 200 per cent increase over last year . . . fireworks both Sunday and Monday and radio stage acts both afternoon and evenings those days."

Hershey Park, Hershey, Pa., J. B. Sollenberger: "July 4 week-end biz 6 per cent ahead of last year . . . Saturday and Sunday greatly ahead . . . Monday behind."

Lakewood Park, Mahanoy City, Pa., Larry Guinan: "Biggest holiday week-end in 28-year history . . . over 40,000 gathered here during week-end . . . attractions included Slovak Day, the Circle K Rodeo and Elliot Lawrence's orchestra."

Willow Mill Park, Mechanicsburg, Pa., Harry Dehaven: "Three-day attendance, 14,000 . . . biggest day was Sunday when we had 8,000."

Central Park, Allentown, Pa., George Joseph: "Combined attendance approximately 20,000 . . . attendance on par with last year . . . spending slightly off."

Idlewild Park, Ligonier, Pa., C. C. MacDonald: "Attendance Sunday estimated at 20,000 . . . weather clear and warm . . . Monday, 25,000 . . . light rain at 5 p.m. cooled things off and we had big crowd at night . . . business up 10 per cent to date . . . holiday business up 30 per cent over 1947."

Celoron Park, Jamestown, N. Y., Harry Illions: "Fourth business above last year by 8 per cent . . . total attendance for three days was 45,000 . . . Monday alone gave us 25,000 . . . little rain Monday at 5 p.m., lasting 10 minutes . . . park operated until 1 a.m. Tuesday, first time we've operated so long."

Roseland Park, Canandaigua, N. Y., William Muar: "Attendance for three days was 22,000 . . . holiday business 10 per cent off from last year."

Carlton's Olympic Pool, Baltimore, Walter L. Stackus: "Business up 30 per cent over July 4 week-end of 1947."

Forest Park, Doylestown, Pa., Richard P. Lusse: "Business for holiday week-end 10 per cent better than '48 . . . however, Monday (5) attendance and receipts 23 percent less than last year, due to big Fourth celebration in Philadelphia by The Philadelphia Evening Bulletin . . . Sunday (4), with the Perko picnic and their free attractions, gave us biggest Fourth we ever had . . . This year's expenditures per capita compares favorably with last year."

Conneaut Lake Park, Conneaut Lake, Pa., E. E. Freeland: "Attendance for week-end, 75,000. Fourth last year a little ahead of this year, but combined three-day period this year ahead of last year by 20 per cent . . . weather good."

Nantasket Beach, Nantasket, Mass., Larry Stone: "Had bang-up Fourth . . . biggest day Sunday (4), with largest crowd ever experienced at Nantasket Beach . . . new Flying Skooter lived up to expectations over week-end . . . Stardusters, aerial act, proved very good, along with fireworks."

Lake Compo, Bristol, Conn., Julian Norton: "Drew estimated 45,000 over three days . . . rain Monday night (5), following afternoon showers, spoiled what undoubtedly would have been a record crowd, since, despite the weather, attendance topped 15,000 for the day . . . business both Saturday and Sunday was better than last year on corresponding days . . . attractions included a free band concert Sunday afternoon and Gene Krupa's ork at night . . . fireworks set pieces were spoiled by rain Monday but the aerial bombs were shot."

Kennywood Park, Pittsburgh, A. B. McSwigan: "Total week-end draw was 85,000. Weather was good, except Monday, which was cloudy, with two light showers."

Riverside, Agawam, Mass., Ed Carroll: "Estimated three-day attendance, 45,000 to 50,000 . . . Sunday, with 30,000 on hand, shattered all previous attendance records . . . Monday afternoon okay, but rain at night killed crowd . . . two special attractions helped set the new attendance mark Sunday, park using fireworks in two sections at 11 p.m. and midnight and two circus acts."

Rolling Green, Sunbury, Pa., E. M. Spangler: "Total official attendance, 43,000, best day being Sunday (4) with 28,000 on hand . . . Weather, while ideal, was a little on the hot side . . . broke attendance record at the pool for one day Sunday (4) . . . spending was average . . . business to date on par with '47 . . . July and August picnic bookings somewhat ahead of '47 . . . now all we need is a break in the weather."

### Midwest

Peony Park, Omaha, Joe Malec: "Park had one of its best July 4 businesses in 29-year history of park . . . over 40,000 persons visited to dance, picnic or swim over the holiday week-end . . . Patronage was far ahead of Decoration Day week-end . . . weather was much hotter . . . a double entrance was installed to handle the crowds . . . June business 10 per cent ahead of last year."

Chippewa Lake Park, Medina, O., Parker Beach: "Total three-day attendance, 27,000 . . . gross receipts same as last year . . . spending this year light . . . Vaughn Monroe July 4 drew only 2,700 persons in ballroom . . . find people spending 50 per cent under a year ago."

Forest Park Highlands, St. Louis, A. W. Ketchum: "Saturday business excellent . . . a complete rainout Sunday and Monday, with nearly five inches of rainfall."

Excelsior Park, Minneapolis, Joe Colfhan: "Week-end business on a par with last year . . . best crowd Sunday night, also best business that day . . . terrific heat cut afternoon attendance both Saturday and Sunday but brought them out at night . . . we had fireworks July 4 and 5."

Geauga Lake Park, Geauga Lake, O., H. W. Schryer: "Figure between 70,000 and 75,000 for week-end . . . weather very hot . . . no special events outside of fireworks Monday."

Riverside Park, Indianapolis, John L. Coleman: "Week-end attendance, 44,000 . . . ride business equal to last year . . . food and beverage department 10 per cent ahead of last Fourth."

Capital Beach, Lincoln, Neb., Gerald J. Carpenter: "Weather over week-end ideal . . . business 10 per cent better than last year . . . prospects of bumper wheat crop should insure increase in business remainder of season."

Playland Park, South Bend, Ind., Earl J. Redden: "July 4 week-end afternoon business very poor . . . night attendance up to last year, but spending about 20 per cent off . . . Monday night attendance was 20,000."

Cedar Point on Lake Erie, Sandusky, O., Earl A. Smith: "Impossible to give attendance estimate correctly, but Breakers Hotel filled to capacity July 1-4 . . . we figure amusement section catered to larger crowds this year than last . . . weather ideal."

Joyland Park, Wichita, Kan., Harold J. Ottawa: "Total attendance for three days estimated at 4,800."

### Far West

Jantzen Beach, Portland, Ore., R. W. Owsley: "Due to flood we were open under adverse conditions July 2-4 . . . we wish to not report business over Fourth this year . . . next year we will be able to give you full details."

Pismo Playway, Pismo Beach, Calif., George A. Doss: "Estimated attendance for three days, 55,000 . . . weather was good entire three days."

Lagoon Resort, Salt Lake City, Robert E. Freed: "Attendance figures for three-day holiday equaled last year . . . spending was considerably less considering special events planned . . . fireworks show held Monday night along with Modernaires, featured in dance hall . . . no promotions at all were held last year over the holidays, indicating the additional expense of these promotions was necessary to draw a crowd of equal size . . . combined attendance for three days is estimated at 30,000."

Elitch Gardens, Denver, John M. Gurtler: "Holiday business started July 1 thru July 5 . . . attendance during this period greatly increased compared to 1947 . . . weather ideal except for showers afternoon of July 5 . . . business to date is over 1947 and should hold thru until closing . . . Eddie Howard and his ork currently featured in the Trocadero."

Virginia Park Gay Way, Long Beach, Calif., L. P. (Pat) Murphy: "Estimated three-day attendance, 425,000, which is about 45,000 ahead of last year . . . weather good entire three days."

Natatorium Park, Spokane, Louis Vogel: "Estimated 25,000 in park Sunday (4), but biz off about 30 per cent from last July 4 . . . the dance pavilion continued in the red for the season, despite booking of Red Nichols for four week-end performances . . . Monday matinee dance, first since 1942, was disappointing."

Whitney's Playland at Beach, San Francisco, George E. Whitney: "Rain and cold kept July 4 week-end business at minimum . . . Monday (5) pleasant and helped bring gate up, but the three days ended with business 10 per cent below last year . . . Cliff House and Cliff House Gift Shop, due to summer tourist trade, enjoyed bang-up business, equalling last year . . . with good weather, the business outlook is bright."

Ocean Park Pier, Ocean Park, Calif., Roy C. Troeger: "July 4 week-end attendance same as last year, with receipts off about 15 per cent . . . had fireworks Monday night (5), the first since before the war."

### South

Lakewood Park, Atlanta, Mike Benton: "Monday (5), with free fireworks, free parking, we had over 35,000 persons . . . 1948 so far has exceeded last year by 20 per cent . . . amount of spending equal to last year."

State Fair Park, Dallas, C. E. Yeager: "Saturday we were washed out . . . we had 55,000 Sunday until the rains came at 8:30 p.m. . . ."

# Another Picnic Spot Completed At Walled Lake

DETROIT, July 10.—Walled Lake Amusement Park completed construction of a second picnic grove this week. Spot is 60 by 80 feet and will accommodate some 400 people. The structure is covered over and enclosed by fencing for use in adverse weather. It is equipped with a barbecue grill and equipment for serving and dispensing food and beverages.

Business at the park has been about 15 per cent behind 1947, according to General Manager Fred W. Pearce, principally because of rain and cool weather. The rain has been concentrated largely on week-ends, resulting in loss of some of the potentially best days.

Parking area at the park has been enlarged to accommodate 1,000 more cars. Total parking capacity is about 5,000 cars, with a 20-acre space devoted to parking.

Pearce recently returned from Excelsior Park, Minneapolis, where he supervised the installation of a radio sound stage for broadcasting.

## Hilliard Back in Chi

CHICAGO, July 10.—Bill Hilliard, exploitation engineer, is back in his Chicago office after spending a month working on various projects for Harry Illions at Celoron Park, Jamestown, N. Y.

Monday we had 22,000 . . . business 35 per cent off."

Seaside Park, Virginia Beach, Va., Jack L. Greenspoon: "Total three-day attendance estimated at around 68,000 . . . about 10 per cent ahead of last year . . . weather good for the three days."

Casino Park, Virginia Beach, Va., Frank D. Shean: "Attendance way ahead of last year . . . weather good the three days."

Pontchartrain Beach, New Orleans, Harry J. Batt: "Our July 4 was off about 25 per cent but July 5 was far above expectations . . . net result for three days, compared to July 4-6 of last year, was 3 1/2 per cent off."

Fairgrounds Park, Memphis, J. L. Penick: "July 3 take was \$2,684.69, with attendance of 4,500; July 4 take was \$4,026.20, with attendance of 5,500; July 5 take, \$4,224.23, with attendance of 18,000 . . . we had Winfred Colleano, trapeze, as free act, and fireworks."

Boardwalk, Jacksonville Beach, Fla., H. M. Shelly: "Combined attendance July 4 week-end estimated at 100,000 . . . largest three-days in history . . . weather good . . . fireworks Monday attracted 40,000 . . . eating concessions up from previous years, rides and games off from last year . . . season so far indicates money scarce."

Fontaine Ferry, Louisville, J. R. Singhiser: "Attendance for three days approximately same as last year . . . we were rained out July 4 at 6 p.m. . . . Monday (5) attendance estimated at 8,000 . . . weather fair and hot . . . fireworks July 4 and 5."

Beach Amusement Park, Galveston, Tex., Jim Crabbe: "Total three-day attendance estimated at 24,000 . . . with good weather, plus fireworks, this was our biggest July 4 in years."

Audubon Park, New Orleans, George Douglass: "Impossible to estimate number of persons, but we had overflow crowd in park and zoo, at band concerts, amateur contests, picnics, etc."

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## Gotham Spots Rack Up Dough

(Continued from page 64)

make a neat profit did not belong in show business.

Rockaway Beach also was jammed, with auto traffic particularly heavy Monday (5), with scores of chartered buses from New Jersey adding to the congestion. Newly inaugurated excursion boat service by the Wilson Line also helped swell crowds as the line's four-decker, S. S. State of Pennsylvania, brought capacity loads from Jersey City and New York.

Estimated attendances at the Rockaways were: Saturday, 700,000; Sunday, 800,000, and Monday, 1,000,000. Beaches and Boardwalk, from Jacob Riis Park to Far Rockaway, were jammed all three days, and the resort's two amusement parks, Rockaway's Playland and Seaside, were also crowded, with rides, eateries and concessions doing peak business.

### Playland Flack Helps

A. Joseph Geist, owner of Playland, got good results from a publicity campaign in conjunction with Wilson Line excursions and tie-up with Radio Station WNEW of New York. The free attraction over the week-end was the aerial thrill act of Jeanette and Paul.

Drambour's Seaside Park reported heavy business on its new Scooter Track, Whip and other rides, and all concessions, games and refreshment stands chalked up the biggest receipts of the season. Pete Drambour, co-owner and manager of Seaside, reported Sunday's business the biggest since the opening of the park and Monday almost as good.

Long Beach and Atlantic Beach, formerly popular Long Island carriage trade beaches, are definitely staging a comeback. Week-end attendance at Long Beach totaled 350,000 for the three days, with adjoining Atlantic Beach reporting the biggest invasion in its history. Both spots are primarily beach resorts but have Boardwalk attractions, rides and concessions. Max Gruberg's newly opened park, with a large group of major and kiddie rides, is the principal funspot at Long Beach.

### Big Crowds for Jones

Jones Beach hit an all-time high Sunday with 130,000 persons jamming the resort, and parking space so packed that State troopers were forced to bar cars from entering the spot during most of the afternoon. Attendance topped the previous record set July 4, 1947, by 5,000. The turnout Saturday was 110,000 and on Monday, 95,000.

Asbury Park, a near-by New Jersey Coast resort, reported a week-end crowd of 275,000, while the popular New York State-operated Bear Mountain Park, on the Hudson River, drew a crowd of 325,000 Sunday (4), the largest attendance since prior to the war. Indian Point Park, Hudson River funspot served by excursion liners, drew 10,000 Sunday.

## Coney Island, New York

By UNO

A perfect and most welcome sunny four-day week-end (July 2 thru 5) which included a free air show and fireworks. The second annual event, sponsored by the *New York Daily Mirror*, shattered attendance totals the first day and kept cash registers working to capacity.

L. A. Thompson's Roller Coaster on Surf, owned and operated by Joe Bonsignore, has on its pay roll Atletia Repetti, brakeman; J. Whitworth, second fareman and mechanic helper; George Siegfried, mechanic; Tommy Fastola, trackman; Phil Sisk, assistant brakeman; Mrs. Mossea Habib, ticket taker, and Charles Gaetjeus and Frank Kinsley, ticket sellers. Bonsignore's Tunnel of Fun, adjoining, has Andino Carmelo and Catoll Hactpuzzo, ticket sellers, and Ben Lentini, mechanic. Bob Sled, on the Bowery, still another Bonsignore ride, is managed by Johnny Jr., with Harry Rapp, mechanic; Richard Lenz, Sam Yokia and Harry Engelhart, ticket sellers; Anthony Corona and Jimmie Terra, second fareman, and Ray Dowling, Harry Hirschback and Tony Tagliaferri, extras.

### Grace Terra Operates Stand

Yetta Shisoff's four-unit frozen custard stand on Surf near West Eighth Street, is run by Grace Terra, with Irwin Rosenzweig and Abe Moscovich, helpers. . . . Suicide Globe, on Surf, controlled by Bakerman Bros.' Enterprises, has as general manager Alberto Magnalia; talker, Albert George, and ticket seller, Reuben Hoffstatter.

Concessionaires on John Ward's property, covering one side of Jones Walk from Surf to beyond the Bowery, start with Wilfred and Eva Long's thousand variety souvenir labeled We Have It. Assists are William Duclos, Rudy Pelossie and Arthur Morales. Next is Charlie Yoshida's wonder fortune-telling birds. Charlie was away from his stand June 19, playing nurse to one of his feathered money takers that broke its leg that a.m. Ten Victory soft drink machines, alongside, has Bob Bobby in control and George Murphy, mechanic. Graphologist Murray Robinson, 14 years an Islander, adjoins. Then comes Richard P. Long and Robert J. Gill, two ex-G.I.'s, in their second season, operating Star Game, embracing 19 miniature Pokerinos. Helping them are Al Lynch and Peter Gluckert. Joseph and Ruth Elaine Lewis and their son, Paul, triple behind a candy floss, candy apple and popcorn stand. Zano brothers, and their balloon racer is represented by Pauline Brenner and Johnnie Bianco. Ben and Sam Sims are tintype specialists at the next spot; also have a similar establishment on the Boardwalk where Ben is boss. Jimmy and Johnny Santos have fish pond, No. 3, with Teddy Hickman and Vincent Pacecca, helpers. No. 1 is at Feltman's and No. 2 on Surf and West Eighth Street. Leo Shushan, son-in-law of Freddie Canfield, who has the important job of managing all of his relative's Coney concessions which include a milk bottle game on Jones Walk and a Star game and another milk bottler, Bowery and West 15th Street, has Stuart Lyles and Freda and son Richard Rehfeld. Sam Richman and Abe Sheffield are assists on Jones. Pony track, formerly owned by the Longs, is operated by Mr. and Mrs. Jim McLaughlin. Another track run by the family is on Surf, near West Fifth Street. John Bradley is in charge of the Jones and Bowery branch, with Jimmie Carter, assistant. Seniors cover the Surf concession.

### Irish House Entertainers

Dan Lane's original Irish House on the Bowery, managed by Jimmie McCullough, features Roy King, solovox expert. Other entertainers

are Jack Galvin, pianist; Genevieve Quinn, dancer; Smiling Johnny Brennan, yodeler and dancer; Al Ginger, violinist and juggler; Paul Revere and his dummy horse; Galvin and Jack Ponton, Mickey Sheridan, Vince Kelly, Eddie and Joe Mason, Joe Morris, Joe Wynn, Gene Swarbrick, John Morrissey and Frank McCabe, singing waiters. Barkeepers are Steve Ryan, Joe O'Hara, Johnny Smith and Dan Kilgallon. Maurice Lowry is cashier and Lily Sheridan, dietitian.

Eddie's 5-Star Final group game on Surf and Stillwell, controlled by Eddie's Amusement Corporation, of which Herman Rapp is prexy a. l Arthur (Butch) Ehrman secretary, is celebrating its 15th anniversary at Coney. Two assistant managers are Irving Taffet and Charles Eimer, latter also known as Dan Sherman. Pitmen include Julius Dan, Julius Saal, Benjamin Kreever, David Berger, Joe Scala and Dominick Toscani. Mike man is Sol Silverstein.

### Norman Bartlett Visits

Norman Bartlett, ride builder from Tonawanda, N. Y., was a visitor July 3. He plans on increasing Joe Bonsignore's Bob Sled to twice its size and capacity. Change to start after Mardi Gras. . . . Frank Gatto, part owner of Joe Boston's Variety Show and his brothers' kiddie parks, who played bit parts in Hollywood, Calif., pix and is a member of the Screen Actors' Guild, is to return to the Coast this winter to assist Sam Schwartz in producing a three-dimensional film. . . . Policeman Joe Gonzales, of the 60th Coney precinct, is celebrating his 17th summer covering the Bowery beat and is particularly active maintaining order around Nelson's Corner, disguised behind smoked glasses. . . . Arthur Fishbein, frozen custard merchant, passed around the cigars June 19 upon the stork's visit to his home. Newcomer is Marcia, who came to keep three-year young sister, Judy, company. Ditto Ma Roslyn, who is doing nicely. . . . Marie Wagner is back in her old job as nurse to the Siamese Twins in alcohol at Rosen's Palace of Wonders after a stretch at the Chi Chi Club, Lodi, N. J. . . . Happy Jennie, 450 pounds, good looking fat girl at Rosen's, is a born Manhattan Eastsider from Rutgers and Madison. Last name is Latino. . . . Fred Jones, the Twisto in Rosen's freakery, has opened a photo gallery on Stillwell. Taking turns in operating is Robert O'Neill, the Mechanical Man, also at Rosen's.

### Dolores DeForrest, Water Show Performer, Is Hurt

ATLANTIC CITY, July 10.—Two thousand spectators attending a water show at the ocean end of the Steel Pier on June 26 watched Dolores DeForrest, 19-year-old girl diver, collapse after executing the final dive on the evening's program.

Miss DeForrest had performed a running one-and-one-half forward somersault from a 10-foot board into the eight-foot-deep pool. Altho her head struck the bottom, she managed to climb out unaided, but she then slumped beside the pool. She was taken to Atlantic City Hospital, where she was detained with head and back injuries.

### Steel Pier Balloon Escapes

ATLANTIC CITY, July 10.—The Steel Pier's giant advertising balloon, which broke from its moorings during a squall recently, is still missing. The \$500 balloon, anchored at the end of 600 feet of nylon rope, had been in use two years. Pier Manager Richard Endicott said that the balloon headed north and was reported seen over Newark, N. J.

## Sobel, Goldstein Negotiate Ride Pact With Det. Solons

DETROIT, July 10.—The start of a new miniature amusement park has been made by the Sobel Amusement Enterprises with the installation of a three-abreast Merry-Go-Round in Rouge Park. It marks the first time rides have been installed in a Detroit city park by concessionaires, with the possible exception of a temporary celebration many years ago. Various propositions for rides for both Rouge and Belle Isle parks have been made within the past year but the Sobel org is the first to get a contract. Location is on the main roadway of the park, in a good traffic position.

Business has been good during the two weeks the ride has been in operation, with good days reported averaging 2,000 to 2,500 riders. Company is owned by Sam Sobel and Sam Goldstein, the latter of the Majestic Greater Shows.

## Steel Pier Ballroom Damaged by Blaze

ATLANTIC CITY, July 10.—Shortly before 2 a.m. Tuesday (8), 40 minutes after 3,100 dancers had left the huge Marine Ballroom at Steel Pier, fire broke out and badly damaged the dance hall. Firemen battled the blaze for two hours.

This was the second fire at the resort in less than a week. Last Wednesday morning (30) firemen spent more than an hour fighting a fire which swept the circus arena at Hamid's Million-Dollar Pier. Both piers are operated by George Hamid. The latest damage was estimated at \$22,000, of which \$1,000 was attributed to fire. George Hamid Jr., son of the owner, said the major damage was caused by water from the sprinkler system. The ballroom reopened the same night, repairmen working thru the day and succeeding in removing most evidences of the blaze.

Firemen blamed the blaze on a cigarette dropped in a receptacle outside a door. The sprinkler system proved ineffective due to the fire being largely confined to the space between ceiling and roof.

## Virginia Shore Spots Get Record 4th Biz

VIRGINIA BEACH, Va., July 10.—Independence Day attendance at this and near-by beach resorts smashed all records since 1936, more than making up for the slim Decoration Day week-end opening.

Hotels were all filled and the overflow was spread out as far as Suffolk, where the town's principal hostelry reported capacity business.

The weather was ideal and not a single fatality marred the long holiday. At Ocean View business equaled last year's July 4 peak, with bathhouses and the Ocean View Amusement Park doing all the biz they could handle.

### Coldbrook, N. B., Funspot Set for Late Opening

COLDBROOK, N. B., July 10.—Moosepath Park here, which had planned to open for the season June 7 but which was unable to because of the weather, has set Monday (12) as the opening date.

Night harness racing will be featured, in addition to rides, games, shows and concessions. A new set of bleachers, seating 4,000, has been constructed, according to Lou Acker, president and manager. A track will be operated for midget auto racing and horse racing.

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# Late Arrivals Hurt Cole in Mich. Spots

## Blow Matinee in Adrian

CHICAGO, July 10.—Late arrivals hit Cole Bros. hard this week, after the show had been moving along at a good pace and had chalked up record crowds the previous week.

Ionia proved only fair, but Jackson Sunday (4) gave with a capacity matinee and a three-quarter night house. Hastings registered a strong matinee but a weak one at night.

Show didn't arrive in Adrian until 3 p.m. Tuesday (6) and, as a result, blew the matinee. Night show drew capacity. A late arrival in Three Rivers probably accounted for the half-house at the matinee. It was a three-quarter house at night. Another late arrival, this time in Elkhart, Ind., caused the crowd to diminish before the show could get up and only a half-house was on hand. Night crowd was capacity. Muskegon gave with two full ones.

# Rains, Timing Hurt Mills in Massillon

MASSILLON, O., July 10.—Rains and threatening weather, plus an overlaid entertainment slate, hurt biz for the Mills Bros.' org here Tuesday (6).

The show, under Grotto auspices, followed by one day a gigantic July 4 celebration and by a week two carnivals. Less than a half-house was on hand for both performances.

The org drew a full one, however, Monday night (5) at Dennison, O., following a small house at the matinee.

At Cambridge, O., where the show was under auspices of the VFW, a near-capacity was on hand at night, after a scant crowd in the afternoon. Between the matinee and evening shows the circus played a benefit for 3,000 patients in the Cambridge institute.

# Northampton, Mass., Okay for Jimmy Cole

NORTHAMPTON, Mass., July 10.—The James M. Cole Circus, with a good break in the weather, played to two strong houses here Wednesday (7).

Chilly weather hurt biz at Leominster, Mass., with only a scant crowd on hand at both performances there. The org played to a near-capacity throng at Milford, Mass., despite the excessive heat. A blazing sun pared the matinee crowd.

# John Billsbury Produces Show at Greenville, S. C.

GREENVILLE, S. C., July 10.—John H. Billsbury directed and produced the fourth annual Greenville Lions Club Circus here this week. Show was held in Meadowbrook Park. The line-up of acts follows:

Display 1—Presentation of colors. Display 2—Lloyd's dogs and ponies. Display 3—Clowns. Slim Collins and Ruby Landrus, Billy Hudson. Display 4—The Hogsdon, rings. Display 5—Prince Charming, horse, ridden by Lillian Kitchens. Display 6—Glen Martin and company, trampolines. Display 7—Bernice and Jo Bernie, swinging ladders. Display 8—Clowns. Display 9—The Levolos, slack wire. Display 10—The Moreen troupe, teeterboard. Display 11—Mules, presented by Lillian Kitchens. Display 12—The Westerners, roping. Display 13—Clowns. Display 14—Miss Willis, assisted by Pat, balancing. Display 15—Mlle. La Venia, cloud swing. Display 16—The Hubler brothers, bar act. Display 17—Josh Kitchens, animals. Display 18—The Hartley Duo, perch. Display 19—The Skating Carters. Display 20—Clowns. Display 21—Slide-for-life.

# This Is the Weeds!

ADRIAN, Mich., July 10.—Cole Bros.' was late pulling into Adrian for a scheduled matinee Tuesday (6), and the story of why they were late is really something!

According to Hoig L. Gay, Adrian newspaperman, the New York Central tried to haul the circus train's 20 flats and stock cars and 10 coaches with one locomotive. The train, he said, crept along at a snail's pace from Hastings to Adrian—a 103-mile haul. Between Hastings and Jackson it was a branch line. An hour was lost switching in the Jackson yards. Between Jackson and Manchester the train moved over to another branch line ordinarily used only three times a week.

"Heavy rains had produced a heavy growth of weeds. The locomotive ground the weeds up on the rails, leaving the rails slippery and preventing the locomotive from getting traction. Another locomotive finally was sent from the Adrian yards to help haul the train the last 25 miles to Adrian."

R. B. Dean, Cole Bros.' press representative, said, "I've seen everything now. Out in Kansas we've had trains stopped by grass-hoppers, but never before have I seen a train held up by weeds on the track."

# Duluth Gives Beatty's Org Good Day's Biz

DULUTH, Minn., July 10.—Clyde Beatty, in here for a two-day stand Tuesday and Wednesday (6-7), garnered one good day's biz out of the two. Opening Tuesday, the show had a three-quarter matinee and a half house at night. Night show was hit by rain between 6 and 7. Show was delayed two hours in arriving, due to a passenger-iron ore train wreck near Virginia the previous day, which forced re-routing of the Beatty show. Second day the show drew two three-quarter houses.

Lack of capacity biz was attributed by Duluthians to the fact that it came right in after the three-day holiday. Show received plenty of space in the Duluth papers.

At Virginia, Minn., it was a case of too much competition Monday (5) in the form of a Timber Day celebration, Pioneer Home Coming event and an airport dedication, all within a 50-mile radius. Too, there were July 4 celebrations in near-by communities.

Show did good business in Grand Rapids, Minn., getting a full one at the matinee and a strong house at night despite scorching weather.

Fergus Falls proved a good one, show getting over 5,000 at each performance. Grand Forks, N. D., gave with two strong houses.

# Hold Marshall In Johnson Slaying

SPRINGFIELD, Mass., July 10.—Lawrence D. (Frenchy) Marshall, 25, Nashua, N. H., a cook with the Ringling circus, was held without bail here Tuesday (6) after pleading innocent to a charge of murdering Lester Ray Johnson, a fellow employee, of London, Ky., in a coal yard adjacent to the circus train Saturday morning (3). The FBI established the identity of the victim thru fingerprints Wednesday (7).

Marshall gave himself up at Nashua police headquarters Sunday night (4). He waived extradition and was returned here Monday (5). He was ordered held for the September grand jury after he waived a preliminary hearing and refused the services of a lawyer.

Police Captain William F. Lonergan quoted Marshall as saying that the killing climaxed a feud which had smoldered for several weeks.

The preliminary investigation resulted in holding up the departure of the first section of the circus train, consisting of 22 sleeping cars. About 75 persons were interrogated. Circus employees held as material witnesses

# King Bros. Score In New England Despite Weather

SALEM, Mass., July 10.—Overflows were the rule rather than the exception, whenever weather permitted, for King Bros.' Circus this week on its tour of New England.

The org played to a straw at the matinee here Monday (5) and a near-capacity at night despite a gale and heavy rains.

A strong house was on hand for both performances at South Paris, Me., and the org played to a full one at night in Sanford, Me. The matinee at Sanford attracted a near-capacity crowd.

Good weather greeted the org at Biddeford, Me., and the crowds were even better, with an overflow on hand for both shows.

# Dailey Fails To Lure Them At Springfield

SPRINGFIELD, Ill., July 10.—Despite ideal weather and plenty of flack, Dailey Bros. failed to lure the customers here Wednesday (7). Show drew only half houses at both matinee and night shows.

This was the opposite of what the org has been doing in Illinois and Indiana and there was no apparent reason for the poor draw. Show got plenty of publicity here on two counts. First of all, Little Eva, baby elephant, arrived by plane in St. Louis from Philadelphia and was trucked in here, which the papers played up. Secondly, Jap, reputed one of the oldest elephants in the country, died from a combination of old age and the heat wave. Newspapers went big for that, too.

At Decatur the day before, the show had a light matinee, around 600, but came up with 4,000 at night. At Danville it was a three-quarter matinee and a fair night house.

At Terre Haute it was a three-quarter matinee and a full one at night. This despite the fact the matinee was an hour late in starting because city officials decided, after the show pulled in at 8:30 a.m., a bond of \$1,500 would have to be put up for street damages. The org's 24-hour man was notified about this and it took time to get show officials contacted before the bond was put up.

At Bedford, Ind., the show had a three-quarter matinee and a full one at night.

were William Howard, James J. Bolling and William F. Shafer.

# R-B Night Biz Big, Matinees Light in N. Y.

## Heat Hurts Day Play

ERIE, Pa., July 10.—Ringling Bros. and Barnum & Bailey Circus scurried thru Upper New York State in five days this week, attracting good night crowds all along the line after two light houses in Springfield, Mass., Saturday (3), notwithstanding its absence from that town for the past four years. Light matinees were attributed in part to the area's first heat wave.

For a time the efforts of Springfield police tracking the murderer of Lester Ray Johnson, a circus employee, held up the departure of the sleeper section for Albany, N. Y., where the show appeared Monday (5). Another employee, Lawrence D. (Frenchy) Marshall gave himself up in Nashua, N. H., allegedly confessing to the crime. He is being held without bail in Springfield for September trial.

The crime, involving personnel who had been with the show only a few days, according to circus records, earned the Big Show its only bad publicity in New England.

## Seat Section Falls

The first reported major trouble involving patrons with the new grandstands occurred in Syracuse, N. Y., Wednesday (7), when a steel apron, fronting one of the portable grandstands, gave way, causing the front end to drop about four feet to the ground and resulting in injuries to three patrons.

Officials blamed a soft spot in the earth for the collapse of one of the supporting flanges. As the flooring fell the 24 collapsible seats which it supports were thrown forward, injuring two women and one man. Only one of the three was hospitalized.

Albany was good for a three-quarter matinee and a full house at night. The usual bountiful holiday meal with all the trimmings was served in the cookhouse.

The show drew a half-house for the matinee and capacity at night at Utica, while two big audiences turned out in Syracuse.

# Bailey Kayoed By S. D. Heat

SIOUX FALLS, S. D., July 10.—Blazing heat of 98 degrees slashed attendance for both performances by Bailey Bros.' Circus here Wednesday (7), with barely a half-house present at each show.

Heavy rains the previous week, which kept farmers busy in the fields, hurt business at Madison, S. D., with scant crowds on hand for both performances.

It was the same story at Mitchell, S. D., but Huron brought some relief in the form of two capacity houses.

# Kelly-Miller Org Does Okay in Wis.

GALESVILLE, Wis., July 10.—Week-end biz proved okay for the Al G. Kelly-Miller Bros.' Circus on its swing thru Wisconsin. Aided by clear and warm weather, the org played to a strong house here Monday night (5) after a slightly smaller crowd at the matinee.

Soldiers Grove, Wis., gave with two good houses Saturday (3).

## Stevens Bros.

Altho weather has been cold, biz continues good. At Eagle Butte, S. D., June 13, org had the biggest day in its history. Next day at Duplee, S. D., Indian tents were up—Indians had moved in a week ahead to wait for the show. Stevens was the first circus in 15 years on the Indian reservation.

Ruth Johnson, aerialist, celebrated her 22d birthday at Mobridge, S. D. Ted Milligan has joined and is general superintendent. Ted Jr. does magic and Punch in side show. Kid Show, managed by Carl Stone, turns 90 per cent of the folk on the midway. New side show top, a 50 with two 30's, will be delivered in couple of weeks. Another new two-ton truck was purchased at Onida, S. D., to haul additional seats.

Violetta Rooks, head balancing, has joined, coming from Orrin Davenport's dates in Canada. Her husband, Harry Rooks, is equestrian director. Eddie Dionne and Archie McBeth also are late additions.

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## Dressing Room Gossip

## Dailey Bros.

A check shows the org had rain 18 days in May and 14 in June. Copperfield Van is driving the gilly in the absence of Mona Gruba, who is ill. Mildred Pyle suffered a broken foot when her menage horse fell on a turn. Mildred's grandniece, Nancy O'Rourke, visited for a day.

The dressing room gave Tommy O'Brien a big party on his birthday. Al Osborne, advance man for Ben Wallace at the turn of the century, visited and Bert Rickman dedicated the show to him.

Joe Rossi, much to his regret, was not located in time to be present for the interment of his son, Mark, at Greenville, Ky. Mark's body had been shipped back from the Pacific. Joe is extremely popular with dressing room folks, as he usually plays our request numbers and is present at all functions with his cornet. Clown Koko joined the alley for a day with his basket horse. Howard Saunders' daughter came on to help him with his front door duties during the illness of Eve Davenport.

Duke Graff, CMBA, has modeled a Two Hemispheres Band Wagon, with a 40-horse hitch. Harry Parkhurst and son visited Louis Reed and the writer. Rose Lewiston brought on Jo Rittley, Webb's son, for a visit with his mother. The writer and the O'Briens were entertained at dinner and a movie by Elizabeth and Bette Keller, Chicago.

Recent visitors have included Mr. and Mrs. Doc Pyle and daughter, who visited the Paul Pyles; Mr. and Mrs. William Ketrow, Mr. and Mrs. Bob Ketrow, Mary Jacobs, Mr. and Mrs. Earl McLain, former performers; Gene Weeks, Fred Young, Johnny Laddy, Mary Grimes, the Riding Zoppes, Mr. and Mrs. Glen Townsend, Mr. and Mrs. Chapman, Art R. Mitchell, Lyman Hugg, manufacturer of magic equipment; Constant Schilperoot, Mr. and Mrs. Bob Renzo, Mr. and Mrs. Ralph Derr, Mrs. Ealine Kline, Mrs. Susie Casselman, Earl Gustke, John G. Jones, former ticket wagon man on Parker & Watts Circus; Bill Lindermann, Mrs. Slayman Ali, daughter and son-in-law; Mrs. Eva Parker, Mr. and Mrs. Billie Blencoe and daughter; Bill Carsky, Dwight Pepple, George Flint, Harry Atwell, Emmett Sims; Hank Hurley of *The Billboard*, and Raymond Duke and Al Jones of the latter's Wild West show.—HAZEL KING.

## Bailey Bros.

Personnel of the show visited the graves of Charles Smith, Charles Miller and Charles Walters while in Wahpeton, N. D. and placed a floral wreath. These three were killed June 10, 1897, while with the Ringling show, when lightning struck a center pole near where they were working. Twelve Masses were offered for them by Rev. George D. Lamell, of St. John's Catholic church, Wahpeton. The monument erected in honor of the above trio depicts the center pole exactly as it was when struck by lightning.

Ernie Stewart joined in Mitchell, S. D., with his trap act and contortions. Photos from *The Aberdeen*, (S. D.) *American-News* were on the lot when the show played that town,

## Polack Bros.' Eastern

We were welcomed by banners galore upon our arrival in Scottsbluff, Neb. Willis Alley and his crew were responsible for the layout, the largest of the season thus far.

Gene Randow has returned and the atmosphere around the show, particularly in the dressing room, has brightened. Heckling once more is in full swing. By way of celebrating Gene's homecoming, Charley Borza and Juanita Lopez invaded the clown singing group during the evening show and knocked us all out with their mad antics. Charley, in a flowing wig, high-water trousers and the most grotesque black comedy shoes the writer ever has seen, assumed the role of conductor. Juanita turned himself into a human music rack by standing on his head and holding a huge sheet of music on his knees. From this the clown quartet sang *Sweet Adeline*.

Dime Wilson succeeded Nate Lewis as president of the G.A.T. club at its election in Scottsbluff, with Ray Wilbert succeeding Emil Pallenberg as vice-president. Connie Wilson and Irene Lafferty retained their offices as secretary and treasurer respectively. June Wilbert replaced Gene Randow as chairman of entertainment, and Harry May stepped into Karl Erikson's shoes as sergeant-at-arms. The board of governors includes Johnny Malikova, who was welcomed into the club; Edythe Boyd, Nate Lewis, Emil Pallenberg and Gene Randow. Chester Stanley campaigned loudly for each of the candidates.

The show has run into almost every conceivable form of weather but the sand storm in Scottsbluff tops them all. Bobby Harrison sprinkled the ground with water during the performance. But this just made the front track wet enough so that the elephants, the Cheerful Gardners and Irene Lafferty slipped and slid all over the place.

During the storm, the men became locked in their dressing room, with the result the three Eriksons, scheduled to go on, were forced to escape via the shower room into the ladies dressing room. Skip Manley provided an escape by removing the dressing room door from its hinges.

The concession department was on the radio in Scottsbluff.

Fragments—Richard Sidney is preparing color movies of the show. . . . Kathy Pallenberg was rushed to the hospital in Scottsbluff for an emergency appendectomy. . . . Little Wanda Malikova is on the sick list. . . . Else Sidney, her fractured leg improving rapidly, is practicing for the bicycle act. . . . The concessionaires are happy over their new top.

The heat is with us again, the thermometer hitting 105 during the opening matinee. . . . Darby Hicks is back on the show following a serious illness. . . . The show was en route July 4, which was a new experience for almost everyone.—BILLY BARTON.

with the result the show got several nice spreads. The org was under auspices of the Jaycees in Madison, S. D., and played to two good houses.

Recent birthdays were observed by Bob Broome and Joe Hodgini. Swede and Mabel Johnson were visited by Swede's uncle, H. Johnson. Mr. and Mrs. Ted Milligan and son and daughter visited while en route to join the Kelly-Miller show. Other visitors included Pat Purcell.

We day and dated the Home State Shows in Aberdeen and visitors from that org included William Johnson, Robert Hale, Ebnor B. Mount, B. R. Noland, J. C. Daniel, C. L. (Sonny) Shayses and James Hinton.—RUSTY BADER.

## Cole Bros.

Our swing thru Northern Michigan has been highly successful from all angles. The garden spot as far as lots were concerned was on the fairgrounds at Ionia, Mich., where we had running water near the dressing room and a place to swim a half a block away. It seemed like old times to see our show up and ready to go at 11 a.m. A bow to Jack Davis for his help and co-operation.

Hubert Castle and Otto Griebing are out every day between shows playing golf. Laugh of the week: Ernie Anderson, member of the Voise Troupe, going swimming with his grouch bag on, having to spread those dollar bills all over the place to dry. Speaking of grouch bags, I wonder what happened to Bogonghi's. I don't see him wearing it lately.

Three unsung heroes I forgot last week are Al Hoffman and Karl Knudsen, 24-hour men, and Curly Stewart, general lot superintendent. Capt. John Smith sure looks the part in that striking green uniform. I wonder what happened to the white tails and top hat.

Hilda Burkhart took a flying trip to Mount Clemens, Mich., to visit her mother, daughter and Richard. Mr. and Mrs. Cristiani are on for a visit with the family.

Thanks to everyone for those nice letters. I just haven't time to answer. One of the busiest men on the lot is Billy Griffin what with collecting for Dick Scatterday, handling the Chevrolet car and doing his clowning.

Visitors: The Hanneford family, Poodles, Grace and my favorite aunt, Mrs. Ned Hanneford. It was funny to see Poodles and Lucio Cristiani, two of the top riders in this country, playing drums in the band—Lucio on the bass and Poodles on the snare. Other visitors: Mrs. Melzora, Ray Melzora and his wife, Bill and Buster Melzora, Bessie Newhouser; Daisy Hill from Chester, Pa.; John C. Graham, Mr. and Mrs. Freddie Freeman, who came from Canada with Freddie III; Mary Ann DeLochte, daughter of our treasurer, Robert DeLochte; M. and Mrs. Tom Gregory and Dot and Ginger.

Tommy Comstock, calliope player, who left our show some time ago, is convalescing at his home in Jackson, Mich.—FREDDIE FREEMAN.

## Clyde Beatty

The Fourth of July has come and gone, and John Staley, our steward, and his cookhouse crew deserve a bouquet of orchids for the wonderful dinner that was served us on the holiday. The cook tent was a mass of flags and pennants and the tables were laden with plenty of good things to eat.

Mr. and Mrs. Dennie Helms observed their 25th wedding anniversary and received many gifts. On the same day we were visited by Mr. and Mrs. Pat Purcell, who were celebrating their 22d wedding anniversary.

At Fergus Falls, Minn., Connie Conrey fell from her single traps and went to the hospital with a sprained back.

While crossing the lot the other day I actually saw Dave Murphy folding a piece of side wall. Ruth Flannigan celebrated her birthday July 4. Lester R. Armstrong, CFA photographer of Walla Walla, Wash., was on the lot and kept his camera busy. He has been generous with copies of pictures.

Slim Walters, a paint contractor in Fargo, N. D., spent three days with the show just to get the itch out of his feet. A daily threesome at pinochle is Billie Powell, Oscar Lowande and Eddie Polo. Roxie Engesser recently joined and will work in the ladder number and also ride menage.

Recent visitors were Jimmy Heron, the Ted Milligan family; Ed Tanoll, of the Minneapolis Shrine; Earl Shipley and Art Miller.—LAURENCE CROSS.

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**Ringling-Barnum**

Big event was the July 4 party in the big top at Albany, N. Y., between shows. Buddy North was the host and was assisted by Pat Valdo and Doc Henderson. Murray Burt was in-charge. Just about everyone was present and many took part in the activities, competition races and games. Prizes for winners in each contest were \$15 for first place; \$10, second, and \$5, third. Merle Evans and the band furnished music.

Winners of the contests: Small children's race—Axel Gautier, Zabella Marschany, Mickey Unus; older children—Benito Bogino, Emerick Mrowkowski, Armando Zavatta; girls three-legged race—Elsie Jung and Eamie Krause, Betty Brasno and Kee Matusch, Dolores Murphy and Lorraine Russo; web climbing to top of flying rigging by prop men—Tommy Clark, 16 seconds; Chico, 21 1/2 seconds; Eddie Bush, Patrick Ryan and Warren all tied for third, 23 1/2 seconds each; girls egg race—Bunny Wight, Charlotte Bell, Florence Begin; midjet sack race—Jackie Gerlick, Clayton Chase, Cucciola; colored boys race—Robert Shields, Clifford Corbett; men's race—Freddie Canestrelli, Armando Romano, Bogino.

A big novelty act was the appearance of Coca Cola (Jimmy Armstrong), assisted by Justino Loyal and Aldo Cristiani. He did a knockout routine on the bareback horse. Al Hilton Smith and Armando Romano gave a good imitation of Art Springer singing *Dear Santa Claus*. The stake-driving contest, made up of three tough teams, was a highlight. (See Ringling-Barnum on page 82)

**King Bros.**

A gala parade from the fairgrounds thru the downtown streets helped bring out two capacity houses in Lewiston, Me. A crowd, estimated by police at 50,000 watched the parade.

Fred Wenzel, of clown alley, was interviewed by disk jockey Robert De Muriel, with a background of circus recordings. Bob, in turn, had a whale of a time working with clown alley at the evening performance. De Muriel again clowned the show at the next stop, in Biddeford, Me.

We bid farewell to Maine by drawing two excellent houses in South Paris. The lot there was located between South Paris and Norway.

The org was slated to open Monday (5) in Salem, Mass., and many of the personnel took advantage of the fine weather Sunday (4) to motor to Boston. A large number of us gathered in the hotel lounge to watch a baseball game via television.

With a break in the weather, we had a turnaway at the matinee Monday but a rain just before the doors. (See KING BROS. on page 82)

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**Tom Packs**

St. Louis was one of the best stands for this outdoor thrill circus. Setting was the Public School Stadium on Kings Highway with a seating capacity of around 20,000. The first four days of the July 4 week were big. The fifth day had all the earmarks of being the biggest of all, when a four-inch rain forced cancellation of the last performance. Despite the loss of the final day, the St. Louis Shrine will show a big profit.

Carbondale, Ill., July 6 and 7, was a new one, sponsored by the Shrine, and also was a winner. Show was held in Southern Illinois University Stadium and weather was made to order.

The Behees and the Zaccinis prove big favorites everywhere. The Wallendas are working horses on this show. First there is the web number with all the ladies of the Wallenda Troupe participating and featuring Carla. Then there is Yette on the high swaying pole and all the while the Wallenda boys are doing the ground work. A quick change and the whole troupe, including the ladies, is back for the unsupported ladder act. Sonny Bernet is doing a whale of a job handling the announcements during the White Horse Troupe performance.

Hot flashes—Bozo Harrell played a new role, that of grandpa. His daughter, son-in-law and grandson visited for a few days. Mr. and Mrs. Fred Voepel threw a barbecued rib party and everything went fine until the bottom fell out of the sky. Roman Proske is working his tiger act again. . . . Wilma Willys celebrated her third birthday and all the show kids were at the party.—DICK LEWIS.

**Hunt Bros.**

At Concord, N. H., we had a visit from Pat Rooney III, Charles Levine, Marvin Case, Frank DeRiskie, and the writer went back a few years and found out what had happened to vaudeville. At Orange, Mass., we had a visit from several of the folks from the James M. Cole show—George Bell, band leader; John Mease, drummer, baritone player, whose name I didn't get, and several others. Some of our folks returned the visit.

I see Dave Nimmo riding on that \$7,000 saddle that was formerly the property of Tim McCoy. Dave has a friend that owns it and occasionally visits and brings it with him. Ethel Jennier is still stopping the show with her ankle drops and traps.—NORMAN HANLEY.

**Polack Bros.' Western**

Don Diego, the mythical host of the San Diego County Fair, Del Mar, Calif., welcomed us with a great deal of enthusiasm and presented us the most colorful date of the season. Despite opposition of a championship rodeo, grandstand revue, horse show, an animal circus and the usual exhibits, we did a remarkable business. Extra matinees were necessary the last three days.

The show was sold outright to the fair, thus eliminating the necessity of promotion with Sam Ward commuting from Los Angeles to lay out the arena and make final arrangements. Justus Edwards by-passed the date, going directly to L. A. from Bakersfield. Mrs. Mary Paul, assistant auditor, took advantage of the set-up by taking a much-needed vacation. Louis Stern's anticipated week of rest bogged down when the Shrine, altho insisting on operating the show itself, had to fall back on Louie's direction to keep things running smoothly. Mickey Blue, handling the promotion in Long Beach, dropped in on his way to Tijuana, Mexico.

The show, presented in the oval-shaped horse show arena, was surrounded by reserves and blues, giving the effect of a railroad show minus the canvas. The sawdust rings and track were decorated with numerous floral displays and the performance. (See Polack Western on page 82)

**Under the Marquee**

Pass-holder is a person who subscribes to the popular fallacy that he will have to spend nothing.

Faith King's circus unit played the July 4 celebration at the Evanston, Ill., Stadium.

Clarence Auskings closed recently with the Jewell-Harris rep show to become general agent of Bible Bros.' Circus.

Jimmy Stutz cards that biz with the World-Wide Animal Exhibit has improved and that the org is heading east into West Virginia and Pennsylvania.

Don DeWees, Ed Jones and Jim Cannon, CFA'ers, visited Jack Sweetman and Bob Mills, of the Mills Bros.' band, when the show played Cambridge, O., July 1.

Home-town booster is the trouper who has his hometown newspapers follow him—even tho he never reads them.

A feast fit for a king was prepared by John M. Staley, chief steward in the Clyde Beatty cookhouse, for the folks on the show in Virginia, Minn., July 5. An attractive menu was printed for the feast.

John Kries, former tumbler, who gave up circus life to study electricity, is a member of the CFA, New Haven, Conn. He has made gadgets for Paul Jung and Paul Jerome, of the Big One.

Mr. and Mrs. Fred Timon, Oswego, N. Y., visited Lee Bros.' Circus when that org played Parker's Landing, Pa., and renewed acquaintances with the Brison family and Sam Dock. They reported the show doing good biz.

Ben and Eva Davenport, owners of Dailey Bros.' Circus, are back on the show after illness. Mrs. Davenport recently was released from a hospital following a major operation. Ben was hospitalized for a couple of days for a physical check-up.

An old-fashioned town is one where a livery stable owner is still holding a feed bill against a 1903 overland wagon show.

Mr. and Mrs. Harold J. Rumbaugh, former co-owners of King Bros., caught the Big One at Portland, Me., and Manchester, N. H. The Rumbaughs renewed acquaintances with Art Concello, Merle Evans, Capt. Bill Curtis, Bill Carr, Allen and Bunny King and the Ayles.—(See Under the Marquee on page 82)

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Redwood Falls, Minn., July 13; Granite Falls, 14; Appleton, 15; Benson, 16.

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Who can handle Phone Men. Must be sober, reliable and no liars. Also able to finance self. If you are broke, do not answer. Must be ready to start immediately. Write or wire, stating where you can be reached by phone.

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**WANTED**

Trombone and Air Calliope Player for Big Show Band. Union Scale.

**SKINNY GOE, Band Leader BAILEY BROS.' CIRCUS**

Fairbury, Neb., July 15; York, Neb., 16; Hastings, Neb., 17; Grand Island, Neb., 19.

**WANTED**

Assistant Boss Canvasman Seat Men, Riggers, Candy Butchers and other useful people. Come on. Long season South.

**JACK MILLS MILLS BROS.' CIRCUS**

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## Strates Tabs Hefty Biz in Schenectady

### Christian Dies Suddenly

SCHENECTADY, N. Y., July 10.—Playing on the Hungry Hill show-grounds, an exclusive lot for the James E. Strates Shows, all units reported five days of good business. With ideal weather prevailing, crowds, in a spending and holiday mood, jammed the lot. The show scored one of the season's biggest matinees and night play on closing Saturday (3).

Heading the top money shows was Rita Cortez's *South American Revue*, which has been revamped with new wardrobe, more talent and novelty acts. Claude Bentley's *Side Show* and his *Illusion Show*, with Herb Barrett talking on the latter, grossed heavily.

Simon (Si) Geffen, veteran concessionaire and general manager of Frances Fornier's concession, reported this to be his best season in years. Back in territory which the show has covered for many years, Nate Eagle advised that this year's take for his *Hollywood Midget Movie Stars* is far above those of 1946 and 1947.

### Second Death

Following the death of General Agent William C. Fleming, gloom was again cast over the midway as the result of the sudden death of Joseph Christian, who for 13 years operated a concession on the show. The entire personnel attended services here at St. John Church. Burial was in St. John's Catholic Cemetery.

After vacationing at his home at Big Flats, N. Y., Treasurer Nick Bozini returned to the office wagon looking fresh and rested. His family returned with him for a brief visit.

## Ink Bobby Breen To Headline Unit On Hennies Show

APPLETON, Wis., July 10.—Bobby Breen, one-time singing star of motion pictures, has been signed to join Hennies Bros.' Shows. Now 24, he will handle the emcee chores and sing in a gal show, joining at the Illinois State Fair, Springfield.

A discovery of Eddie Cantor, he first was brought to public attention on Cantor's air show. Subsequently, he was featured in *Rainbow on the River*, *Let's Sing Again*, *Make a Wish*, *Escape to Paradise* and other films.

Announcement of Breen's signing was made here during the Hennies Bros.' four-day stand, which opened Wednesday (7). In the engagement previous to its stand here, the Hennies org scored good business at Negaunee, Mich. Saturday (3) netted the biggest gross of the holiday week-end there.

### Jackpot

KEENE, N. H., July 10.—Whitey Sutton, Side Show operator with the O. C. Buck Shows, received an unscheduled dividend last week when he unpacked a dealer's box containing two boa constrictors and found that the mother snake had given birth to 29 baby boas en route. The baby snakes measure 12 to 18 inches.

## Toledo, Al Wagner's Home Town, Gives Cavalcade Good Business

TOELDO, July 10.—This city, home town of owner Al Wagner, has proven one of the best of the season for his Cavalcade of Amusements, which winds up its extended engagement here tonight.

A huge July 4 week-end, following in the wake of three good nights, piled up an excellent gross. And

## WOM Gets 15G In North Adams

NORTH ADAMS, Mass., July 10.—Frank Bergen's World of Mirth Shows grossed about \$15,000, not including concessions, for the week ending Saturday (3). The take, slightly under last year's gross, was affected in part by the season's first heat wave.

Bergen and Bucky Allen, concession manager, took time out to confer with Arthur B. Porter, general manager of the Rutland (Vt.) Fair in that city. The WOM, which has played the Rutland date for many years, has always been cramped for space and an effort was to be made to relocate some of the midway area.

Shows jumped from here to Kittery, Me., for its second New England date. Altho the lengthy jump was made in good time and all units were ready to operate, rain nixed the expected holiday play Monday (5).

## Whitie Dixon Quits Silver States Post

TEKAMAH, Neb., July 10.—N. L. (Whitie) Dixon has resigned as business manager and legal adjuster of the Silver States Shows. He helped organize the outfit when it was bought from J. W. and C. W. Byers winter of 1945-'46. Prior to joining Silver States, Dixon was with United Exposition Shows 18 years.

Dixon will vacation for several weeks and then enter other fields of amusement.

## Exposition at Home Does Okay at New Jersey Stand

SOUTH PLAINFIELD, N. J., July 10.—Exposition at Home Shows are in here this week after a fairly satisfactory six days at North Stelton, near New Brunswick, N. J.

Normally, the North Stelton lot would draw heavily from near-by Camp Kilmer, but Fourth-of-July week-end vacations practically cleared the camp of soldier personnel, which cut down business at the carnival lot.

Despite the spot's not being a particularly good one, Roxy Gatto's shows did okay when given weather breaks. Closing night, Saturday (3), was clear and brought out a good crowd to the lot, with rides, shows and concessions well patronized. Gatto had only part of his shows on the lot, the rest being spotted at the South Plainfield lot to be ready for the July 4 business.

## Wilson Switches to Peppers

NEW YORK, July 10.—Harry Wilson announced this week that he has left the Majestic Greater Shows where he has handled publicity-promotion for the past several seasons to serve in a similar capacity with Pepper's All State Shows. The switch was made under amiable circumstances, Wilson reports.

even with the holiday out of the way and cool weather prevailing, the turn-outs and spending continued good.

An estimated 35,000 thronged thru the entrance from Friday night (2) thru Monday night (5). Biggest turnout was registered Saturday (3) when the show racked up its biggest single day's business of the season.

The patrons played no favorites, and three shows—*Mitzi*, *Little Harlem* and *Pandora*—shared the lead in the money-getting, with only a few dollars difference in their respective takes.

A strong publicity job handled by Bill Naylor in the face of a concentrated Ringling campaign played a big part in bringing out the customers. Both *The Toledo Morning Times* and the *Evening Blade* gave the org good breaks.

From here, the Cavalcade goes to Lansing, Mich., after which it will play Battle Creek, Mich.

## Mighty Hoosier State Org Hits 23G Gross In Linton, Ind., Run

LINTON, Ind., July 10.—The six-day stand of the Mighty Hoosier State Shows here netted the org a record gross of \$23,000, according to Owner W. E. Geren. The run, which opened Wednesday, June 30, and ran thru Monday (5), also marked the first Sunday ever played in this city by a carnival.

Despite a thunderstorm which cleared the midway early Sunday evening (4), the day's attendance was estimated at more than 10,000. On Monday, according to estimates of officials of the sponsoring Greater Linton Club, more than 20,000 flocked thru the midway from early morning until 2 a.m. Tuesday. The org was forced to shut down at that time in order to fill commitments which called for it to open in Terre Haute that afternoon.

Newspaper flack was excellent, Capt. Hugo Zachini's cannonball act getting plenty of space, and Owner Geren reports the committee in charge has inked a contract for the date again next year.

## Mike Smith, Northern Expo Owner, Loses His Trailer

WORTHING, S. D., July 10.—While en route to Sidney, Mont., to play at the Marias County Celebration, Arron (Mike) Smith, owner of Northern Exposition Shows, lost his large house trailer in a fire which was caused by a flat tire and friction. Smith lost much of his clothing and the trailer was a total loss.

Northern Exposition Shows played 10 stands in South Dakota before touring North Dakota, Montana and Wyoming. Show will return to South Dakota to play at the Corn Palace Week in Mitchell late in September.

## Big Crowds at Bristol Fete But Concession Takes Down

BRISTOL, R. I., July 10.—Joe Venditto, of Venditto Bros.' Shows, which for several years have had midway concessions at Bristol's annual three-day Independence Day fete on Town's Green, said crowds this year were biggest ever but that grosses at concession stands were under the previous year's takes.

Final night of the engagement was rained out.

## JJJ First in Hamilton, O., In 11 Years

HAMILTON, O., July 10.—Johnny J. Jones Exposition will become the first carnival to play here in 11 years when it opens a six-day stand on Fair Avenue Monday (19).

The stand, which runs thru Saturday (24), will be under auspices of the Disabled American Veterans.

The Fair Avenue location is within the residential section, with ample parking facilities and regular bus service to the entrance. Arrangements have been made for the CIO union of the Herring-Hall Safe Company to hold a picnic for its 1,500 members Saturday (24).

## Gem City Org Moves Into Chicago After OK Biz at Centralia

CHICAGO, July 10.—The Gem City Shows were set up Friday (9) at 63d and Kilbourne here, preliminary to opening there today.

The Jack Downs org moved in here from Centralia, Ill., where it closed Monday (5). The Centralia stand yielded good crowds, particularly over the holiday week-end. While business was good, it was down from recent years. Rain in the afternoon and evening Monday hurt that day's business. Turnouts both Saturday and Sunday nights (3-4) were excellent.

Describing the season's business to date, W. E. (Bill) Snyder, org's general agent, said that it has been spotty. He added that, tho the show had been drawing good turnouts, patrons' spending has been off from last year.

## John Siebrand, 37, Dies in Idaho Falls

IDAHO FALLS, Idaho, July 10.—John Joseph Siebrand, 37, manager of the Siebrand Shows, died Monday (5) in a hospital here where he had been taken June 12 for an emergency operation. Siebrand was stricken while his show was playing here.

His body was sent to George, Ia., where final rites and burial were held today.

He was born October 13, 1910, at Kempton, N. D., the son of Dick and Minnie Nelson Siebrand.

Survivors include his mother, two brothers and two sisters—William R. and Carl D. Siebrand, Phoenix, Ariz.; Mrs. Ann Hoiseman, Round Lake, Minn., and Mrs. Helen DeLoach of Guam. His mother, his brothers and one sister were with him at the time of his death. A son, Richard J. Gardner, 5, also survives and lives with his grandmother in Round Lake.

## Cracks Atomic City

OAK RIDGE, Tenn., July 10.—Distinction of being the first show agent to crack this city, the birthplace of the atomic bomb, goes to James De Forrest. After seeking for two years to break into the war-born government owned and controlled city, De Forrest, general agent of Pepper's All State Shows, recently succeeded in obtaining the necessary permits to bring that show in. Moreover, he also secured a permit to have a circus play here late in August or during September.

**FOLLOWING PERSONS**

**CONTACT**

**ME AT ONCE!**

**ARKY BRADFORD**

(Construction Supt.)

**GEORGE TAYLOR**

(Carpenter of Chicago)

**ROBERT BRIGGS**

(Electrician)

**TEX (BIG) WILLIAMS**

(Painter)

**FRENCHY FRENZEL**

**CONTACT**

**RALPH J. CLAWSON**

V.-P. AND GEN. MGR.

**ASSOCIATED IND. MIDWAY OPERATORS**

915 W. Wilson Ave., Apt. 338

CHICAGO, ILLINOIS

Phone, LONGbeach 3500

**Ferris Ties '47  
Biz at Del Mar**

DEL MAR, Calif., July 10.—Ferris Greater Shows, which played the San Diego County Fair here for the second consecutive year, moved on Tuesday (6) for a 10-day run in San Diego. Show has fairs at Hemet, Lancaster, Paso Robles and Westchester (Los Angeles) to play before concluding its 1948 season.

With the fair pulling over 250,000 people this year, the show found business on a par with that of 1947. While spending was off, the increase in attendance took care of the general loss that this show, as well as others, have been experiencing in California.

On the lot here, Ferris made a neat appearance with 100 per cent fluorescent lighting thruout and matched bally cloths.

Ferris, in addition to the Gay Way, had six kiddie rides in the fair's Enchanted Land, located to the left of the main entrance just off the Avenue of Flags. Rides in Enchanted Land included kiddie cars, Jack Johnson; baby Merry-Go-Round, Leroy White; baby Airplane, Charles Clause; Whip, Orville Jones; boats, Roy Conder, and train, H. E. Ewart. Lee Walters was the foreman. Ralph Goodlove had the ponies and Helen Ewart peanuts and popcorn concession. Rides went for nine cents.

Show personnel includes:

Office: Rose and Larry Ferris, owner-managers; L. F. Grieves, general representative, and Cora Grieves, relief ticket seller.

Concessions: Photo gallery, Mr. and Mrs. L. B. Smith; short range, Margaret Garris; hot dogs, Thelma Coblentz assisted by Frances Crom, Allen Moore, George Hair; snow cone and ice cream, C. E. Stevens, Ted Atwood; basket ball, Speck Parsons, Frank McOllister, Johnny Brooks; chip patch, Lou Carter, Rita Bowen; milk bottles, John Metzger, Trixie Metzger; long range, E. L. Bankhead, Marjorie Bankhead; derby, Joe Steinberg, Roy York; air guns, J. Arbogast; dart store, Ralph Christiansen, Rickie Ries, Phillip Gilson; cork guns, William Gassaway, Mickey Walker.

Fish pond, Loren Kesterson, Eleanor Kesterson; balloon store, Rose Peterson, Mickey Gregory; watchla, George Gregory; add-a-dart, Clara Parsons, Fred Carney; panda wheel, Frank Redmond, Johnny Boggs; pig slide, Fulton Shaw, Walter Shaw; pitch-till-you-win, Jack Glassman, Eddie Anderson, Larry Logan; country store, Bart Silvers, Benny Baker; candy wheel, Speck Parsons, Leon Davis; ball game, Ralph Christiansen, Gladys Keenan, Helen Christiansen; add-a-dart, Howard Bowen, G. G. Keenan, D. M. Shepperd; grab, Pearl Gregory, Al Stowell; scale, Sam Howell; popcorn, apples, candy floss, Peggy Blonden, Goldie Reaves, Nolan Bell, Jessie Campbell; penny crusher, E. Youngs; novelties, Bill Shoen; tnt puzzle, Jacqueline Pressey, Louise Garst; indestructible auto, A. F. Miller; embroidered hats, Mr. and Mrs. Newt Stone; jewelry and engraving, A. Antinori; piggy bank wheel, Archie Long; pan game, Loren Kesterson, Carol Kesterson; ham wheel, Rex Boyd, Ed Turner; goldfish, E. Heavy; block store, A. C. Van Horn, Pauline Smith, J. B. Hunt; sketch artist, Terry C. Tienza; mouse game, A. L. Lindsey; pitch, W. C. Carter; hi-striker, Joe Atwood, Cecil Langley.

Rides: Octopus, Wayne Kellogg, foreman; Gerald McFarland, Bonnie McFarland, tickets. Tilt, Al Morgan, foreman; Curtis Lipes, Elva Rockwell, tickets. Merry-Go-Round, Everett McFarland, foreman; Fran Noyes, Alice Cochran, tickets. Rolloplane, Roy Schulenberg, foreman; Chester Coziah, Blanche Sweet, tickets. Twin Wheels, Merle Coziah, foreman, Ralph Ramirez, William Howery, Mae Kramer, tickets.

Shows: Wild Life, Martha and Jack Joyce; Fountain of Youth, Susan Calkins, Della Calkins; Octopus, Bones Hartzell.

Visitors to the show included Ted Rosequist, of the California State Fair; D. V. Stewart, California Mid-Winter Fair, and Sheldon Brewster, Utah State Fair.

**WILDLIFE FOR SALE**

In a 20x60 foot new flameproof Top, bought last summer. A 1940 Chevrolet Truck with special built body to haul entire exhibit. Plenty of animals and flashy birds in well built cages. This Show must go this week and will take any reasonable offer for all or part. Show can be seen in operation this week, July 11th, on F. E. Gooding Unit, Jackson, Ohio. Wire or call:

**BILL DU BOIS**

Cambrian Hotel Jackson, Ohio

**RIDE HELP WANTED**

For Ferris Wheel, Tilt-a-Whirl and Merry-Go-Round

**DELGARIAN AMUSEMENT CO.**

2303 N. Melvina Chicago 39, Ill.

20 RIDES AND SHOWS 35 CONCESSIONS

**CENTRAL STATES SHOWS**

**"BUSINESS IS GOOD"**

**Now Starting a Circuit of Fairs and Celebrations  
Second to None in the Middle West**

*The Heart of the World's Most Fabulous Wheat Country*

**EMPORIA, KAN., THIS WEEK**

**LINN, KAN., CELEBRATION, JULY 22-24**

Bigger Every Year

**JEWELL, KAN., CELEBRATION, JULY 26-28**

**LINCOLN, KAN., CELEBRATION, JULY 29-31**

**HOXIE, KAN., FAIR AND CELE., AUG. 3-7**

**BURWELL, NEB., RODEO, AUG. 10-14**

Nebraska's Big Rodeo 4 Days This Year

**COLBY, KAN., FAIR, AUG. 17-21**

Kansas Best County Fair

**ABILENE, KAN., FAIR, AUG. 23-28**

Central Kansas Free Fair

**LEXINGTON, NEB., FAIR, AUG. 31-SEPT. 4**

Nebraska's Best County Fair

**BELIOT, KAN., FAIR, SEPT. 6-10**

**PAWHUSKA, OKLA., FAIR, SEPT. 13-16**

**THEN THE TWO BEST LATE KANSAS FAIRS,  
HILLSBORO AND KINGMAN**

**CAN PLACE CONCESSIONS**—Basket Ball, Hoop-la, High Striker, Custard, Jingle Board, Novelties, Jewelry or any new or novel Concessions. (No Mitt Camps.) Want man to work in Monkey Speedway.

**SHOWS**—With own equipment. Midgets, Motordrome, Fat Girl, Mechanical Show or any Shows of merit not conflicting. Have openings for a few Agents, Ride Men and Side Show Acts.

**Wire—WM. MOSER, Mgr.**

**HAYWOOD SHOWS WANT**

**RIDES, SHOWS, CONCESSIONS NOT CONFLICTING**

Lee Haywood wants Percentage Dealers. Bingo help, Pewee, Larry, Mr. Fredericks, all who have worked for me before, get in touch; wire for tickets.

Ceril Mozley wants Agents for Ball Games and Hanky Panks.

Geo. Fortune wants Grind Store and Skillo Agents.

Playing the money spots in the heart of the Wheat Belt, then south for cotton. Tribune, Kan., July 12-18. First show in.

**WANT**

Foreman and two Second Men for two No. 5 Wheels; top salary for Foreman that can get them up and down and take care of them. Must be Licensed Semi Drivers. No drinking tolerated. All Winter's work in Florida.

Reply: E. L. YOUNG, Mgr., ROYAL CROWN SHOWS, Springfield, O., until July 21.

**14 JACK KORIE WANTS 14 FAIRS**

FOR 14 FAIRS, STARTING NEXT WEEK, AND INCLUDING THE BIG ONE—  
THE STATE FAIR OF TEXAS, AT DALLAS.

GRINDERS AND TICKET SELLERS FOR SIDE SHOW AND 2 OTHER SHOWS.

WANT WORKING ACTS OF ALL KINDS. (Red Ferris, come on.)

Address: JACK KORIE, c/o W. G. WADE #1 SHOWS, MUSKEGON, MICH., this week; then MONROE, MICH.

**PLACE WAITERS FOR COOKHOUSE**

Have Grab outfit open for capable operator. If you drink, don't answer. Jack Baillies no longer connected here. All people who worked for me answer. Place capable Foreman for Octopus.

**AL WAGNER**

Lansing, Mich., this week; Battle Creek next week

**TIVOLI EXPOSITION SHOWS WANT**

Ride Help, Ferris Wheel Foreman for one or two wheels, also Second Men for all rides. Bob Martin wants Girls for Girl Show. Those who have worked for me, answer. Top salary. Want Agents for Bingo and Percentage Dealers. Contact as per route, Ames, Ia., this week; Marshalltown, Ia., next.

**FOREMAN WANTED**

For brand new Tilt-a-Whirl. Must be sober and reliable and thoroughly capable; semi driver preferred. Good wages and best of treatment if you can qualify. Address inquiries to

**GOODING AMUSEMENT CO.**

1300 NORTON AVENUE

COLUMBUS, OHIO

**WANTED**

**NOVELTY, SCALE AND AGE AGENTS**

For Harrington, Dela., Fair, July 26-31

Also for

West Virginia State Fair, August 16-21

More Fairs and Indoor Shows to follow

**CONTACT BY LETTER**

**A. HYMES**

455 Schenectady Avenue

BROOKLYN, N. Y.

**AGENTS WANTED**

**TED COLE**

Wants Agents for Pea Pool, Duckpond, Counter Man for Bingo, experienced Agent for Legitimate Stock Wheel. No drunks. You must be able to stand prosperity. Care W. S. CURL SHOWS. This week Dayton (Northridge), Ohio; next week Xenia, Ohio.

**Southern Amusement Co.**

Playing Wheat Belt in Texas. Plenty of Money Here

Place Experienced Man to handle Mix-Up; must drive. Will book Popcorn, Floss, Hit and Miss, String Game, Mug Outfit, Lead Gallery, Eat. Agents for office concessions.

Address

PANHANDLE, TEX., July 12-17

**A. J. BUDD**

**WANTS FOR**

**Crafts 20 Big Shows**

Talker, Ticket Sellers that grind, Freak to feature, Working Acts, Fire Eater, Torture Act, etc. Long season, winter's work.

**RAY B. MINTON**

CRAFTS SHOWS, Pittsburg, Calif.

**A. J. BUDD**

**WANTS FOR**

**WEST COAST SHOWS**

Talker, Novelty Working Acts. Must be sober.

**A. J. BUDD**

West Coast Shows, Eugene, Oregon

**Florida Amusement Co.**

**WANTS**

Hanky Pank Concessions of all kinds. Shows with own transportation, all kinds. Place Pony Ride, any Rides not conflicting. Use P.C. Dealers. Standish, Mich., this week; Bad Axe, Mich., follows; then into our fairs.

**HOWARD INGRAM**

## BAKERS GAME SHOP

### IMMEDIATE SHIPMENT

Wheels, all sizes and kinds.  
Skillets, Tracks, etc.  
Razzles, Roll Downs and Charts.  
Buckets, Bumpers and Blowers.  
Six Cats.  
Soup Pegs with Rings to Fit.  
Wheel and Chuck Laydowns.  
Under and Over Seven Laydowns.  
Milk Bottles, Steel and Aluminum.  
Water Fall Blowers and Balls.  
Jack Pot, Penny Pitches.  
Counter Posts, Pea Pool Outfits.  
New—Front Counter Blowers.  
New—Counter Type Slum Wheels.  
New—Counter Slum Bumpers.  
Baker Counter Wheel Posts.  
SIX CATS that look like Cats.  
Many Other Items Not Mentioned.  
Catalog if you are in the Business.  
8108 Desoto, Detroit, Mich., UN 2-0464

## INSURANCE

**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS



**SHRUNKEN HEADS**  
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunken Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.  
**TATE'S CURIOSITY SHOP**  
5240 EAST VAN BUREN  
PHOENIX, ARIZONA

## W. S. CURL SHOWS

### WANT

Legitimate Concessions—Photo Gallery, Penny Pitch, Hoopla, Grind Shows with own transportation. Ride Help—Good Second Man for Merry-Go-Round, must be able to drive semi truck. Address

### W. S. CURL

Northridge, Dayton, O., July 12-17; Xenia, O., July 19-24.

## EDDIE L. WHEELER SHOWS

### WANT

FERRIS WHEEL FOREMAN  
Must be sober and reliable. Top salary and bonus at end of season. Sailer Allen, get in touch with Bill Boran.  
**EDDIE L. WHEELER SHOWS**  
Rockwood, Tenn.

## JOHN LEMPART Showmen's Supplies

Manufacturers of  
**FLUORESCENT LIGHTING**  
BRASS COTTER PINS  
1329 N. Artesian Ave. Chicago, Ill.  
HUMBOLDT 8197

## WANTED

RIDES OF ALL KINDS  
**FOR AMERICAN LEGION CORN SHOW**  
Sept. 2-3-4. Contact

**Robert L. Knable, Chairman**  
Abingdon, Illinois

## FOR SALE

1947 18-ft. Smith & Smith Chairplane, like new, used only a few months. Completely equipped and factory reconditioned. Write, wire or call

**SMITH & SMITH**  
Springville, New York

## AVAILABLE NOW RIDE MAN

Married, sober, thirty years' experience. Prefer year-round work. References. Write or wire.  
BOX 334  
The Billboard, 1504 Broadway, New York City 19

## FOR SALE 1947 SPITFIRE

Excellent condition. Operated in a park. Lease has expired. Cheap for quick sale.  
**GEORGE R. SEXTON**  
1650 Beckett Ave. Flint, Mich.

## MIDWAY CONFAB

Formal midway dinner is one where no guest is supposed to slap his hostess on the rump.

Bill Bloom, with Dick Best's Side Show on Cavalcade of Amusements, also is porter on the train and in charge of Pandora's Posing Show.

J. Lee Buck Smiles, with Cavalcade of Amusements, says that he will celebrate his 37th birthday anniversary in August.

Seems as the every writer of carnival books or stories always mentions one that carries 60 flatcars (?).

Mr. and Mrs. Ben (Bingo) Weiss were recent week-end visitors at the home of Mr. and Mrs. J. C. McCaffrey in Chicago.

J. C. Weer Sr., former show owner, accompanied by his son, J. C. Weer Jr., returned to Miami recently after a six-week visit to the home of the former's mother in Adrian, Mich.

If percentages of fairs continue to go up they'll have to organize teams of St. Bernard dogs to rescue victimized carnival managers.

Patsy Rosiana recently left Penn Premier Shows to join Morris Hannum Shows in Emmaus, Pa. His truck was damaged going under a low underpass en route to Emmaus.

Willie J. Bernard, Hancock, N. H., and his aunt, Mrs. Blanche E. Guyotte, attended Ringling-Barnum circus at Manchester, N. H., and visited with a number of acquaintances.

Managers would like to read a psychiatrist's report on the Ferris Wheel foreman who suddenly rocks a seat to scare its occupants.

Pinky Pepper's Jungle Oddities on the L. B. Lamb Shows, operated by Bobby Fransee and featuring Louise-Louise, report registering two red ones July 4.

Bertha (Gyp) McDaniel and Mrs. Carl J. Lauther, of the Johnny J. Jones Expo, attended funeral services in Tonawanda, N. Y., July 4 for Mrs. George LaRose, who died there July 2.

Johnny Anderson, former digger operator on the World of Mirth Shows, visited the James E. Strates Shows recently at Glens Falls, N. Y. John (Tractor) Kelly, last with the Ringling show, also visited.

John Wallace, chief electrician on the John R. Ward Shows, who was injured while trying to hold the front in a wind storm recently in Grand Forks, N. D., is reported well on the road to recovery.

Being predated by another midway six weeks ahead seems to be too far away to be defended, altho it's near enough to cause mischief.

When the Nelson Shows, Bemidji, Minn., played Hayti, S. D., recently, under sponsorship of the Commercial Club, it marked the first time in 10 years a carnival had appeared in Hayti.

Ralph (Count) Goulden recently caught Dailey Bros.' Circus and visited with a few of the old-timers. Says Goulden: "Clifford (Stash) Grey tells me that this is his last season. He has purchased a home in Carbondale, Pa."

Ralph Clawson and Ray Marsh Brydon were among the visitors at Crown Point, Ind., when the W. G. Wade Shows played there July 4.

## IMPERIAL EXPOSITION

### WANT

### WANT

For a Long Route of Fairs and Celebrations, Including State and District Fairs.

Shows, Rides and Concessions not conflicting. Especially want Monkey Show. Wagons furnished for all rides and shows. Address:

**MARTIN E. ARTHUR, Mgr.**  
Peoria, Ill. This Week; Decatur, Ill., Next.

## GIRLS—WANTED—GIRLS

For Girl Revue. Specialty Dancers. Also inexperienced Girls willing to learn. Salary, \$50.00 to \$75.00; transportation and wardrobe furnished. Best of treatment. Short working hours.

**E. H. MILLER, Care Happyland Shows**

BATTLE CREEK, MICH., till July 17; ALMA, MICH., next.

P.S.: Ginger, let me hear from you.

## NEW LOW PRICES SIDEWALL

### NEW WATERPROOF MILDEWPROOF

## MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.

Following finished sizes, complete with Grommets and Rope. Made of approx. 5 oz. material, Green or Khaki.

8'x100'	.....\$54.50	8'x100'	.....\$80.00
7'x100'	.....63.00	10'x100'	.....88.48
	8'x100'		.....\$71.52

Made in any length at the above rate per running foot.

\* Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It." 25% Deposit—Balance C. O. D.

## WANTED

Need Ferris Wheel, week of August 2-7. SHOWS AND CONCESSIONS for the ADAMS COUNTY FAIR, ABBOTTSTOWN, PA., week of August 15-21.

Can use several more Independent Shows and Concessions for our route of Celebrations.  
**MEL SOBER—PENN AMUSEMENT CO.**  
HERNDON, PA., this week; MONTGOMERY, PA., next.  
Committees and Fair Secretaries in West Virginia and Virginia: Have open time in September and October.

## CARROLL COUNTY FALL FESTIVAL

CARROLLTON, MO.

SEPTEMBER 16, 17 AND 18

WANT RIDES, SHOWS AND CONCESSIONS. PREFER A CARNIVAL WITH AT LEAST 6 RIDES OR MORE.

Over 25,000 people will attend this Festival, and we will set you up on 3 blocks of our Public Square, Uptown. A good location. Let us hear from you now. This is an Annual Festival. ADDRESS:

**BILL KOLKMEYER, Chairman**

Carroll County Fall Festival  
503 N. Monroe St., Carrollton, Mo.

## WANT WHITE'S RIDES

Now and balance of season, Six Cat, Hoop-la, Snow Cone, Clothespin, String Game, High Striker, Mitt Camp, Add 'Em Up Dart, Age and Weight, small Grab, any thing not conflicting. Fred Almony wants Agents for Slum Stores and P.C. Agents. We are playing where the money is.

### GUY WHITE

Briceville, Tenn., July 12 to 17

## STEBLAR GREATER SHOWS

BELLWOOD, PA.

WANT, on account of disappointment, Merry-Go-Round. Will book, buy or lease. Can place Photos, Custard, Candy Apples, Long or Short Range Gallery, Penny Pitch, Bowling Alley. SHOWS—Monkey Show, Girl Show, Snake Show. Can use Stock Store Agents. All mail:

**J. G. STEBLAR**

STEBLAR GREATER SHOWS  
BELLWOOD, PA.

## MARKS SHOWS

### WANT

Experienced Carnival Billposter that can drive. Must join at once. Address:

**John H. Marks Shows**

PORTLAND, MAINE, this week.

## COMMITTEES AND FAIR SECRETARIES

No Promoters. Have Rides available for a few open dates.

### Klenke Amusements

P.O. BOX 1044 Saginaw, Mich.

## WANTED

Ride Help, Stock Concessions not conflicting, Shows of all kinds:

### RAINES AMUSEMENT CO.

Mansfield, Ark., this week; Hartford, Ark., next week.

## VETERANS UNITED SHOWS

### WANT

Chairplane Foreman and Second Man on Merry-Go-Round and Wheel. Top wages. Also need Scale Agent and Hanky Park Agents. Charlie Damschke wants two Outside Men for a Show. Schaffner, Iowa, 15-17; Anten, 19-21; Chapter Oak, 22-24.

### FOR SALE—#5 ELL WHEEL

Reconditioned motor. Will take '47 or '48 Kiddie Auto Ride or Kiddie Ferris Wheel in trade.

**S. A. GIBSON**

7520 N. Beeley Sheldrake 8338 Chicago 45, Ill.

## AGENTS WANTED

Thr. Cops, Bottles, Guess Your Age, Penny Push and others. All Fairs the rest of season.

**E. L. WINROD**

c/o WILSON SHOWS  
Wyoming, Ill., this week; Rushville, Ill., next.  
ALL FAIRS

**W. R. GEREN**  
presents

# MIGHTY HOOSIER STATE Shows

FEATURING HUGO ZACCHINI CANNON ACT SHOT OVER TWIN WHEELS

**WANT**—Stock Stores, \$31.50 per spot.  
**SHOWS**—With own equipment and transportation. Committee money only. 15% Still and 25% on Fairs and Celebrations, plus tax.  
**RIDES**—Will book three nice Kiddie Rides for balance of season. Prefer Train, Autos, Plane or Boat. 25%, plus tax. Will not book junk.  
This Show has 6 Fairs and 5 Celebrations. 40-milers, beginners, drunks and agitators. don't answer this ad. You won't last here. We want Show Folks only. All replies:

**W. R. GEREN, Owner**  
MIGHTY HOOSIER STATE SHOWS

Danville, Illinois, this week; Bedford, Indiana, to follow.

## SEVEN BIG DAYS INCLUDING SUNDAY VETERANS' CELEBRATION, JULY 19-25

LAKE RONKONKOMA SHORES  
LARGEST ANNUAL CELEBRATION ON LONG ISLAND

# PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

**WANT** **WANT** **WANT**

**SHOWS**—Wild Life, Hillbilly, Mechanical  
**CONCESSIONS**—Jewelry, High Striker, Guess Your Age, Scales, Penny Arcade, Novelties, all types of Grind Stores. Will give X to American Palmistry.  
Will place for all our fairs Custard, Popcorn, Candy Apples, Grab outfits, Eats and Drinks. We have the X on all these fairs from fence to fence. Make reservations now and be sure of a location.

<b>AUG. 9-14</b> BUTLER FAIR BUTLER, PA.	<b>AUG. 16-21</b> GREAT CARLISLE FAIR CARLISLE, PA.	<b>AUG. 30-SEPT. 4</b> INDIANA COUNTY FAIR INDIANA, PA.
<b>SEPT. 6-11</b> CAMBRIA COUNTY FAIR EBENSBURG, PA.	<b>SEPT. 13-18</b> ALLEGHANY COUNTY FAIR COVINGTON, VA.	<b>SEPT. 20-25</b> FIVE COUNTY FAIR FAIRFAX, VA.
<b>SEPT. 27-OCT. 2</b> ROCKY MOUNT FAIR ROCKY MOUNT, N. C.	<b>OCT. 4-9</b> GOLDEN BELT COUNTY FAIR FIVE COUNTY FAIR HENDERSON, N. C.	<b>OCT. 11-16</b> HALIFAX COUNTY FAIR SOUTH BOSTON, VA.
<b>OCT. 18-23</b> GREENVILLE COUNTY FAIR GREENVILLE, S. C.	<b>OCT. 25-30</b> GREENWOOD COUNTY FAIR GREENWOOD, S. C.	<b>NOV. 1-6</b> LEE COUNTY FAIR BISHOPVILLE, S. C.

CHARLESTON COUNTY GREAT FREE COLORED FAIR, CHARLESTON, S. C.

Anyone joining this Show now will get the preference on all these great Fairs. No other Show in the country has a better list of sure and proven fairs that this show has.  
Tiny Tim wants Talker for Fat Show. Ted Barro Wants Talker for Motordrome.  
Ride Help of all kinds always wanted. Pay the highest salaries and the biggest bonuses to the right people. If you drive Semis, come on.  
Prof. Vadalisa wants talent of all kinds for Colored Show.

**EVERYBODY WIRE SAM E. PRELL**  
**PRELL'S BROADWAY SHOWS** HUNTINGTON, L. I., N. Y.

RALPH DECKER presents

# JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

**10 DAYS WASHINGTON, D. C., JULY 22 TO JULY 31 10 DAYS**

**RIDES:** Can place for this date and our route of Southern Fairs: Kiddie Auto, Kiddie Boat, Looper, Hi-Ball, Rocket, Tilt, Whip, Dark Ride.  
**SHOWS:** Motor Drome, Monkey Show (will furnish A-1 Outfit with new 30-ft. Semi to load in to man with Stock). Want to hear from Organized Revue with Name Attraction (will furnish complete Outfit, including 80-ft. Neon Front). Any New or Novel Show with or without transportation.  
**CONCESSIONS:** Cook House, Grab, Arc, Scales, Photos, Dart Wheels, Ball Games, Penny Pitch, Hoop-La, Water Games, Over Twelve, Short Range Cork Gallery and any type Concession that operates in Washington.  
**HELP:** Want man to take Marquee and to oversee three Fronts (top pay to right man). Can place Ferris Wheel and Roll-o-Plane Foremen, Second Men, Canvas Men, Ticket Sellers, Semi Drivers, Useful Carnival People.

All address: **RALPH DECKER, GEN. MGR.**, Hammon, N. J., this week; then Washington, D. C.



## NEW LOW PRICE

NOW EFFECTIVE

# ONE BAG OR A CARLOAD

**RB HYBRID POPCORN**

Regular stock of famous RB Hybrid popcorn—the quality popcorn for all-round satisfaction... more pop—less waste. Also carry full line of supplies at competitive prices.

**CONSOLIDATED POPCORN COMPANY**  
PRODUCERS AND DISTRIBUTORS  
2401-05 South Ervay Street Dallas 1, Texas

\$1.95 CWT

# 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.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

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

<b>MATTY MILLER</b> 231 N. Second St. Philadelphia 6, Pa.	<b>HANK THEODOR</b> 2908-14 Smallman St. Pittsburgh 1, Pa.	<b>JOE MOSS</b> 1261 E. Sixth St. Los Angeles 21, Cal.
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# ANCHOR TENTS

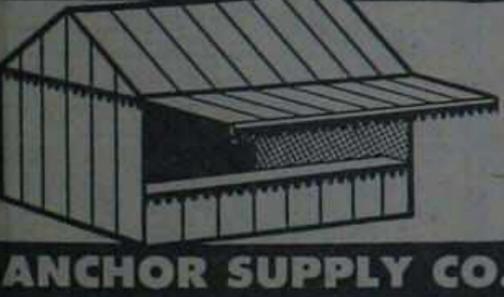
CARNIVAL TENTS SHIPPED WITHIN

## 5 DAYS

AFTER ORDER RECEIVED!  
SLIGHTLY MORE TIME REQUIRED FOR SHOW TENTS

WIDE SELECTION OF MATERIALS AND TRIM

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA



# HELLER'S ACME SHOWS

WANT FOR ROSETTE, PA., MOUNT CARMEL CELEBRATION—EIGHT BIG DAYS, INCLUDING SUNDAY, JULY 19 TO 26

FIREWORKS SATURDAY, SUNDAY AND MONDAY

Cambridge, Md., 10 big days, July 28 to Aug. 7; Pocomoke City, Md., Aug. 9 to 14; then the big Fair of the South, Tasley Agricultural Fair, Aug. 16-21. No exclusive at this Fair.

**WANT CONCESSIONS:** Rotaries, Shooting Gallery, Cork Gallery, Root Beer Barrel, French Fries, Hoop-La, Pitch Games. Only Legitimate Concessions tolerated. Want Candy Floss and Frozen Custard.

**WANT:** Carnival Auto Mechanic, also Ride Help, Free Act, Plantation Show and any high-class Shows. Paul Towns wants Short Range Gallery Agent; prefer truck driver.

**WILL BOOK:** Roll-o-Plane, Octopus, Cambridge, Md.; Pocomoke City, Md.; Home Week Celebration, Palsey; Virginia Fair.

Saddle River (Township), N. J., Route 6 and Fifth St., July 12 to 18; then the big one.

All address as per route. Phone: Wyckoff, N. J., 4-0333-M.  
P.E.: For Sale—Eight-Car Mammals Whip; Kiddie Chairplane, rides 12; one Kiddie Rocket, rides 18. Priced to sell.

# SMITH AMUSEMENT CO.

WANTS small well flashed Bingo, Popcorn, Bumper, Scales, Novelties, Mitt Camp, Slum Stores. AGENTS for Grind Stores. Roy Mars wants Slum Agents. RIDE HELP: Ferris Wheel Foreman, Merry-Go-Round Foreman. Must be able to drive semis. Can place wife on ticket boxes. ELECTRICIAN, have transformer, also light plant. MECHANIC for show trucks. Butch, who was over here last fall, please contact me at once. Man and wife to take charge of Grab and small Cook House on fifty-fifty basis. Carthage, Tex., Centennial Celebration, July 12-17; parades, special events, street dances. Jefferson, Tex., 19-24; Dangertfield, Tex., around court house square, 26-31. Mail or wire:

**ROLAND SMITH, Owner**

# SOUTHERN VALLEY SHOWS

FAIRS — FAIRS — FAIRS — FAIRS

Starting first week in August, ending Thanksgiving week. Best cotton crop in years. We know the spots. Can place Soules, Age, Balloon Darts, Stratus, Hoop-La, Penny Arcades, Slum Blower, Penny and Nickel Pitches and Various Stock Stores of all kinds. Want Shows with own outfits, except Girl Shows. Want to book Spitfire and Chair Swing, also Fun House. Diggers open to party who can supply two sets for our Fairs. (Ernie Collins, contact me.) Write or wire:

**EDDIE MORAN, Mgr.**  
Paragould, Ark., this week; Newport, Ark., week July 19.

## BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS AT A SACRIFICE!

4 2 1/2 gal., latest model super-automatic freezers	@	\$1,059.00
5 60 gal. hardening cabinets, latest model	@	486.00
5 40 gal. hardening cabinets, latest model	@	370.00

FREIGHT PREPAID!  
Write or phone **R. B. BOX**  
216 N. Martin St. Elizabeth City, N. C. Telephone 165

# WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoop-La Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

**WILLIAM ROTT, Inc., Manufacturers**  
142 W. 24th Street New York 11, N. Y.

**WANT GIRLS**

for Revue  
Marie Bond, Peggy Cummings, Mitzie, Jene Gorden, Brenda Britton, also those who worked for me before. Wire, no time to write.

**Bill McCormick**

Care WM. T. COLLINS SHOWS  
Fessenden, North Dakota, July 13-16, then as per route.

**WANTED**

Merry-Go-Round Foreman who drives semis. Must be sober by all means, also other Ride Help. Highest wages paid. All wire.

**C. C. GROSCURTH, Gen. Mgr.**

**BLUE GRASS SHOWS**

Paducah, Ky., all this week; Poseyville, Ind., all next week.

**PRESS AGENT**

WANTED TO JOIN AT ONCE

**World of Mirth Shows**

**FRANKEN BERGEN, Gen. Mgr.**

SANFORD, MAINE, THIS WEEK

**COOKHOUSE HELP**

WANTED

Need a good Griddle Man

**Klenke Amusements**

BOX 1044

Saginaw, Mich.

**BUCKLEY WANTS AGENTS**

For Pin Store, Grind Store, Pan Game, Rat Wheel, George Price, Buck Corland, wire. Want Ride Help.

**COUNTY FAIR SHOWS**

Ord, Neb., July 12 to 17;  
Central City, July 19 to 26.

**FOR SALE**

**REAL TWO-HEADED BABY**

**DOC. R. GARFIELD**

316 N. E. 167th St.  
Uleta, Fla.

PRODUCING AMERICA'S BEST

**BANNERS**

**SNAP WYATT STUDIOS**

1808 FRANKLIN ST. TAMPA, FLA.  
Phone: M-83562

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$12.50 Tom Tom, Good size for girl show.  
\$10.00 Wax head, 10 year old child, Natural hair.  
\$13.50 Hair filled wrestling mat, 4x6 ft. Others.  
\$15.00 Wax Head Pig Face Girl, Glass case.  
\$4.00 Brown Velvet 3x9 ft. Slightly used, Others.  
**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 6, Pa.

**AT LIBERTY  
NEON MAN**

Fully capable of handling all forms of Neon work.  
Write

**CHAS. W. (PUDD) COOPER**

Majestic Hotel, 29 Quincy St., Chicago, Ill.

**FOR SALE—DELUXE DINER GRAB**

On 20 ft. Des Moines Trailer, complete with dishes, cooking utensils, Butane tanks, range, ice box, steam table, two griddles and stainless steel juice dispenser. Can be seen at Fairfax, Mo., Rodeo, July 14-17.

**H. W. STECK, Hyalite Shows**

**DUE TO DISAPPOINTMENT  
CAN PLACE**

Bingo to join or wire. Must be up to standard of show. All wires to

**FRANK HARRISON**  
HARRISON GREATER SHOWS  
Elkins, W. Va.

The Robinson family, which has the custard on the Wade org, visited Mr. Robinson's father in Chicago. The elder Robinson, who has been connected with the Forest Preserve in Chicago, recently suffered a stroke.

Being a trouper is wonderful to the beginner, but the thought of all the hardships that go with trouping give old-timers headaches.

The Great Arturo and family, en route to Chicago, stopped in Spencer, W. Va., for several days to visit Sid and Gladys Alcido and troupe, the Sky Rockets, high act on W. C. Kaus Shows.

Dick and Bessie Traylor, with the World of Mirth Shows for four years, have quit the road and settled near Gibsonton, Fla., where they plan to raise vegetables and chickens. Traylor was Diesel mechanic and maintenance man with WOM.

When Lawrence Greater Shows played Oswego, N. Y., week of June 28, Ken Wheeler, who has resided there since his discharge from the

army, renewed acquaintances with Jimmie Travers, of Al Renton's Side Show. Several parties were held at Damore's Restaurant.

Frances Eaton has returned to Side Show on Wallace & Murray to handle the annex after visiting at her home in Welch, W. Va. Other personnel in that show include Jimmie Watts, magic and juggling; Helen Watts, torture barrel and escapes; Coletta Watts, snakes and glass box; Tex Estridge, tattoo; Electra, electric chair, and Burt Moran, in charge of front.

Authorities differ on the best way to book carnivals. However, managers agree that booking one so that the office can make a little money is the best.

E. W. Wells was scheduled to fly July 13 from Chicago to Honolulu, where, as general manager of the Imperial Exposition Shows, he will ready arrangements for the fall and spring dates for the Hawaiian Island unit. For the past few months he has been handling the special agent duties for the Imperial Exposition in the U. S.

**VICTORY EXPOSITION SHOWS**

WANT

FOR 10 FAIRS STARTING LAST WEEK IN JULY  
CAN PLACE CAPABLE ELECTRICIAN.

RIDE HELP: Fly-o-Plane Foreman and Help on other Rides who drive Tractors.

SHOWS: Side Show, Mechanical, Illusion and other Shows of merit.

Address: GALESBURY, ILL., this week.

WANT

**RIDES AND CONCESSIONS**

WANT

FOR KIDDIE PARK, OPERATING YEAR-ROUND, 7 DAYS PER WEEK

Can place any Rides not conflicting with Autos, Train or Airplane Rides. Good proposition to 2-Albreast Merry-Go-Round, Boat Ride and Swan Ride. Can use Long Range Gallery, Ball Games, Floss, Novelties, etc. No Money Games of any kind. No wires or phone calls. WRITE:

**J. R. "BOB" STRAYER**

Box 75-B, Route 2, Biloxi, Miss.

WANT

**WANT FOR JACKSONVILLE, N. C.**

For Nine Days, Where There Are 20,000 Marines To Be Paid the 20th Agents for Roll Down, Razzle Dazzle, Six Cats, Swinger. You must hurry to get in on this one. Then our Virginia fairs. Want good Man or Man and Wife to take charge of Popcorn outfit. Fifty-fifty after nut or will sell. All answer to:

**EDW. (SPOT) COOPER or W. R. JOHNSON**

**RAFTERY SHOWS**

Morhead City, N. C., until Tuesday, July 13; then Jacksonville, N. C.

**TWIN CITY SHOWS WANT**

Flashy Bingo, Fish Pond, Hoop-La, Clothes Pin Pitch, Snow Cone, Ball Games, Glass Pitch, Bumper, Add-Em-Up Darts, Guess Your Age or Weight, Coke Bottle. Want Second Man for Merry-Go-Round and Ferris Wheel. Must drive truck. 15 Fairs and Celebrations. Show closes in November. Mack McCary wants two Grind Store Agents. Only Grind Store on Show. Wire me, no phone calls. Herman Myers, contact me.

**GEO. CRABLE, Albany, Mo.**

FIRST CALL

**B. & D. SHOWS**

Opening Sept. 13 for 10 weeks best dates North and South Carolina. Have one Homecoming, two Street Celebrations, two Picnics, five Merchant Fairs. All billed like a Circus.

WANTED—Two high-class Banner Men that can and will do promotional work. Real proposition with low angle. Contact at once; prefer personal contact. Bingo with flash; P. Veerner, contact at once. Concessions—One more Ball Game, good Cook House that caters to Show Folks, Custard, Snow Ball, Hoop-La, String, Novelties and any flashy Stock Stores. Shows—With own outfit, Snake, Wild Life, Side Show. Have 20x30 Top for good Show. All contact:

**O. E. DAVIS, B. & D. SHOWS, Ocean Drive, S. C. Wire, do not phone. P. O. Box 192.**

FIRST CALL

**WANT—J. R. LEERIGHT SHOWS—WANT**

First and Second Men on Wheel, Tilt, Merry-Go-Round and Mix-Up. Good treatment, top wages. Preference to semi drivers. Wives for tickets or concessions. For sale, 12x16 Cook House complete. Apples, String, Spindle, any other O-Wha not conflicting. Will book Cig. Gallery, High Striker, Duck Pond, Novelties, Hoop-La, String. What have you? Want Agents for Ball Games, Alley, Clothoplas, Dinger, Slim, Fingers Lang, wire. Will book Shows not conflicting. Want Manager for Athletic Show, Biddy Tibbets, Kenny Williams, wire. Lee and Mary Hurst, wire. No drunks and chasers. Wire, do not phone. Osborne, Kan., this week and then 17 straight celebrations and fairs. Two each week.

**J. R. LEERIGHT, Mgr.**

**STEP IN AND GO TO WORK**

24x14 Bingo, A-1 condition, used less than one season; massive counters, bell system P.A. set. Playing wheat, then cotton. Booked on small show; out like Grande Valley; \$900.00, including stock or less inventory. No slum or junk. Have other Concessions; to much work for one man.

**CURLEY CLARK, Rupe's Midway for Fun**  
Dighton, Kan., 12-17; then Scott City, 18-24.

**RUPE'S MIDWAY FOR FUN**

Will book small Grab, Pop Corn, Candy Floss, Candy Apples, String, Spindle, any other O-Wha not conflicting. We are in the heart of the Wheat Harvest and play uptown lots.

**MRS. W. R. RUPE**

P.S.: Eggs Melton needs Agents for High Striker and Slats. **DIGHTON, KAN., this week.**

**WANTED**

Four or five Rides and Side Attractions, or small Carnival for Lions' Club Fall Festival, Sept. 9, 10 and 11, Jacksonville, Ill. May include Sept. 7 and 8. Crowd guaranteed.

Contact **DICK LUKEMAN**  
60 East Side Square, Jacksonville, Ill.

**WANT CARNIVAL**

With Rides and Concessions, with transformer and wiring equipment for 33RD LABOR DAY CELEBRATION.

Bingo rights reserved.

**AMERICAN LEGION POST**

Cromwell, Ind.

**CLIFF OSTEEN**

CAN PLACE

Three or four Girls for Girl Show. Salary \$75.00 week with wardrobe and transportation. Address care

**LAWRENCE GREATER SHOWS**

Norwich, New York

**FOR SALE**

One 1942 Chev twenty passenger bus, jig or girl show transportation, \$800.00. Four 1938 Chev Tractors with rack body, semi trailer, \$1,00.00 each unit. Two 1942 Chev Tractors with rack body, semi trailers, \$1,400.00 each unit. One complete 10-in-1 front with banners, \$150.00. All tractors and trailers mechanically and rubber good. P.S.—Burgess Lawrence, write, phone, wire, important.

**L. ED ROTH**

1284 Hart Rd., Columbus, O.

**PLEASURELAND SHOWS**

WANT

Cookhouse, Popcorn, Diggers, Candy Floss, Stock Stores. Clyda, O., July 12; Spencerville, O., July 19; Homecomings on the streets.

**WANTED OPERATORS**

For all Rides. Good pay, long season.

**MILLER AMUSEMENTS**

**ENTERPRISES**

LA GRANGE, ILLINOIS

**CAN BOOK**

Rides, except Ferris Wheel, Shows, Concessions.

Week August 2d.

Long season to follow. Heart of vacationists. Wire or write.

**H. WOLFE**

St. Francis Hotel, Newark, N. J.

**HOWARD JOCKY JONES**

CAN PLACE

One Skillo Agent, General Wheel Help, also Hanky Park Agents. Wire, don't write. Liberal, Kan., July 12-17; Anthony, Kan., Fair, July 20-24.

**FOR SALE**

**32 FT. HERSCHELL MERRY-GO-ROUND**  
\$4,000.00 CASH

**Burdick's Greater Shows**

Ozona, Tex., July 12 to 17

**WANTED FREE ACTS**

FOR MARKLE ANNUAL FALL FESTIVAL

SEPTEMBER 8-11

**W. O. RANDOL, Sect.**

Markle, Ind.

**WANTED**

Due to disappointment, can place Bingo to join on wire. Must be up to standard of show. All wires to

**FRANK HARRISON**  
HARRISON GREATER SHOWS  
Elkins, West Virginia

# JOHNNY J. DENTON SHOWS

## LAST CALL LAST CALL

Fourteen bona fide Fairs: Lawrenceburg, Ky., Fair, July 12-17; followed by Shelbyville, Ky., Fair; Columbia, Ky., Fair; Russell Springs, Ky., Fair; Brodhead, Ky., Fair; Barbourville, Ky., Fair; Wise, Va., Fair; Athens, Ala., Fair; Scottsboro, Ala., Fair; Jasper, Ala., Fair; Troy, Ala., Fair; Cedartown, Ga., Fair; Jamesville, Ga., Fair; Tallman, Ga., Fair.

SHOWS—Can place any Show with own equipment—25% to office, Sahara Rose, come on.

CONCESSIONS—All Concessions open. Good opening for Buckets and Swinger. Good opening for Grab Outfits and French Fries. Henry Wilson, E. T. Eaves and J. A. Sparks want Count Store Agents. All wire:

**JOHNNY J. DENTON**  
PENNINGTON GAP, VA., this week.

## TIP-TOP SHOWS OF SYRACUSE, N. Y.

Can place for ONEIDA FIREMEN'S CELEBRATION, JULY 19-24, and long season of Fairs and Celebrations to follow

FERRIS WHEEL, LOOP, TILT, WHIP, OR ANY RIDE NOT CONFLICTING. A liberal proposal in good ride territory. Will place Cotton Candy, Apples, Ice Cream, Darts, Slum Stores, the Rack, Pitch-Till-You-Win, Coke Bottles, Photo, Age. You can get well here, plenty good money spots booked. Yes! We have the big De Ruyter 4-County Fair!

This week, July 12 to 17, Camillus, N. Y., Vets' Street Celebration. All replies to:

**DICK NEUGENT**

HURON ST. Phone: 48255 SYRACUSE, N. Y.

## HAPPY HOLIDAY SHOWS

"Among the Leaders"

Will book Legitimate Concessions. NO GYPSIES. Will pay top wages for good ride help. Best Celebrations coming, July 21-24, Bellevue Homecoming with Free Roast, followed by Twin Lake, Barryton and Marion, all Michigan, and many more. Don't miss them.

Wire:

**HERBERT SIMPKINS**

FERNDALE, MICH., JULY 10 THROUGH 18, AT ONCE.

## B & C'S EXPO SHOWS

PLAYLAND ON PARADE

DES—One more Kid Ride; will buy Auto. SHOWS—One more show, Grind Show; Mechanical, Motordrome. CONCESSIONS—Photo, French Fry, Waffles, String, Age, Scale, American Camp or any not conflicting. Can use 2 Count Men, Razzies & Spindle. E. L. Hensley, come or come on. Contact B. Bowman, Potsdam, N. Y., this week, then as per route.

## QUEEN CITY SHOWS

Want for Eight More Weeks in Ohio and Then South—Out Till November

CONCESSIONS—Scales and Age, Devil's Bowling Alley, String Game, Bumper or any legitimate Stock Store, Stock Store Agents who can stand prosperity and stay sober. RIDE HELP—Foreman on Little Beauty, Chips, come on home, we need you. Foreman on Wheel, also other Ride help. Top wages to top men if you can produce. Drunks and tourists, stay away; you won't get here. All contact

**CURLEY LITTLE**

Care Queen City Shows, Fourth and Cutter Sts., Cincinnati, Ohio.

## A.M.P. SHOWS

*Juggly*

CONCESSIONS—Fish Pond, Duck Pond, Photos, Age, Scales, String Game, Dart Store, Hi-Striker, Photo Galleries, Pitch-Till-You-Win, Shoot-Till-You-Win, Bowling Alley; others not conflicting. SHOWS—Wild Life, Monkey, Funhouse; any worthwhile Show having own transportation. WANT a man and wife to take over office-owned Cookhouse (must have references). Walt Miller, contact if interested.

**A. M. PODSOBINSKI**

This week Hinton, W. Va.; next week Narrows, Va.

## CAPELL BROS.' SHOWS

WANT WANT

Will sell "EX" on Popcorn. Can place Stock Concessions of all kinds. Want Girl Show Manager in talent. Also sober Banner Man. Celebrations and fairs until November. Address

**H. N. "DOC" CAPELL, Mgr.**

Ada, Okla., this week, then per route.

## FLASHY PLASTER

SOME NEW SENSATIONAL NUMBERS

Large, ea. . . . .	23¢	8 Pin Ups, ea. . . . .	22¢
Medium, ea. . . . .	11 1/2¢	2 (A Pair) Hawaiian Girls, \$5.00 Per Carton, 16 Pieces	
Flashes, ea. . . . .	25¢		

Bright Gloss Plaster, with bases hollow ground to stand. Packed assorted for convenience. Will accept sample order. 1/3 Deposit With Order, Balance C.O.D. Call or wire

**DECK BROTHERS**

50 ASHLAND NEWSTEAD 2088 ST. LOUIS 7, MO.

## WANT WANT WANT

Joe Louis, The Undefeated Champ, In Person

THE BIGGEST COLORED CELEBRATION IN AMERICA

**AUGUST 8 TO 15**

EIGHT DAYS AND EIGHT NIGHTS.

One million colored to draw from within thirty miles around.

Can book Shows of all kind. Would like to hear from a Colored Minstrel and a Colored Girl Revue. Can book Rides, Merry-Go-Round, Ferris Wheel and other Rides. Concessions all open: Cat Rack, Floss, Apples, Age, Weight, Mitt Camps, Wheels of all kinds. All games open. Space very short. Wire, don't write. Everything must be up before July 23.

CARR'S BEACH, THREE MILES FROM ANNAPOLIS, MD.

## SUN VALLEY AMUSEMENT

**FRANK J. ADAMS, General Manager**

# W.G.WADE Shows

AMERICAN LEGION JUBILEE

Monroe, Mich., July 19-24

WANT for this excellent date and our SOLID STRING or Prime Bona Fide Fairs which start following Monroe.

OCTOPUS and SPITFIRE RIDES. Must be first class equipment with own transportation and thoroughly reliable for entire season.

LEGITIMATE CONCESSION PRIVILEGES always open. Contact Now!

**W. G. WADE SHOWS**

Muskegon, Mich.; Cratiot County Free Fair, Ithaca, Mich., July 26-31, follows Monroe.

## CARAVELLA AMUSEMENTS

All Concessions open. Can use Hanky Panks, Photo, Bowling Alley, Cigarette Gallery, Ball Games, Novelties and Jewelry. Can use good Side Show, also Girl Show Manager, and Monkey Show. Have all equipment for above Shows. All proven spots. Watch The Billboard for list of 12 fairs. Address

**FRANK CARAVELLA, or RED HICKS, Gen. Mgr.**  
Rimersburg, Pa., week July 12; Barnesboro, Pa., week July 19.

# HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT FOR ELKINS, WEST VIRGINIA

With Petersburg, W. Va., to follow; then South. Our Fairs start Aug. 10 until Nov. 15. THOSE JOINING NOW HAVE PREFERENCE AT OUR FAIRS.

Can place Concessions of all kinds. A few choice Concessions open. Want A-1 Mechanic with own tools to join on wire. Long season, top salary. Will book Roll-o-Plane and Spitfire for balance of season. Will book any worthwhile Show with or without outfits. All wires to:

**FRANK HARRISON**

ELKINS, W. VA.; then as per route.

## PLAYLAND UNITED SHOWS

JULY 12-18—MORENCI, MICH.

JULY 19-25—FARMINGTON, MICH.

JULY 26-31—BERKLEY, MICH.

THEN FAIRS UNTIL MIDDLE OF OCTOBER

SHOWS WANTED—Mechanical World, Glass House and Wild Life. RIDE HELP WANTED—Second and Third Men for Cat, Ferris Wheel Foreman, \$60 and bonus. Ride Help; wives to sell tickets. Whitey Hamilton, get in touch with Frankie Hamilton. Can use Concession Help for Hanky Panks.

**JIMMIE GALLAGHER, Manager**

## SHOW OPERATOR WANTED

For beautifully framed Mermaid Grind Show. \$10,000.00 outfit, complete, on Freuhauf Trailer. Fine opportunity for man and wife. Two people operate entire Show. Terrific money maker at Fairs. Capable people only need apply.

This week, ST. ALBANS, VT.; next week, ST. JOHNSBURY, VT.

**KING REID SHOWS**

## HEMPSTEAD ELKS' JUBILEE

HEMPSTEAD, LONG ISLAND, N. Y., JULY 28TH TO AUG. 7TH.

### THIS IS THE FIRST ELKS' CELEBRATION IN 12 YEARS

LOCATION: ON THE ELKS' CLUB HOUSE GROUNDS

Two Automobiles, Television, Washing Machines Given Away.

Valuable Nightly Prizes.

### OUTSTANDING FREE ACT WANTED

CAN PLACE CUSTARD, GRIND STORES, GUESS YOUR AGE, ETC.

WILL BOOK ANY OUTSTANDING SHOW. This is a very good spot for Shows.

EIGHT (8) RIDES, OFFICE OWNED. CAN PLACE RIDE HELP.

FOR SALE: Caterpillar in first-class condition, newly painted. Can be seen in operation.

**BILLY GIROUD**

50 Salisbury Ave.

Stewart Manor, L. I., N. Y.

Phone: Floral Park 4-6344

# MAJESTIC

## GREATER SHOWS

### UNIT NO. 2 PLAYING MICHIGAN FAIRS UNIT NO. 2 CAN PLACE

RIDES—Ferris Wheel, Octopus, Chairplane, Kid Rides and other Rides not conflicting

SHOWS—Grind Shows, with own equipment; Girl Show (Jimmy Johnson, contact); Funhouse; Viewing Show (Mr. Ayotte, contact)

CONCESSIONS—Popcorn, Photos, Age and Scales, Candy Floss, French Fries, Salt Water Taffy, Arcade, Candy Apples, 10c Concessions of all kinds

Look These Over • Here They Are • Look These Over

COOPERSVILLE ANNUAL HOMECOMING  
& CELEBRATION  
AUGUST 5-6-7

ATHENS ANNUAL HOMECOMING  
& CELEBRATION  
AUGUST 18 THRU 21

MILFORD COUNTY FAIR  
AUGUST 10 THRU 14

ARMADA AGRICULTURAL FAIR  
AUGUST 26 THRU 29

NORTH BRANCH COUNTY FAIR, SEPTEMBER 3 THRU 6  
THEN SOUTH FOR ALL FAIRS AND A WINTER'S WORK IN SUNNY FLORIDA

Address SAM GOLDSTEIN, Ambridge, Pa., This Week

## 60 — GENERAL SHERMAN TANKS — 60

Crowd Gatherer — Good for clown, circus act. Made of rubberized fabric, canvas covered, all one unit.

8 ft. wide, 17½ ft. long,  
8½ ft. high.

With canvas carrying case.  
Deflated weight, 150 lbs.  
Any air compressor will  
inflate in 3 minutes.

**\$50** Each

F. O. B. Weehauken, N. J.

New Army Surplus

**KENTALL CO.**

1718 WILLOW AVE.  
WEEHAUKEN, N. J.



## ALAMO EXPOSITION SHOWS

CAN PLACE FOR 12 FAIRS AND CELEBRATIONS: WILD LIFE SHOW, IRON LUNG, WAR EXHIBIT, OR ANY GRIND SHOWS WITH OWN EQUIPMENT. "MANKY PANKY" (In. Ex-clusives at Fairs.) CAN ALSO PLACE NOVELTIES, MUG OUTFIT AND MITT CAMPS.

We are now booking Shows and Rides that do not conflict for the Ozark Empire District Fair at Springfield, Mo., Aug. 14 to 20 inclusive. These contracting now will be given preference. This show stays out until last week in November. All address: JACK RUBACK, Mgr., Norman, Okla., this week; McAlester, Okla., next week; Cassville, Mo. (Reunion), July 26 to 31. P.S.: Fat Walton, contact me at once!

## FROM THE LOTS

### Pacific Coast

COTTAGE GROVE, Ore., July 10.—Moved in here following a red one at Sutherlin, Ore. The Timber Centennial there was sponsored by seven near-by towns, with 14 committees aiding in the drive for the benefit of Sutherlin Park.

Ideal weather prevailed thruout the stand, with the exception of light showers Monday (5). A huge two-mile parade started and finished on the midway.

E. Pickard's new Rolloplane topped the midway, with the Merry-Go-Round and the Ferris Wheel close seconds. Concessionaires reporting good returns include Grover Wright, James Davisson, Al and Gladys Wells, Ed Freeman, Walter Katz, Mr. and Mrs. Les Bernstein, Mr. and Mrs. E. Lansdowne, Mr. and Mrs. Charles Marvin, Blanche Pickard, Ellen Barber, Al Schwab, Roy Franchina, Ray Peterson and the writer.

Charles Keane, who visited James Davisson and the writer, returned to his home in Long Beach, Calif. Fred and Eva Goodrow, Los Angeles, visited Mr. and Mrs. Charles Martin. Concession manager Grover Wright put in one of his busiest weeks. Mrs. Evelyn Wright joined as ticket seller on Merry-Go-Round. Gladys Wells left for Burns, Ore., to visit her son, Virgil Freeman, on the Siebrand Shows. Pete Stevens sold his penny pitch to Mr. and Mrs. Ray Kirkbride.

Roy Franchina and Edward Trotman arrived from Crafts 20 Big Shows with two concessions. They were accompanied by Hal and Edna Barrett, who will act as agents. Artie Sussman, of Portland, had his crew working novelties.

Roughhouse Davis had a big week with the Athletic Show. Walter (Red) Katz is working James Davisson's short range gallery. Manager James Barber purchased a new top for the Athletic Show. W. D. Jones joined as electrician. Leonard Bowman operates the Rolloplane, with his wife, Dorothea, as ticket seller.—WALTON DE PELLATON.

### Blue Grass

MARION, Ky., July 10.—Shows opened here Monday (5) to rain and high winds in the afternoon. Weather improved, however, and business remained steady thru the rest of the stand, with org slated to hop into Paducah next week for the fair there.

We played our first fair of the season at La Center, Ky., but biz was slightly off, due to rain which forced postponement of the races and auto giveaway one day.

The org moved from La Center into Murray, where it was the first show to play the town this season. This, plus the fact it's a college town, made for a good stand, with Saturday being a red one. Wild Bill Collier and His Death Riding Fools topped the midway, with Dainty Marie's Girl Show second.

Mr. and Mrs. Whitey Wray are doing okay with their bingo and four stores. Mr. and Mrs. Sammy Martin have three concessions, Mr. and Mrs. Frank Hamill, four; Mr. and Mrs. Bud Dunavant, three; Mr. and Mrs. Pizzoni, two; Mr. and Mrs. Sammy Creighton and Mrs. Laptin and daughter, each two.

Concessionaires are Mr. and Mrs. Russell Groscurth, Miniature Train, swings and photos; Mr. and Mrs. Griffin, milk shake and lemonade; Mr. and Mrs. Thomas, Penny Arcade and cookhouse; Harry Dunbar, diggers; Mr. and Mrs. Stout, frozen custard; Mr. and Mrs. Hayes, ball game; Mr. and Mrs. Chambers, a game, and Doc Angel, The Billboard and mail.—HARVEY (DOC) AR-LINGTON.

### Royal Crown

MANSFIELD, O., July 10.—Shows played to capacity business here July 5 under combined Richland County Veterans' Association auspices. Excellent co-operation was received from committee, county officials and sponsoring organizations, which provided several bands. The activities which included several free acts and fireworks, started at noon, with gates being open until past midnight. Weather was perfect and the stand topped last year's gross and attendance.

Dixiana, managed by Charlie Taylor, was top money show. Captain Ritz and his Motordrome, the Vanitie and Strangeland enjoyed big business both afternoon and night.

W. E. Brownell, owner of the long and short-range shooting galleries, was accidentally shot by one of the rifles on his short-range gallery and was rushed to St. Luke's Hospital in Cleveland for an emergency operation on his eye. Mrs. J. Frank Thomas, Bowling Green, Ky., is visiting Mr. and Mrs. Young. Mrs. Harriette Gaughn entertained her mother and sister from Cleveland.

With the first fair date coming in Logansport, Ind., July 25, everyone is building and painting for the fair. Concessionaires are readying by adding new concessions.—DOLLAR YOUNG.

### Capell Bros.

HARTSHORNE, Okla., July 10.—On the run here from Siloam Springs, Ark., Johnnie Dool, driver of the Merry-Go-Round truck, escaped serious injury when the truck and trailer turned over after hitting three trees. Eighteen of the Merry-Go-Round horses were damaged, and Owner Doc Capell estimated the loss at \$2,000.

At Siloam Springs, where the show played a reunion celebration in City Park, business was good. Robert E. Henry, secretary of the committee, co-operated in every way.

Visitors at Siloam Springs include Mr. and Mrs. Joe Starr, Mr. and Mrs. Fred Stumbo, Mr. and Mrs. Mickey Price, Blackie and Grace Hagerman, Mr. and Mrs. Bob Price, Paul Scribner, Mr. and Mrs. Sam Bunch, Jack Dadswell, Mr. and Mrs. Fred Lesko and Paul Kirk.

Johnnie Howard's Side Show topped the shows, with the Funhouse getting second money. Topping the rides was the Ridee-O, followed by the Ferris Wheel.

Shows signed contracts to play the Siloam Springs date again next year.

## STEAM TRAIN BURNS COAL



Can be used indoors with compressed air.

Makes a big load of kids or adults on every trip.

Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give vent-cession just because of the crowd pull.

**OTTAWAY AMUSEMENT COMPANY**  
Mrs. Steam Trains and Kiddie Auto Rides  
224 W. Douglas Wichita 2, Kansas

**WANTED WANTED WANTED**  
for  
**PORT HURON BLUE WATER FESTIVAL**  
**STOCKBRIDGE ONION FESTIVAL**  
**RIVER ROUGE MID-SUMMER FESTIVAL**  
**MILAN HOMECOMING**  
and several other Celebrations to follow.  
Show Booked until October 15.  
**WANT—TILT, OCTOPUS or any other Feature Ride. LEGITIMATE CONCESSIONS OF ALL KINDS.**  
Port Huron, Mich., July 14-18  
Address as per route:  
**DOWNRIVER AMUSEMENT CO.**

**Wanted**  
**A-1 TALKER**  
hour on, hour off on P. C.,  
can have a \$175 week and  
reliable and sober. Also  
fast ticket sellers. All for  
view Park, Chicago.  
**Ray Marsh Brydon**

**CAN PLACE RIDE HELP**  
operator for Octopus and Second Men for  
Merry-Go-Round and other Rides; must drive  
license. Can place a few more Legitimate  
concessions and Shows for  
**POSEYVILLE (IND.) SUMMER FESTIVAL, WEEK JULY 19 to 24**  
under the auspices of the Lions' Club and  
Chamber of Commerce.  
Auto Given Away Free! All wire:  
**C. GROSCURTH, Gen. Mgr.**  
**Blue Grass Shows**  
All this week, PADUCAH, KY.;  
all next week, POSEYVILLE, IND.

**J. TIDWELL SHOWS**  
**WANT**  
**FERRIS WHEEL MAN**  
Bill Gooch wants Skillo and Count Store  
genies. Sweed, Dick Hamilton, answer.  
Buster Ellis, contact Cecil Allen.  
**OLIA, TEXAS, FAIR, WEEK JULY 12**

**MANGELS**  
**KIDDIE WHIP**  
One Year Old  
Tip Top Condition  
WRITE OR PHONE  
**EARL J. REDDEN**  
**PLAYLAND, South Bend, Ind.**  
Phone 31607

**FOR SALE**  
**1946 SPITFIRE**  
With special factory built Trailer to haul  
same. Bring your tractor. Ride can be  
seen in operation:  
**FRASER, MICHIGAN, JULY 12-17,**  
on the W. G. WADE JR. SHOWS  
**CHARLES G. PANASEK**

**HARRY G. DICKERSON**  
or anyone knowing his whereabouts,  
Wire or Phone Collect:  
**R. O. BLUM**  
Cooper Place, Dubuque, Iowa. Ph.: 3703-W.

**Virginia Greater**  
FREDERICK, Md., July 10.—Business was only fair for the week ended Saturday (3). Rain hurt as usual. Robert Poole, ride man, re-joined. Earl McDonner came on from Ohio to take over the Miss America show.  
Mr. and Mrs. Rocco Masucci were hosts at a spaghetti dinner attended by William C. (Bill) Murray, Mr. and Mrs. Ed Curtin, Joe Ingrassia, Leo Matina and committee members. The shows' personnel was grieved on hearing of the death of William C. Fleming. Johnny Riddick joined with a group of performers and is co-manager with Curly Thornton of the Minstrel Show. Arthur Gibson has completed a streamlined center light for the train ride.  
Inclement weather resulted in only fair business at Bridgeton, N. J., for the week ended June 26. A new lot just outside the city limits was used. The show survived a heavy rain and wind storm with no damage. Blackie Henry closed the season as Girl Show operator. Owner Rocco Masucci was surprised by a visit of two brothers and their wives from Orange, N. J. They brought a basket lunch which was eaten on the lot. Partaking of the feast, besides the Masuccis, were Mr. and Mrs. Eddie Curtin, William C. (Bill) Murray, Joe Ingrassia, Joe Conley and midgets Mike, Ike and Leo. Joe Conley met several kinfolks who reside in Bridgeton and whom he hadn't seen in a number of years.

**Jimmie Dupree**  
MINTURN, Colo., July 10.—Jump here from Buena Vista, Colo., thru the Tennessee Pass and Battle Mountain, was made without mishap.  
Despite several obstacles, biz was very good over the July 4 holiday, with Sunday (4) being the biggest single day in the history of the org. We arrived here to find lot under five inches of water, due to seepage from a mountain stream. However, with the aid of our sponsors—three veterans' organizations—and the county road grader, a lot was obtained and leveled off in downtown Minturn. This proved a good break, as the lot was just half a block from most of the celebration activities.  
Weather here is extremely cool at night, and found most of the org's personnel wearing coats, but it didn't seem to bother the natives.  
Our route calls for three more stands in Colorado, then a return to Northern New Mexico for the fiesta season.  
The Jimmie Duprees and the E. A. (Whitey) Tignors celebrated their 20th wedding anniversaries with a dinner and party in the Buena Vista Hotel. Mrs. Dupree and the writer also celebrated birthdays in Minturn Friday (2), and gave a picnic for the entire show.—HELENE TIGNOR.

**Model Shows of Canada**  
MONTREAL, July 10. — Show played the Ormstown and Lachute, Que., fairs as the first of the long string of Quebec fairs. Attendance records were broken at both fairs and the midway was well patronized, with rides topping. Leo Alberts has the lunch counter in the pie car, assisted by his son, Gerald. His other son, Leo Jr., has the cigarette shooting gallery.  
Chief Woofoo, Princess Shola and Mama Cutchato gave free shows in front of the grandstand at Ormstown and helped boost business for the Side Show. They gave the same show they put on in night clubs. Mrs. Blossom Kay, wife of the show's secretary, Mike Kay, is a visitor. Mrs. Ray Steinhardt has returned home to await the stork. Pat Mahoney's Snake Show is holding its own. Org is playing Montreal for five weeks in three different spots.—EDDIE HALEY.

**PIONEER SHOWS**  
*high class midway attractions*

**WANT WANT WANT**  
July 19-24, Central New York 21 County Firemen's Convention, Opening of Sesquicentennial Activities, New York State's Largest Convention. Downtown Location, Parades, Drum Corps, Drill Teams, 2 Cars Given Away, Marching Units, 180 Fire Departments Represented.

**WANT RIDES nonconflicting.**  
**SHOWS of All Kinds, Arcade.**

**CONCESSIONS: Anything That Rolls, Turns or Dumps, Palmistry and All Other Legal Games. Want Grab Outfit, Cookhouse, All Eating Concessions, Popcorn, Apples, Candy Floss, French Fries, Root Beer, Waffles. We Positively Hold Exclusive Contracts for This Convention. Want Adjuster, Help for Bingo and Rides.**  
Jerry Higgins Wants Girls.

**MICKEY PERCELL**  
Benton Farmers' Picnic Next;  
Waverly, N. Y., This Week

**WANT WANT WANT**  
FOR BROOKLYN, N. Y., PARK PLACE AND GRAND AVENUE, JULY 19-31, AND SIX MORE WEEKS TO FOLLOW IN BROOKLYN — BETTER THAN FAIRS.  
CONCESSIONS—Ball Games, High Strikers, String Games, Duck Pond, Photos, Guess Age and Weight, Basket Balls, Glass Pitch, Pitch-Till-You-Win; in fact, any Hanky Pank Concession.  
RIDE HELP—Foremen on Ferris Wheel, also Second Men, Tilt-a-Whirl, Merry-Go-Round, Roll-o-Plane, Chairplane and Kiddie Rides.  
Write, wire or phone:  
**JACK F. MARTIN**  
383 BROADWAY Phone: Bayonne 3-0345 BAYONNE, N. J.

**UP GOES THE PRINT ORDER**  
Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.  
**Final closing time for late show ads is SUNDAY NOON** (Eastern Standard Time)  
If you mail any ads after Wednesday be sure to send them  
**Special Delivery Direct to THE BILLBOARD PUBLISHING CO.**  
2160 PATTERSON ST. CINCINNATI 22, OHIO

# MAJESTIC

GREATER SHOWS

UNIT NO. 1 CAN PLACE FOR UNIT NO. 1

CHOICE STILL DATES, CELEBRATIONS AND FAIRS

WAVERLY COUNTY FAIR WAVERLY, VA., SEPT. 6-11	CHESTER COUNTY WHITE FAIR CHESTER, S. C., OCT. 4-9
SUFFOLK COUNTY WHITE FAIR SUFFOLK, VA., SEPT. 13-18	OCT. 11-16 TO BE ANNOUNCED LATER
MONTGOMERY COUNTY FAIR TROY, N. C., SEPT. 20-25	ATHENS COUNTY COL. FAIR ATHENS, GA., OCT. 18-23
PICKENS COUNTY WHITE FAIR PICKENS, S. C., SEPT. 27-OCT. 2	ANDERSON COLORED FAIR ANDERSON, S. C., OCT. 25-30

ELBERTON, GA., COLORED FAIR, NOVEMBER 1-6  
A BIG ARMISTICE WEEK CELEBRATION, NOVEMBER 8-13  
AND A WINTER'S WORK IN SUNNY FLORIDA

RIDES—Merry-Go-Round, Ferris Wheel, Chairplane, Octopus, Spitfire, other Major Rides not conflicting

SHOWS—Grind Shows with own equipment, Funhouse, Arcade  
CONCESSIONS OF ALL KINDS—Preference to those joining now

Address SAM GOLDSTEIN, Ambridge, Pa., This Week

## DICK'S Greater Shows

FIRST FAIR, PAULSBORO, N. J., WEEK AUGUST 2

WANT SHOWS: Wild Life, Motordrome; BILL HOLT, get in touch with me.

CONCESSIONS: Guess Your Age, Scales, Short Range Gallery, Fish Pond, Candy Floss, Photos, Penny Arcade.

HELP: RIDE HELP who can drive Semis given preference; top salaries.

Good proposition for ROLL-O-PLANE. Want man to handle Snake Show. Have complete outfit, all new and ready to work.

R. E. GILSDORF, Gen'l Mgr.

LITTLE FERRY, N. J.

## BOGLE & REESE SHOWS

NO RACKET • NO GATE

WANT FOR 10 FAIRS AND CELEBRATIONS

Legitimate Stock Concessions; especially want Penny Pitch, Balloon Dart, Cigarette Gallery, Clothes Pins, Scales and Age, Hoop-La, Ball Games, Coke Bottles.  
WANT CAPABLE PEOPLE FOR GIRL SHOW. HAVE COMPLETE SET-UP.  
Want Percentage Dealers. Man for Fun House, 40%.

DAVID S. REESE, Gen. Mgr.

OLATHE, KANSAS, this week; then per route.

DALE PARISH, please contact at once.

JOE WOLFE, please send remittance here for Stock furnished you July 3rd at Nevada, Mo.

## VETERANS' INTERNATIONAL PEACE ENCAMPMENT

FORT ERIE, CANADA—Directly opposite Buffalo, N. Y.—August 11th to 14th.

LOCATION—ENTRANCE TO PEACE BRIDGE

LARGEST PEACETIME ASSEMBLY OF VETERANS ANYWHERE!!!

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS

IT'S SURE TO BE GOOD

Also book Modern Ride and Meritorious Shows.

Apply

FRANK R. CONKLIN

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Brantford, Canada

## 50TH ANNIVERSARY CELEBRATION

APOLLO, PA., DAY and NITE, JULY 19-24 • 4 BIG PARADES, FIREWORKS, CONCERTS  
Will book Custard, Scales, Age, Photos and other Legitimate Concessions for this big event. Want Girl Show. Book INDEPENDENT SHOWS. Concession Agents for Balloon Darts and Ball Games. William Puley and J. W. Thornton, wire if still available. Walter Wilson, contact Paul Miller.  
Write or wire:

BEAM'S ATTRACTIONS

CLYMER, PA., this week. Big Community Celebrations with Parades, etc., and Fairs to follow Apollo.

## DICKERSON SHOWS WANT

For Chesterfield County Peach and Watermelon Festival, McBEE, S. C., next week; with Big One to follow in North Carolina.  
Can place Merry-Go-Round, Chairplane, or one more Flat Ride. Any Show, 15 per cent. Few more Stock Concessions, \$15.00 per week. Ride Help and Concession Agents wanted.  
All address:

FRANK DICKERSON

WANT

WANT

WANT

Operator for beautifully framed Motordrome with at least 2 Riders. Will buy neatly framed Rings. Have complete outfit for Girl Show. Top salary and bonus to experienced Wheel and Jenny Foremen. Opening for capable electrician. Have good route of Fairs. Wire:

## PENNLAND SHOWS

HOMER CITY, PA., this week.

## FROM THE LOTS

### Lee United

BOYNE CITY, Mich., July 10.—Biz and crowds were terrific for the org during its seven-day stand here at the American Legion celebration. Plenty of flack and the drawing power of an army searchlight helped considerably in attracting the surprisingly heavy biz.

This city is nationally known for its annual smelt run, and anglers on the org had their fill of fishing. When Glen Slankster and Fuzz Richey finished repainting the Tilt, Ride Superintendent Buck Bowden gave a fish fry for the entire ride crew.

Tommy Paddels has added record players to the swinger stand. The Clark brothers reported a big week with their Flea Circus, as did Whitey Nolte and Uncle Josh Farm. Both Nolte and Farm made the local papers. Also reporting better-than-okay biz were John L. Lewis, Lela Nelson, Freda and Benny Merritt and Sunshine and Delmar Lewis—WALTER A. SCHAFER.

### C. A. Stephens

HAYSI, Va., July 10.—The show came here from Clintwood, Va., where business was only fair. Under the supervision of C. A. Stephens, owner, show closed Saturday midnight at Clintwood and all shows, rides and concessions were in readiness at noon for our Fourth of July celebration here. By 7 p.m. the midway was packed. Everyone was satisfied with the night's receipts. This was the biggest week of the season.

W. H. Lewis joined here with his concessions, also Russ Ellis with his Circus Side Show. Owner Stephens discloses that the show will be in the coal fields until fall, then begin our string of fairs in the two Carolinas and Georgia. The show will be out until early December. Visitors last week were members of the Mighty Page Shows, including Owner Bill Page.—W. F. RHEM.

### Wallace Bros. of Canada

MOOSE JAW, Sask., July 10.—Org opened its Western Canada fair dates June 21 with a four-day stand in Lethbridge, Alta., moving in on a rain-soaked lot, but Owner Jimmy Sullivan, with the co-operation of the fair directors and fire department, was able to spring and shows played to heavy crowds which spent freely.

Move here for five-day stand saw dry, sizzling weather, with the farmers failing to show up in the usual number. Locals, however, gave the org steady play and business was on a par with '47.

Rides and concessions were okay. Jean Nanson's World of Girls nosed out the writer's Swimcade on the final day in both spots to lead the shows. Johnny Branson's Motordrome has been supplying top entertainment. Hank Blade, advance man for the shows, rates kudos from everyone for his consistently good job.—TOMMY McCLURE.

### Down River

DETROIT, July 10.—Monroe, Mich., was the best spot of the season, with Monkey Show topping everything on the midway, George Shimberg, electrician, is keeping the three new power plants in tip-top condition. Rolling stock is being repainted in cream and red. Smokey, ride superintendent, had a party in the Arcade following his recent marriage. His mother died recently in Lorain, O. The writer has the following attractions: Penny Arcade, Monkey Circus, Jungle Show, new Ferris Wheel and large snakes.—JOE J. FREDERICK.

### Golden West

PLEASANTON, Calif., July 10.—Org moved in here for the fair after a string of California dates which provided spotty business.

Crockett was way below par weather and business, and Manager Harry (Polish) Fisher split the show sending part back to Jackson for the Kit Carson celebration, which was big for all.

Following the Sonoma Fair, which was mediocre, came the June 29 July 5 stand at the Calistoga Fair and Horse Show. Business was good considering the weather, which was the coldest in 17 years.

In Sonoma the weekly pot-of-gold half of which is donated to the Show Folks of America cemetery fund was won by Otto Fictum. Eddie Harris was the winner the following week.

In Calistoga Mrs. Otto Fictum was honored with a birthday party. Guests included Rose Fisher, Emma Clifford, Mr. and Mrs. Eddie Harris, Mr. and Mrs. Bill Thompson, Mr. and Mrs. Roy Pursley, Mr. and Mrs. Lyle Arnold, Harold Shapiro, Bob Clifford, George Price, Paul Dawson, Mortimer Ward, E. E. Wallace, Ivyle Lawler, Ivan Shear, William Snelson and the writer. Fourth of July visitors included Mr. and Mrs. Fred Weidman, vice-president of Show Folks of America, and Mr. and Mrs. Eddie Burke, of the Burke attractions.—PRINCE OMNAH.

### WANT FOREMAN

For No. 5 WHEEL; TOP SALARY.

No drunks or chasers.

### PLAYTIME

AMUSEMENT CORP.—#1

Norwood, E. L. July 12-17:

ALSO BOOKING GRIND STORES FOR

Marshfield Fair, Aug. 21, 7 days;

Pittsfield, N. H. Fair, Aug. 30, 6 days;

Lawiston, Me. Fair, Sept. 5, 5 days;

Plymouth, N. H. Fair, Sept. 15, 4 days.

### WANTED

### WANTED

HULA DANCERS, ORIENTAL STRIP

Experienced or inexperienced.

Salary, \$50.00 week.

Contact

BILL HOLT

c/o Lawrence Greater Shows

NORWICH, N. Y.

### FOR SALE

Mail Order Business. No competition, nothing like it in the world. Well established. Many years experience in business. Manufacturer of Strange and Curious Attractions. Can be moved anywhere. Will teach you the business. Learn from the man who has made more Curious Things than any other person. Read True Magazine for July, Page 54, for story of this business. Post Knight came for selling. Write:

TATE'S CURIOSITY SHOP

5240 E. Vanburn

Phoenix, Arizona

### WANTED

For Galveston, Ind., Free Show Fair, July 14, 15, 16, 17; Burlington, Ind., Old Settlers 23 July, July 21, 22, 23, 24.

Short or Long Range Shooting Gallery, Penny Arcade, Ball Games, Country Games, Mouse Game, Huckleberry, Spring Game, Bowling Alley. Want Shows with own outfit. Want small Cook House, small privy for balance of show. No extras wanted. Want Concessions of all kinds that do not conflict.

DRAGO AMUSEMENTS

PAUL DRAGO, Owner

### CONCESSIONS WANTED

Ball Games, Cigarette Shooting and Long Range Gallery, Deck and Fish Pond, Bowling Alley, Fair, Photo Gallery.

MIKE ZIEGLER

Miller Hotel, Philadelphia, Pa.

**GOLD BOND SHOWS**

Just completed tour of North Dakota Celebrations. Now enlarging and booking for our Minnesota and Wisconsin spots.

**WANT**—Custard, Grab, Ice Cream, Jewelry, High Striker, Novelties, Long Range and Hanky Panks that work for stock. Good proposition for Cookhouse.

**WANT**—One Ride not conflicting with Wheel, Merry-Go-Round, Loop, Tilt, Flying Scooter, Octopus, Chairplane, Kiddie Trains, Autos and Airplane.

**WANT**—One Grind Show. Want man or clown to handle new Fun House. Want man and wife, experienced, to take charge of Penny Arcade. Want man to handle Kiddie Rides. Can use few useful Ride, Show and Concession Workers.

Contact:

**GOLD BOND SHOWS**

Mickey Stark, Mgr., Mickey Rankin, Gen. Agent, Crafton, N. D., July 13-17.

**EDDIE L. WHEELER SHOWS**

**WANT—ROCKWOOD, TENN.—WANT**  
—DOWN TOWN—

Concessions—Stock Concessions of all kinds, good opening for Bingo, Floss, Weight Shows—Any Show with own transportation, Big Snake, Wild Life, Monkey, Walk-Thru. Will furnish Tops to worthwhile Show. Rides—Will place tilt, Roll-o-Plane, Jenny for 15%. Ride help for Wheel and Chair Swing.

All replies to

**EDDIE L. WHEELER**  
ROCKWOOD, TENN.

**BUCK WEAVER**

**WANTS AGENTS**

For Slum Concessions. No drunks, you won't last. Fairs and Celebrations from now on. Preference given to Truck Drivers. Address:

**BUCK WEAVER**

GALVESTON, IND.  
Street Celebration, this week.

**WANT**

Bill Poster who can drive truck; must be A-1 Lithographer.

**WORLD OF PLEASURE SHOWS**

ALLIANCE, OHIO

**MYER'S GREATER SHOWS**

G. Celebration this week, GALENA, ILL.; on Streets; then the Big One.

Want Show Talent, Second and Third Men on sleds; Sound Car Operator, must do other work. Have Banner Line, 20x40 new Top. What do you have for inside? Capable Manager with attractions, wire. Ice Cream, Watch-La, Basket Ball open. M. W. Reid, our G. A., promises team Spots until November.

**FOR SALE**

Two pieces new 100'x7' flameproof sidewall, no binding; also ropes and snaps every 7'—\$60.00 apiece.

**R. W. & M. C. St. John**

Minneapolis, Minn. Phone: 3127

**Macklashen Army Pilot Air Machine Guns**

and now, \$700.00; 6x6 ft. Costume Jewelry Engraving outfit, tent frame, enough stock to pay for five outfits, \$175.00; four Bowling League 9 ft. ball alleys, \$200.00; Luggage Trailer, 15 ft. by 70 haul alleys, \$175.00. Sell for cash or trade. See lot for late model house car trailer.

**GROVER KORTONIC**

55 WARNER RD., CLEVELAND 5, OHIO

**COUPON AGENTS**

ALLEY and PIN STORE COUPON AGENTS

Veterans of Foreign Wars Street Fair Adelphi, Ohio, this week.

**TAYLOR & SOLOF**

**FOR SALE—\$1,700**

1940, 16x24, perfect, with 1940 Chevrolet Van, new tires. Billed for 2 years. Silver States in Iowa, Nebraska, Colorado, Missouri. Selling because other business. Call or wire:

**GEORGE WOODWARD**  
Waterloo, Neb.

**Meeker**

ANACONDA, Mont., July 10.—A 65-mile-per-hour wind damaged several tops, bent the front gate light tower, broke some neon and shattered many lights during first day of stand here. But the org went on and played to good biz July 4, with all rides and shows reporting a profit.

This followed a red one during previous stand at Ephrata, Wash. Frank Panisko, outdoor showman from Butte, presented Owner Ralph Meeker's son and daughter, Shelia and Paul, with a huge Merry-Go-Round cake. General Agent George French and Special Agent Blackie Gordon caught the show here.

**Page Bros.**

TRENTON, Tenn., July 10. — Org played two Fourth of July spots, here and at Martin, Tenn., and biz was good at both.

Jack Settle is building another joint, which will give him a total of five. Sandy West is recuperating in a Humboldt, Tenn., hospital following an emergency appendectomy. The Tilt-a-Whirl is sporting a new paint job. Manager W. E. Page was the guest of Cecil Yates and John Wade at the annual Elks picnic here Monday (5). Yates and Wade are president and secretary, respectively, of the Gibson County Fair.

**Playtime Amusement**

GLOUCESTER, Mass., July 10.—Show had its biggest week of the season here despite four days of rain. On Monday (28), Hunt Bros.' Circus day and dated us, playing across the street, and visits were exchanged. Mr. and Mrs. Burr were hosts at a dinner party for Father Ed Sullivan, circus priest, and his mother. Org moved to Salem, Mass., and opening was postponed due to rain. Arthur Doyle has added a Wild Life Show, managed by his daughter. New Merry-Go-Round has made the front pages in the last three spots. John C. Lemoine with kiddie auto ride joined here.—HARRY PEAVEY.

**Bright Lights**

HOOVERVILLE, Pa., July 10.—Despite rain the first three days business was okay here for the week ended Saturday (3). Nightly parades and fireworks kept the customers coming out.

S. T. Constable joined with his new miniature train. Assistant Manager L. C. Heck had a house warming in his new trailer. Garrett Scott closed as business manager. His duties have been taken over by Dannie Donnini.

Mr. and Mrs. J. M. Sewell added a new snow cone and bottle concession. Several new show tops have been received from the Norfolk Tent & Awning Company. The canvas was purchased from William B. Sanders.—FRANK Z. HYDE.

**SHOW PRINTING**

New Designs • Latest Styles Type • Pictorial • Cards • Posters for Every Occasion • See our samples first. Prompt Service. Union Printer

**METROPOLITAN PRINTING CO.**  
1326-34 VINE STREET • PHILA. PA

**THE SHOWMAN'S TAILOR!!**

CUSTOM MADE-TO-ORDER GABARDINE SHIRTS. TAILORED TO FIT YOU. Choice of 10 colors, TAILORED by "BOTT'S." INITIALS embroidered FREE. \$7.50 each, 3 for \$20.00; SNAP BUTTONS, 75¢ extra per shirt. Write for samples. Also shirts, pants for clubs, bands, etc.

**Style-Select Mfg. Co.**

39 1/2 S. Main St., Council Bluffs, Iowa



Week of July 19th, Wheeling, West Va.

**CAN PLACE ATTRACTIONS AND RIDES FOR THE FOLLOWING FAIRS:**

- August 9th, Ionia Free Fair, Ionia, Mich.
- August 16th, Great Pontiac Fair, Pontiac, Mich.
- August 23d, Celebration.
- September 3d to 10th inclusive, Indiana State Fair, Indianapolis, Ind.
- September 13th, Great Reading Fair, Reading, Pa.
- September 20th, Hagerstown Inter-State Fair, Hagerstown, Md.
- September 27th, Petersburg Fair, Petersburg, Va.
- October 4th, Atlantic Rural Exposition, Richmond, Va.
- October 11th, Piedmont Inter-State Fair, Spartanburg, S. C.
- October 18th, Athens Agricultural Fair, Athens, Ga.
- October 25th, Anderson Fair, Anderson, S. C.
- November 1st, Pee Dee Fair, Florence, S. C.
- November 8th, Sumter County Fair, Sumter, S. C.

- Will book or buy No. 5 Eli Ferris Wheel and Roll-o-Plane.
- Will finance any worthwhile grind shows such as Snake Show, Fat Show, etc.
- Can place dark ride.
- Will book Hi-Ball for the fairs. Load wagon on our flats.
- Will buy 5 72-ft. all-steel flat cars.
- All joining now will have free winter quarters at Petersburg, Va., Fairgrounds.

All Address

**This Week Morgantown, West Va.**

**— WANT —**

**FOR CASS COUNTY FAIR, LOGANSPORT, INDIANA**

7—BIG DAYS AND NIGHTS—7

Opening Sunday, July 25, thru 31

CONCESSIONS—Penny Arcade, Photos, Cork and Lead Galleries, Darts, Ball Games, Fish Ponds, Hoop-La, Jewelry, High Striker, Penny Pitch, Glass Pitch, or any Hanky Pank Concession. No Wheels, Coupon Stoves, Percentage, or Bingo. Grab Outfits, Snow, Floss, Popcorn, Juice, Apples.

RIDES—Will book Dark Ride, Roll-o-Plane, Fly-o-Plane, Looper, Caterpillar, or Rocket with own transportation.

SHOWS—Monkey, Snake, Wild Life, Illusion, Hillbilly, Midget, or any neatly framed Show not conflicting. No Girl Shows.

SHOWMEN—Want Acts for Side Show; Fire Eater, Knife Thrower, or any Sensational Male Act. Can place Working Help for Show. Blackie Haskins, Mrs. Bancroft needs your wife at once. Long season of Fairs.

TALKER for GIRL and POSING SHOWS, also Girls for both Shows; top salaries, fine wardrobe. All Winter's work in Florida. All replies:

**E. L. YOUNG, MGR. ROYAL CROWN SHOWS**  
Springfield, Ohio, July 12 to 21; then Logansport, Ind.

# Harry Lottridge Shows

NEWEST AND BEST  
AMUSEMENT EQUIPMENT

LONG SEASON AND SURE PAY

WHEEL FOREMAN for practically new #5, must be sober and reliable. Will pay \$100.00 a week to a real man who is not afraid to work and who is an electrician and can wire show up properly. Also keep ten (10) trucks in good mechanical condition. Must be fully experienced as my equipment is too good to have jaggies handling same. Don't misrepresent.

CHAIRPLANE FOREMAN, \$50.00 per week.

SECOND MEN on all rides, \$40.00 per week. All must drive and have licenses. If married can use wife as Ticket Seller or Concession Agent. Drunks, agitators, loafers, drifters and chasers, stay away from me, as I have already drawn my share for this season.

RELIABLE MAN to look after front entrance and marquee. Also be night watchman.

SHOWS with own transportation. Must have good fronts.

SOUND TRUCK wanted. Owner having concessions preferred. Will book Hanky Pank Concessions not conflicting with what we have. Concession Agents and reliable help in all departments wanted. All reply to

**HARRY LOTTRIDGE, Mgr.**

Pineville, W. Va., until July 14; then Oak Hill, W. Va., until July 24.

# BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

## We Can Place the Following

For route of Indiana's best fairs and celebrations, including Rushville Lions' Club, July 19-24; Noblesville Jaycee Annual Celebration, July 26-31; Benton County Fair, Fowler, Aug. 2-6; Delphi Annual Homecoming, Aug. 10-14; Pulaski County Fair, Winamac, Aug. 17-21.

CONCESSIONS—Want Photo, Jewelry, Bumper, String Game, Dart Stores, Ball Games, Hi-Striker or any Legitimate Stock Concession. No exclusives. Positively no grift or gypsies. Can place any or all these on this spot or next week. Wire.

SHOWS—Can place any show not conflicting with Midget or Monkey Show. Can use Fun House, Class House, Snake or Side Show.

RIDE HELP—Can place Second Man on most rides. Can also use first-class Ride Superintendent. Must be thoroughly capable.

Address all communications to BAKER UNITED SHOWS, Beech Grove, Ind., this week, or phone Garfield 4584, Indianapolis, Ind., until Saturday. Next week Rushville, Ind.

# ROBERTSON BROS.' SHOWS

HARLAN, KY., WEEK OF JULY 19

WANT WANT WANT  
FOR STONE, KY., THIS WEEK; HARLAN, KY., TO FOLLOW

Will sell "X" on Custard and Jewelry. Good opening for String Games, Hoop-la, Basketball, Bowling Alley, Cork Gallery, Huckleby Buck or any other Legitimate Concessions.

SHOWS—Can place any Grind Shows of merit. Must have own equipment.

Ride Help needed in all departments, semi drivers preferred. All replies to

Bob Robertson, ROBERTSON BROS.' SHOWS, Stone, Ky., this week

P.S.—Forest Sulzeth, Bill Patrick, Blackie McPeck and other sober agents contact Jimmy Colder. Working every week.

## WANTED FREE ACT AND CONCESSIONS

For big celebration, week of July 26 to 31, in Philadelphia, Pa., at Front and Spencer sts. Auspices Olney AMVETS Post. Automobile given away free, also television set; plenty of fireworks and free acts. Also free gate. Wanted Legitimate Concessions of all kind, no exclusive, no wheels. Concessions come on, will be the biggest week of season. Wanted High and Sensational Free Act. Wire

**MAX GRUBERG**

## WORLD FAMOUS SHOWS

P.O. BOX 101, PHILADELPHIA 5, PA.

## SILVER STATE SHOWS No. 1

July 16-18, Summer Festival, Valley, Neb. No. 2, Four State Round-Up, July 15-18, Fairfax, Mo. All fairs and celebrations to follow.

Want for No. 2, Wheel Foreman and Second Men on all rides. Hedy Jo Starr needs Side Show and Girl Show people.

Wanted for No. 1, General Agent or 24 Hour Man with car. Also Legal Adjuster. (Whitey Dixon no longer connected with this show.)

No. 1 needs Foreman for two-abreast Parker, Octopus Foreman and Second Men on all rides. Also want Photos, Snow, Floss, Apples and Hanky Panks all kinds.

Butch Goff wants couple for small Cookhouse. Want Grab, Skillo and Count Store Agents. Al Adams, contact. P.C. Dealers and Hanky Pank Agents.

All address No. 1, JIM CARPENTER, Valley, Neb., or phone Omaha, Neb., Glendale 7271.

No. 2—Contact HARRY RICHMAN, Fairfax, Neb.

## ENTIRE CARNIVAL FOR SALE

10 Rides, 12 Late Model Tractors and Semis for transportation, 2 Light Plants that will furnish 200-kw., 2,000 Feet Electrical Cable, all new. Rides consist of following: 32 Ft. Merry-Go-Round, No. 5 Ell Wheel, Tilt-a-Whirl, Super Rolloplane, Octopus, Chairplane, Scooter, Kiddie Auto, Kiddie Aeroplane and "You-Drive-Em". All above rides in first-class shape; also New 1947 Chevrolet Under Office, cost \$3,000.00. Everything now operating. If you want a complete carnival, now working, come and look it over. Will sell entire outfit for \$50,000.00; cash only. You can't buy above for \$100,000.00. You have to see it to appreciate it. Address all mail to BOX D368, care The Billboard, Cincinnati 22, Ohio.

## LONE STAR SHOWS

Want Ride Help who can drive semis. Top wages. If I know you, will wire ticket. If married, can use wife on ticket box. This show has 12 office-owned rides, own light plant. Open to play fairs anywhere in South Carolina, Georgia and Indiana after August 1. We also have a #2 unit now playing still spots of 8 rides open to play fairs and celebrations. Fair Secretaries! If you want a show with plenty of rides, we have it. We carry nothing but Legitimate Concessions. Wire and pay your own, as I pay mine. No time to write. Want A-1 Advance Agent with own car who knows Indiana and spots South. Will pay top end percentage on it all if you can get the spots. Address all wires to

J. R. McSPADEN, Lone Star Shows, South Haven, Mich., next 10 days, then as per route.

P.S.—Can use few more Legitimate Concessions in park at \$15.00 per week. Phone 975-R, South Haven, Mich.

# W. C. KAUS SHOWS

AMERICA'S FINEST ATTRACTIONS

NOW BOOKING FOR

RED LION FAIR AND GALA WEEK, RED LION, PA., JULY 19 TO 24

DON'T MISS THIS ONE—OVER FIFTY THOUSAND PAID ADMISSIONS LAST YEAR  
CONCESSIONS—Ball Games, Bowling Alley, Cane Rack, Coke Bottle and any other games work for 10¢ strictly stock.

SHOWS—Karl Alzora wants three more strong acts for his Side Show. Inside Man and Count for Snake Show. Good opportunity here for Wild Life, Monkey, Funhouse and Motodrome, or any show of merit.

RIDES—Any Flat Ride, especially Caterpillar or Tilt. Would consider Spitfire or Rocket.

Opening for an Assistant Electrician who knows his business

General Information: Our fairs number twelve in all, which includes the Henry County (with fair), Martinsville, Virginia.

All replies to

**RUSS OWENS, Gen. Mgr.**

Johnstown, Pa., this week; then Red Lion, July 19 to 24

# WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

Hot Springs, Va., all this week; then the big one, Buena Vista, Va., downtown, July 19-24. This is really a red hot spot. More good ones to follow. Also 7 bona fide Fairs.

Can place all Legitimate Concessions. Will place any Show with own transportation. Legitimate percentage. Will place Candy Floss, Snow Cones, Custard, Long and Short Range Call, Sam Hausner wants Griddle Men. Mac McDonald and Jack Shaffer, wire me.

All mail and wires to:

**BEN WOLFE**

## ANDERSON'S GREATER SHOWS

THE GRAND OLD SHOW WITH THE FINE OLD NAME

Want for Barboursville, Ky., and other good spots in the coal fields of old Kentucky

Will sell "X" on Popcorn, Bingo. Those with Stock Stores given preference. Can place Apple High Striker, Custard, Age and Weight, Stock Stores all open. Want P.C., Pan and Over and Under. Will book one Skillo and one Count Store. Nice opportunity for right party. Want Diggers. Mr. Moore, come on. Can place P.C. Agents and Count Store Men. Can place Help, Jinny, Wheel, Chairplane, Kiddie Auto and Aeroplane. Can use man to operate army 60-in. searchlight. All contact

**H. KERMIT SUMNER**

ANDERSON'S GREATER SHOWS, Barboursville, Ky.

P.S.—Jupe and Marie Miller, can place you. Have special proposition. Norman.

## GRACELAND GREATER SHOWS Want

For Marietta, O., 11th bona fide spot; Candy Floss, Ice Cream, Photo Gallery, Diggers, Pop Game, Basketball, Darts or any Concession not conflicting. Want flashy Bingo. Jim Parr answer.

RIDE HELP—Want Ride Superintendent who knows rides. Salary no objection.

Want 1st and 2d Man on Ferris Wheel, Merry-Go-Round, Chairplane.

Address

**HARRY ALKON, Concession Mgr.**

ADELPHI, O., THIS WEEK

## HARRIS UNITED SHOWS Want

Foreman for brand new 32 foot Parker machine. Mr. Riley, who was with model show this spring, will pay Salary \$50.00 plus bonus. RIDES—Will book Kiddie Auto Swing, Train. Will give exclusive to party with two nice Kid Rides. CONCESSIONS—Fish Pond, Duck Pond, Hi-Striker, Custard, Photos, Ball Games. Want couple take charge de luxe Popcorn, Candy Apple, snow cones. Fifty-fifty proposition. Capable couple. Must drive truck, be neat, clean and understand the business. Agent for Age, Scale, Griddle Man, P.C. Dealers. Shows with own outfits, 20 per cent. We have 12 fairs, starting in August out until December 1. Six modern rides, 5 shows, no racket, no Girl Shows. Address

**A. C. HARRIS, Manager**

FAIRVIEW, OKLA., THIS WEEK; WATONGA, NEXT

## MERRYLAND SHOWS

MANISTEE, MICH., JULY 13-17

American Legion Summer Festival

Novelty, Age and Scale and Stock Concessions. We have 7 office-owned Rides. We have paid chased all interest in Barkoot Bros.' Shows. East Jordan to follow. No grift or gypsies. Several bona fide Homecomings to follow up to October 1. Have a few open dates. Committees contact us.

**KEN MOYER, General Manager**

## CARNIVAL WANTED

FOR DAVIESS COUNTY FAIR, SEPT. 8-11

Must be clean from front to back. This fair is sponsored by civic organizations. Send your agent in to see the set-up. The grounds and buildings are outstanding in the State of Kentucky. No State license required to play this fair.

Address Louis T. Riley, Pres. and Gen. Mgr.

OWENSBORO, KY., P.O. BOX 397

PHONE, 3711

## WANTED

For Convention and Homecoming, August 7 and 8, Spring Valley, Illinois.

Concessions, Kiddie Rides, small Dog or Pony Show and Free Act. For full particulars contact

**EDGAR P. DABLER, City Clerk**

SPRING VALLEY, ILL.

**FOR SALE**

Complete Motorized Carnival, 32 foot Herschell Merry-Go-Round, No. 5 Eli Ferris wheel, Allan Herschell ten car Auto Ride, Smith Airplane Ride, five tractors and trailers, five nice Concessions, beautiful Office Wagon, Front Arch, wiring for entire show. Complete show if sold at once, twenty thousand dollars cash.

**IRA BURDICK**

303 No. 5th St. Temple, Texas

**Burdick's Greater Shows**

Ozona, Tex., July 12-17, or as per route

**D. S. DUDLEY SHOWS**

**WANT**

Foreman for Eli Number 5 Ferris Wheel, Octopus, Kid Airplanes,

Second Men for Nine Rides.

Wheeler, Texas, July 12 to 17;

Burkburnett, July 19 to 24.

**WANTED**

DAYTON, PA., VOL. FIRE CO.

JULY 20-24

A few more Stock Stores, Penny Pitch, Ring Game, Cork Gallery, Hoop-La, Base Pitch or any other not conflicting.

Write or wire:

**J & S SHOWS**

This week, SLICKVILLE, PA.

**FOR SALE**

**NEW MODERN CHOCOLATE DIP TRAILER**

12 ft. stainless steel. Last word in flash. Plenty space. Freezing cabinets for 100 gallon brick ice cream. Enclosed with sliding plate glass. Hot mixing water. This outfit will pass most rigid health inspectors. Will guarantee it to work every fair. Trailer is made to locate in center midway. This is no home-made trailer. Special built by General Equipment Co. A high-class trailer throughout. Interested contact

**C. C. NELSON**

45 N. Delaware St. Indianapolis 2, Ind.  
Phone, Riley 7741

**FOR SALE**

1947 Spitfire, A-1 condition, with transportation, complete \$7,500.00; 32-Fl. Parker Merry-Go-Round, new side wall, perfect condition, with transportation, \$5,500.00; 24-Seat Chairplane with transportation, \$1,700.00. All Rides and trucks are in A-1 condition; come and get them. First come, first served. Can be seen in operation this week at 75th and Canal, Houston, Tex.

Write or wire:

**REWER'S UNITED SHOWS**

17 N. SAMPSON, HOUSTON, TEXAS

**Crandell's Midway Deluxe**

Will book, buy or lease Merry-Go-Round, will guarantee long season South; bona fide offers. Can place Chairplane Foreman and Ring Counter Men. Contact

**C. CRANDELL, Mgr.**

MARION, MICHIGAN

**WANTED**

INDEPENDENT RIDES OR CARNIVAL

**BENTON COUNTY FAIR**

Aug. 18 to 20, Boswell, Ind. Write, wire:

**EDGAR BURNETT, Sec.**

BOSWELL, IND.

**FOR SALE OR TRADE**

14 Motosome Sky Fighters, mounted on 5 by 10 ft. built, two-wheeled Trailer, new tires and 4 Royal Blue Top and Awnings; new triple duty AC 150 volt booster; Neon lights. Cost \$2,000.00 new, will sell for \$1,250.00, or will trade. Offer is stored at Willmar, Minn. Contact, C. O. Ruttelsh, Box 365, Grand Rapids, Minn.

**WANT RIDES**

**LOVELAND VFW FALL FESTIVAL**

LOVELAND, OHIO, AUG. 18-21  
Address Jack Galt, Quartermaster, Route 2, Loveland, Ohio. Phone: Loveland 7997.

**SHANKS BROS. SHOWS**

**WORLD'S CLEANEST MIDWAY**

**WANT**

Want Side Show or Trained Monkeys with own outfits. Will furnish Top and New Banners for Dog and Pony Show. Place Legitimate Concessions. Custard open. Sam Dews, wire. Place Lady Drome Rider and Minsirel People. No Ride Help Wanted. Hazard, Kentucky, this week.

**TURNER BROS. SHOWS**

**WANT**

Concessions of all kinds, no exclusive, for Champaign-Urbana Fair. Opens Sunday, July 25.

ILLINOIS' FIRST LARGEST FAIR OF THE SEASON

Followed by Charleston, Lincoln, Greenup and Du Quoin State Fair (all in Illinois). Can place Talker for Girl Show.

Wire BLOOMINGTON, ILL., until July 15; KANKAKEE, ILL., July 17 to 22.

**EXPOSITION at HOME SHOWS**

High Class Attractions for Fairs and Celebrations

**WANT**

CONCESSIONS—Bingo, Scales, Age and Weight, Novelties, Popcorn and Candy Apples, Candy Floss, French Fries, Custard. Will book ten cent Grind Stores. Show Painter wanted at once. Good salary. RIDES—Want Kiddie Rides. SHOWS—Want first-class Side Show with or without outfit, Unborn, Monkey, any shows not conflicting. High Free Act for season. Here is the big one, Cape May, N. J., V.F.W. Celebration on the Boardwalk, from two to six weeks; open Tuesday, July 13. All contact

**ROX GATTO, Owner, Cape May, New Jersey**

**GULF COAST SHOWS**

WILL SELL EXCLUSIVE ON POPCORN AND PEANUTS. WANT TO BOOK ONE MORE RIDE: TILT, OCTOPUS, SPITFIRE OR ROLLO-PLANE, ALSO FUN HOUSE. WILL FURNISH TENT AND FRONT FOR ANY SHOW. WILL FURNISH OUTFIT FOR GIRL SHOW.

ADDRESS:

**F. M. SUTTON SR.**

Chillicothe, Mo., this week.

**CUMBERLAND VALLEY SHOWS**

Want for American Legion Celebration, Lewisburg, Tenn., July 19-24, and 12 straight County Fairs starting at Murfreesboro, Tenn., July 26.

WILL BOOK—Any Major Ride, Motordrome or Shows that do not conflict. All Stock Stores open except Cookhouse, Bingo, Popcorn, Custard and Floss. Can use sober, reliable A-1 Ride Men. Good salaries and no trucks to drive. Tom Sparks can use Agents. Jimmy Hogan, Bob "Rocky" Baldrige, Ray Young, contact at once; have good proposition for you. Address all mail and wires to:

**ELLIS WINTON**

SHELBYVILLE, TENN., this week; then as per route.

**CHARLIE GRIGGS**

**BUSINESS MANAGER, ROBERTSON BROS.' SHOWS**

Need capable man to take Head of Skillo. Can use sober Outside for Skillo. Our first Fair is Shelbyville, Ky., followed by Columbia, Ky.; Russell Springs, Ky.; Barbourville, Ky.; Wise, Va., Fair; two in North Carolina, four in Alabama. All bona fide Fairs. James Calder needs one Count Store Agent, one Skillo Agent. Wire:

STONE, KY., Care ROBERTSON BROS.' SHOWS, or come on in. Will place you.

**WANTED**

Minstrel Show Performers, as enlarging Show for Fairs. Chorus Girls, must be experienced. State color and size. Musicians on all instruments. State all in wire. You pay yours, I pay mine. Address:

**JAMES AYERS**

Care **CETLIN & WILSON SHOWS**

This week, MORGANTOWN, W. VA.; WHEELING to follow.

**MURRAY AMUSEMENT COMPANY**

**WANT**  
CONCESSIONS: Ball Games, Fish Pond, String Game, Short and Long Range Galleries, Novelties, High Striker, Scales, Jewelry, Penny Pitch, Arcade. All Stock Concessions Open. (No Plates or Gymsies.)  
**HAVE MERRY-GO-ROUND AND LOOP-O-PLANE FOR SALE**

FOR SALE: Cookhouse, Mounted on Twin Coach, living quarters combined. Excellent condition. Price: \$2,000.00. All wires, address: Wm. Masche, c/o Murray Amusement Co.  
Address: **KEN MURRAY, MGR.**, Fairview, Ill., July 12-14; Bellevue (Peoria, Ill., suburb), July 16-18; Kempton, Ill., July 19, 20 and 21.



**GRA-LOY SHOW**  
WANT Legitimate Concessions. Can use Bingo, Photo, Snowball, Rumper, Cane Rack, Custard, Popcorn and Peanuts, String Game, Novelties, Cigarette Gallery, Jewelry, Country Store, Clothespin Pitch, Blower, Grab and Arcade. SHOWS—Can use Monkey, Mechanical, Walk-Thru, Wild Life and Fun House. New Paris, Ind., this week; Waterloo, Ind., next week on the street. Harry Moore and August Gluter, have letter in office for you.

**WORLD OF MIRTH SHOWS**

**WANT**

Talkers for Life Show and Girl Show. Experienced Candy Pitchmen, Ticket Sellers and Convansmen. Girls for Posing Show, Girl and Life Show.

All answer

**J. SCIORTINO**

World of Mirth Shows, Sanford, Me., next week Portland, Me.

**NORTHERN EXPOSITION SHOWS**

**WANTED**

Tilt Foreman, best of wages. Also Bucket Store Agent. Don't wire, come on. Plentywood, July 14-15; Scobey, 16-17; Harlem, 19-20; Shelby, 22-23-24-25, all Montana.

**FOR SALE**

Concession Trailer and Equipment ready to go. Taylor Ice Cream Machine, Cretors Popcorn Machine; large Hamburger Grill, thermostat control; Juice Dispensers, Coffee Urn, Cream Dispenser, etc. All equipment new last summer. Can transfer fair contracts if wanted. This outfit is a money maker and a good-looking job anywhere. Will explain circumstances. Will send photo.

**DAVID GREESON**

R. 6, Kokomo, Ind. Ph.: 8400

**Tennessee Amusement Co. FOR SALE**

Owing to sickness first \$1,500.00 takes small Carnival operating and making money, or will sell separate: Junior Chairplane, \$850.00; ten car Kiddie Auto Ride, \$550.00; Penny Pitch, complete, \$50.00; one pre-war tent, 10x10, \$50.00; one pre-war tent, 10x12, \$60.00; new accommodations sound system, \$100.00; plenty ground cable, 100 amp fuse box, \$100.00. Above equipment in A-1 condition and can be seen in operation, Woodbury, Tenn., this week. First come, first served. **TENNESSEE AMUSEMENT CO.**, Woodbury, Tenn.

**WANT**

**AGENT FOR WHEEL**

Man that will do as told. Joe Lewis, get in touch with me.

**MORRIS FRIEDINHEIM**

Care Imperial Exposition, Peoria, Ill., this week; then Decatur, Ill.

**WANTED**

Fly-o-Plane Foreman, also Ride Superintendent, Second Men that drive semis. Sam Levy wants Agents for Coupon Stores.

**Lawrence Grealer Shows**

Norwich, N. Y., this week



## RIDE HELP WANTED

Foremen for Ferris Wheel, Merry-Go-Round, Rolloplane and Octopus. Also Second Men. Semi drivers preferred. Wages \$50.00 to \$75.00 per week. Top salaries paid. No drunks or lushers.

Also want Secretary, Canvasman, Billposter and Lot Man. Want Hanky Panks and percentage agents. Address

FRANK CARAVELLA, or RED HICKS, Gen. Mgr.

## CARAVELLA AMUSEMENTS

Rimersburg, Pa., week July 12; Barnesboro, Pa., week July 19

## BUFFALO SHOWS

CORRY, PENNA., DOWNTOWN, AUGUST 16-21

Annual Kiwanis Club Fair for financing the community hospital. Only show to play inside city this year. Entire project put on by business men of the city. Parades and special events every night. Better than any fair that week. Big ride spot. Can use extra rides for this as well as ANGELICA, N. Y., and other fairs.

WANT for the Corry date—Milk Bottles, Cats, Darts, Slum Stores, Basket Ball, Age and Weight, Penny Arcade and large number of Legit shows working for 15c grind. Also want Glass House, Fun House, Motor Drome, Mechanical, 10 in 1, Fat Show, Jig Show. Shows can play our fairs following. Cannot book monkey or rep shows.

WANT Sober, A-No. 1 Ferris Wheel Foreman.  
This week BROCTON, New York.

## JOHN R. WARD SHOWS

Want Foreman for Rocket, Whip and Scooter, also Ride Men for all rides. See Springfield and Phil Maynard, answer. Want Trainmaster and Assistant Trainmaster, Polers and Train Help, Assistant Electrician and Help, Drivers for Tractors and Caterpillars, Boss Canvasman, Ticket Sellers and Help for Girl Revue, Talkers and Grinders for Monkey and Snake Shows. Will book Fat Show, Life or Unborn, War Show, Glass House, Wild Life and Iron Lung. Want Man and Wife, experienced operators for Frozen Custard. Want Stock Concessions, Novelties, Age and Scales. Also want Special Agent.

JOHN R. WARD SHOWS, Duluth, Minn., this week.

**WANT** Lawrence, Ind., July 19 thru 24; Dunkirk, Ind., Street Celebration, 26 thru 31; Ossian, Ind., Street Celebration, August 2 thru 7

**CONCESSIONS**—Custard, Novelties, Lemonade Shake-Up, Diggers, Balloon Darts, Add 'Em Up Darts, String Game, Cat Rack, Hit and Miss, Coke Bottles, Short Range, Hoopla and Cane Rack. Joe Wherry, wire.

**SHOWS**—Monkey, Snake, Wild Life, Glass House, Fat Show or any show of merit. **DES** not conflicting with Wheel, Merry-Go-Round, Chairplane, Rolloplane, Auto and Aeroplane. All replies to

## JOHNNY'S UNITED SHOWS

JOHN PORTEMONT  
ROSEDALE, IND., JULY 12 TO 17

## H. B. ROSEN AMUSEMENTS

IRONTON, OHIO, THIS WEEK; NEW BOSTON, OHIO, TO FOLLOW

Downtown location, sponsored by American Legion and Police Department. Our fairs start middle of next season closes Armistice week. Those that join now will be given preference at fairs. **SHOWS**—Will book Fun House, Motorhouse and Glass House at very low percentage. **RIDES**—Want Foremen and Second Men for No. 5 Ell Wheel and Smith & Smith Chairplane. Will pay top wages and bonus. **CONCESSIONS**—All Legitimate Concessions open, no graft or extras wanted. Have good opening Diggers, High Striker, Frozen Custard, Penny Arcade, Guess Your Age. All replies to

H. B. ROSEN, H. B. ROSEN SHOWS  
IRONTON, OHIO, THIS WEEK

## PACIFIC UNITED SHOWS

WILL BOOK

All Games, String Game, Cork Gallery, Slum Wheel, Pitch-Till-U-Win. Playing Marin City, Calif., July 13-18; Walnut Creek, Calif., July 20-25. Mr. Ted Le Fers is no longer connected with our show. Will not be responsible for any debts contacted by him from July 9, 1948.

## PEERLESS CELEBRATION AMUSEMENT

Williamsburg, Pa., July 12 to 17; Houtzdale, July 19 to 24

Want Photos, Lead Gallery and Stock Concessions. Some Percentage open. Agents contact shows with own transportation. Want Wheel Man and Second Man who drives. Write or wire.

WILLIAM J. MESPELT

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**SHOWS WANTED**—Side Show, Iron Lung, Wild Life, Snake, Illusion, Penny Arcade, Mechanical City.

**CONCESSIONS WANTED**—Legitimate Concessions of all kinds.

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We have a long route of fairs ending middle of November. Our August fairs are Flourtown, Penna.; Kutztown, Penna., and Flemington, N. J.

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Our fairs start in Virginia August 16. Playing 12 bona fide fairs and the biggest Armistice Celebration in the South.

**CONCESSIONS**—Can place Custard, Ball Games, Lead Gallery or any legitimate concessions. Some P. C. if you have other concessions. No Mitt Camps.

**RIDES**—Will book one flat ride commencing August 9. Can place Ride Help at all times.

WANT Grind Shows. WANT BINGO FOR BALANCE OF SEASON.

JAMES M. RAFTERY, Moorhead City, N. C., this week

## J. J. PAGE EXPOSITION SHOWS

CAN PLACE FOR BALANCE OF SEASON

Legitimate Concessions of all kinds. Good opening for Custard and Photos. Will place Grind Shows with own outfits and transportation. Want Foreman for Ferris Wheel, Chairplane and Octopus. Must be capable and stay sober. Dale Samier, Roy Carey and Bill Hunter want Count Store and Skillo Agents. Jack Spain, wire Jack Renfro. Bull Martin wants, at once, Girls for Girl Show, Talker for Ten-in-One, Half and Half and Magician. Address

J. J. PAGE SHOWS

Whitesville, W. Va., this week.

PS.: WANT to buy 20x100 Side Show Top, nine-foot Walls, must be in A-1 condition and priced right.

## HILL'S GREATER SHOWS

Want A-1 Tilt-a-Whirl Foreman and Second Man for brand new 1948 model Tilt with new 1948 Tractors. Must be sober and reliable. Salary no object if you can produce. Corky Zimmerman wants general Cook House Help. Address Rapid City, S. D., this week.

## SUNSET AMUSEMENT CO. WANTS

Second Men that can Drive for Tilt and Octopus. Sally Brunette wants Dancers for Girl Show. Can use Concessions that work for Stock. Fertile, Minn., Fair, this week; Roseau, Minn., Fair, next week.

# URO's Slump-Busting Institute

## Members Vote P. R. Program To Hypo Gate

Giles Named Prexy

WASHINGTON, July 10.—An intensive public relations program to combat slumping revenues was approved by the United Rink Operators at its seventh annual convention held at the Hotel 2400 here June 28-30. Also approved was a resolution dividing the rink country in half at Chicago for the purpose of holding regional meetings of operators in addition to the annual conventions.

Perry Giles, Muskegon, Mich., was elected president, replacing Edward Von Hagen, Norwood, O., while Robert Black, Ashland, Ky., was chosen to succeed William Schmitz, Elizabeth, N. J., as secretary. Other officers elected were: Treasurer, Tom Beers, Baltimore, and vice-presidents, Frank Ferrera, Everett, Wash.; Joseph Barnes, Philadelphia, and Norman Barber, Skateland, Georgia-ville, R. I. Chosen members of the board were E. V. Regalia, Florham Park, N. J.; Harold Shurr, Hobart, Ind., and retiring President Von Hagen.

Following a report on rink income by retiring Secretary William Schmitz, the membership voted to launch the public relations project to be called the Roller Skating Institute of America. Preliminary details were worked out by the newly-elected URO officers.

### 2G Chicago Pledge

Before the convention broke up,



PERRY B. GILES, operator of Curvecrest Roller Rink, Muskegon, Mich., was elected president of the United Rink Operators at the association's annual convention June 28-30 in Washington. The new president pledged himself to a campaign to increase URO membership.

Joe Shevelson, Chicago Roller Skate Company, pledged an initial donation on behalf of his company of \$2,000. He also promised to solicit support from all skate manufacturers. URO President Giles stated that he would contact all operators for donations to the Skating Institute.

The Institute is to be set up by the public relations firm of News Alliance, New York, which expects to gain publicity for skating thru the media of newspapers, magazines, radio, television and motion pictures. The Institute will attempt to secure advertising tie-ins with Coca-Cola and other firms whose products are used in rinks.

Report on the decline in rink income was delivered by Schmitz, who was armed with a mass of data collected from operators all over the country. According to Schmitz, the 1947-'48 season has fallen behind the

## ARSA Re-Elects

WASHINGTON, July 10.—George Apdale, New York, was re-elected president of the U. S. Amateur Roller Skating Association at the group's convention held here last week in conjunction with the national championships. Also re-elected was Ozzie Nelson who retains his post as secretary-treasurer.

M. Johnson, Seattle, was named first vice-president, succeeding Peter Estes, Los Angeles. Rodwell Hackett, Elizabeth, N. J., was named second vice-president, replacing Joseph Savage New York.

previous season by an average of about 20 per cent. Every month from September, 1947, thru May, 1948, has shown a sharp decline from the corresponding month of the previous year. His statistics showed September representing the biggest decline, with receipts falling 29 per cent behind those of September, 1946.

Division of the country into Eastern and Western sections was authorized in order to permit more confabs among operators, it was stated. Each section is permitted to hold an annual meeting, altho the regional confabs are not authorized to conduct any URO business—which will remain under the sole jurisdiction of the annual convention.

### Study Music Problem

Schmitz told URO members that he will continue efforts to secure lower rates from American Society of Composers, Authors and Publishers, even tho he is giving up his duties as URO secretary. He said that while Broadcast Music, Inc. maintains reasonable charges for music, ASCAP charges operators much more in proportion to profits than it charges movie exhibitors.

In a brief statement, President Giles declared that his chief objectives would be to increase URO membership, work for a reduction in admission taxes, and to try to reduce ASCAP rates. He also made the following appointments: E. V. Regalia to the publications committee; Earl Van Horn, publicity, and Don Victor, amateur co-operative.

Among skate and equipment suppliers on hand were the following: Dick Hyde, Hyde Athletic Shoe Co.; Harry Portugal, Rollaway Skate Co.; Edward Blaes, Blaes Bros.; Milton Aronson and David Rodman, Johnny Jones Co.; James Monroe, American Asbestos Co.; Joe Shevelson, Chicago Skate Co.; Dr. Bissinger, Gilash Shoe Co., and Earl Van Horn, Liberty Skate Co.

### Delegates Turn Out

The convention was attended by: Mrs. Edward Tierce, Academy Rink, Plainfield, N. J.; William Morris, Boulevard Arena, Bayonne, N. J.; Ralph Canary, National Arena, Washington; Irving Facher, Capitol Arena, Trenton, N. J.; Jesse Carey, Carey's Circus Garden, Philadelphia; Mrs. Ruth Holland, Holland's Skateland, Reading, Pa.; Earl Van Horn, Mineola (N. Y.) Skating Rink; Joe Liguori, Mount (N. Y.) Vernon Arena; Marvin Facher, Perth Amboy (N. J.) Arena; Tom Beers, Carlin's Roller Rink, Baltimore; Jack Edwards, Twin City Arena, Elizabeth, N. J.; Bob Wing and Bill Hughes, Rollerdrome, Utica, N. Y.; Ed Von Hagen, Norwood (O.) Roller Rink; Perry Giles, Curvecrest Roller Rink, Muskegon, Mich.; Joe Barnes, Adelpia Sporting Club, Philadelphia; E. V. Regalia, Florham Park, N. J.

(See URO Sets on opposite page)

## Twin Citians Take Honor In ARSA Meet

Win White Trophy

WASHINGTON, July 10.—Skating at Twin City Arena, Elizabeth, N. J., retained possession of the J. B. National Club Challenge Trophy scoring 11 wins at the national Amateur Roller Skating Association held at National Arena here, June 28-July 3. Ralph Canary, manager of the Arena, reported excellent attendance all day and said that several sets of crowds watched the events which lured 453 contestants.

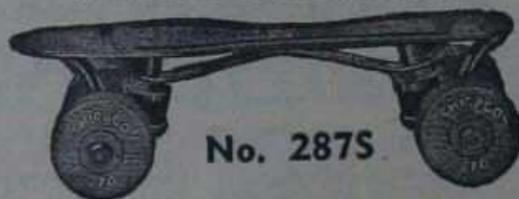
Charlotte Ludwig, representative of Twin City, was the outstanding petitioner as she skated off with the senior ladies, senior pairs and junior dance categories, as well as placing third in fours competition.

Reggie Opie, Mineola, N. Y., followed up his victory in the New York State senior men's figure class taking the national championship in that category. The five-mile race for senior men, which drew the largest crowd, was taken by Billy Over, Pasadena, Calif.

### 20 Trophy Awards

Twenty trophies were awarded at a special victory banquet at the arena. (See Twin Citians on opposite page)

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Hard Maple Wheels

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# Win Citians Take Honors At ARSA's D. C. Nationals

(Continued from opposite page)  
 mel 2400. Those were: J. B. White National Club Challenge Trophy, donated by Jean B. White; Louisiana Senior Fours Trophy donated by Charles Hierne Jr.; Senior Ladies' Singles Challenge Trophy, donated by Earl Van Horn, Mineola, N. Y.; Senior Men's Singles Challenge Trophy, donated by Willard Holland, Bridgeport, Conn.; Senior Men's Mixed Skating Challenge Trophy, donated by America on Wheels, Elizabeth, N. J.; the Gladys and George Senior United States Senior Dance Challenge Trophy, donated by Gladys George Werner; Senior Pairs Challenge Trophy, donated by New York Journal-American; Junior Men's Singles Challenge Trophy, donated by Earl Van Horn Dance and Figure Skating Club, Mineola, N. Y.; Senior Ladies' Singles Challenge Trophy, donated by Edw. J. Von Zegen; United States Junior Dance Challenge Trophy, donated by American Wheels, Elizabeth, N. J.; United States Novice Men's Singles Challenge Trophy, donated by William C. Lower Jr.; Novice Ladies' Singles Trophy, donated by Edw. J. Von Zegen; Novice Dance Challenge Trophy, donated by Orville Godfrey, Detroit; Barker-Gilbert Perpetual National Trophy, Juvenile Boys, Singles; Ruth Holland Juvenile Ladies' Singles Challenge Trophy, donated by Ruth Holland; Eldora and Bill Best Trophy, National Juvenile Pairs, donated by Bill and Eldora Best; Orville Godfrey Challenge Club Trophy, National Intermediate Men's Speed; Noble Challenge Trophy, Senior Ladies' Pairs; Loretta Reuhle Challenge Trophy, Novice Ladies' Singles, Skating Researchers Challenge Trophy, Junior Mixed Pairs.

**Results**  
 Juvenile Girls—Patricia Johnston, Elizabeth, N. J.; Katherine Althouse, Pasadena, Calif., and Ruth Henrich, Mineola, N. Y. Juvenile Boys—Frank Henrich, Mineola; David Freitag, Bergenfield, N. J., and George Cummings, Elizabeth. Junior Ladies' Pairs—Patricia Johnston and Diane Lanzotti, Elizabeth; Carol Wiegand and Carol Freitag, Bergenfield, and Irma Gullen and Marian Eckworth, Mount Vernon, N. Y. Novice Mixed Pairs—Alma Garaffa and Henry Ballweider, Perth Amboy, N. J.; Joanne Cooper and Harold Webb, Pittsburgh; Dorothy Feeney and Clinton Widener, Bayonne, N. J. Junior Mixed Pairs—Patricia Johnston and George Cummings, Elizabeth; Norma Gullen and Albert Eckworth, Mount Vernon, and Connie Sahlin and William Shepherd, Elizabeth.  
 Novice Men's Figures—Ronald Rantort, Hartford, Conn.; Doug Milne, Plymouth, and Bob Rottner, Norwood, O. Juvenile Dance—Joanne Cooper and Larry Bicknell, Norwood; Charlotte Roeder and Wayne Smith, Plymouth, and Ruth and Frank Henrich, Mineola. Junior Ladies' Figures—Diana Lanzotti, and Shirley Ludwig, Elizabeth. Fours—Violet Gargano, Kurt Hoernlein, Mary Louise Leahey and Rodwell Hackett; Iris and Al Dahl, Marie Illik and Arthur Moore; Charlotte and Shirlee Ludwig, Jude Cull and John Callahan, all of Elizabeth. Senior Ladies' Pairs—Violet Gargano and Mary Louise Leahey, Charlotte and Shirlee Ludwig, and Althea Clewell and Ann Ackerman, all of Elizabeth.

**Speed Finals**  
 Midget Boys—Albert Eckworth, Mount Vernon; Gale Dibler, Reading, and Louis Meyers, Trenton, N. J. Midget Girls—Charlotte Roeder and Betty Laury, Plymouth. Juvenile Boys—Edward Horan, Elizabeth; Donald Berdink, Hackensack, and Ronald Ringood, Reading. Juvenile Girls—Brian Eckworth, Mount Vernon; Betty Cunningham, Elizabeth, and

Arlene Wanat, Plymouth. Junior Boys — Burton Speed, Hackensack; Bruce Brown, Washington, and Carl Moyer, Reading. Junior Girls—Alice Williams, Washington, and LaMoyné Richards, Lansing, Mich.

**Intermediate Men**—Lenny Murro, Florham Park, N. J.; Charles Schuchart, Reading, and Raymond Plump, Hackensack. **Intermediate Ladies**—Ginger Mann, Mount Vernon; Alma Garaffa, Perth Amboy, and Jennie Marie Illik, Alfred Dahl, and Arthur Moore, and Charlotte Ludwig, Shirlee Ludwig, Jude Cull and John Callahan, all of Elizabeth.

**Novice dance**—Doris Novak and Edward Horvath, Plainfield, N. J.; Paula and Richard Gutzzeit, Paramus, N. J., and Virginia and Sherman Lake, Norwood. **Junior Men's Figures**—Kurt Hoernlein, Elizabeth; Rodwell Hackett, Elizabeth, and Daniel Ryan, Bridgeport, Conn. **Novice Ladies' Figures**—Carol Freitag, Bergenfield; Helen Burkhardt, Mineola, and Alma Garaffa, Perth Amboy. **Senior Men's Figures**—Reggie Opie, Mineola; Jude Cull, Elizabeth, and William Reed, Bayonne; **Junior Mixed Pairs**—Helen Hays and James Murray, Mount Vernon; Doris and Alfred Dahl, Elizabeth, and Loretta Reuhle and Doug Milne, Plymouth.

**Senior Mixed Pairs**—Charlotte Ludwig and Jude Cull, Violet Gargano and Kurt Hoernlein, and Mary Louise Leahey and Rodwell Hackett, all of Elizabeth. **Junior Dance**—Charlotte Ludwig and Rodwell Hackett, Elizabeth; Betty and Gabe Signor, Pittsburgh, and Gladys Feinstein and Bruce Forster, Pasadena; **Senior Ladies' Figures**—Charlotte Ludwig, Elizabeth; June Henrich, Mineola, and Mary Louise Leahey, Elizabeth. **Senior Dance**—Gladys Ward and Fred Ludwig, Viola, Hackensack. **Senior Men**—Larry Bissinger, Mount Vernon; Marvin Schwartz, Passaic, and Herbert Plump, Hackensack. **Senior Ladies**—Tessie Raiffe and Doris Dahl, Elizabeth.

**Officials**  
 Judges included Irma Barnard, Ann Arbor, Mich.; Minerva Burke, Baltimore; Walter Clancy, Sunnyside, N. Y.; Jude Cull, Irvington, N. J.; D. Harrington Dahl, Elizabeth; Donald Decker, Bridgeport, Conn.; Margaret D. Engel, Chesterton, Ind.; Edwin Erdman, Cincinnati; Fred Fleischman, Brooklyn; B. Killip Gallagher, West Hempstead, N. Y.; Charlotte Groves, Everett, Wash.; Rodwell Hackett, Newark, N. J.; Theresa Lioci, Milford, Conn.; Fred Ludwig, Garden City, N. Y.; Jack McClow, Maywood, Ill.; Alfred McCullough, Bronx, N. J.; Patricia McIlwain, Havertown, Pa.; Ise Twaroschk, New York; Edward O'Brien, Chicago; Charlotte Perkins, Elmhurst, N. Y.; Emil Questead, Chicago; Daniel Ryan, Bridgeport; Billie Jean Scott, Gary, Ind., and Matthew and LaVerne Solomon, Chicago, with the following alternates: Ozzie Nelson, New York; Wilfred Burgart, Jr., Alexandria, Va.; Frank Goodwin Philadelphia; Joseph P. Gibson, New York; C. G. Parker Washington; M. H. Parker Washington Margaret Ridgely, Baltimore, and Arthur Vaughn Jr., Philadelphia.

**Other officials** included George F. Apdale, Richmond Hill, N. Y., and Ozzie Nelson, New York, referees; Louise Bickmeyer, Hempstead, N. Y., chief clerk. Helen Apdale and Mrs. Harry Bickmeyer, tabulators; Wally Kiefer, Hauppauge, N. Y., announcer; Pete Miller, Chicago and LeRoy Jay, Brooklyn, speed referees; Ozzie Nelson and John Cunningham, Elizabeth, starters; George F. Apdale; Charles Lanzottie, LeRoy Jay and Frank C. Johnson, judges; Violet Moore, Newark, N. J. and Althea Clewell, Elizabeth, scorers, and Jack Edwards, Elizabeth, speed announcer.

## Detroit Fairview Eyed as New Site

DETROIT, July 10.—Southeastern Detroit will have a new skating rink in the revival of the old Fairview Gardens Roller Rink, according to plans being made by Shad D. Hakim, who recently subleased the Colony Theater which he had been operating, in order to take over the Fairview Gardens property.

Latter was used as a rink under at least three managements—J. O. Riggle, J. R. Thompson and William Filer, and Richard Gorman—but was switched to wrestling and private party operation exclusively about 10 years ago.

Hakim plans to restore it for use primarily as a rink, with a possibility of wrestling sharing the property on Monday and Tuesday nights. Arrangements along this line are now being negotiated with the present lessor of the property, who has been conducting wrestling events, and a tentative opening date in September is being scheduled.

## URO Sets Institute To Check Biz Slump

(Continued from opposite page)  
 ham Park (N. J.) Arena; Frank Ferrara, Skateland, Everett, Wash.; Robert Black, Black's Roller Rink, Ashland, Ky.; James Dolan, Skateland, Worcester, Mass.; Walter Bickmeyer, Friendly Roller Rink, Hartford, Conn.; John Schneider, Hackensack (N. J.) Arena; Fred Jahn, Rainbow Roller Rink, Bergenfield, N. J.; Mrs. James Gradwell, Jax Roller Rink, Jacksonville, Fla.; Tom Noble, Cavalier Arena, Richmond, Va.; Norman Barber, Skateland, Georgiaville, R. I.; Robert Mason, Mascott Roller Rink, Virginia Beach, Va.; Mrs. Francis Johnson, Roller Bowl, Bremerton, Wash.; Mrs. Bert Loberecgt, Rollerland, Renton, Wash.; Harold Shurr, Oak Ridge Roller Rink, Hobart, Ind.; Julius Navari, Flamingo Roller Rink, Pittsburgh, and Don Victor and Johnny Johnston, honorary members.

## Son Born to Fred Freemans

BOSTON, July 10.—A six-pound, 13-ounce son, Robert Alan, was born June 24 at the Richardson House here to Mr. and Mrs. Fred H. Freeman. Freeman is operator of Bal-A-Roue Rollerway, Medford, Mass., and Dance-Tone Record Company.

## FOR SALE

Complete, year-around skating spot, including portable roller rink, 54'x124', in heart of downtown Winona, Minn., for summer skating. One of the best locations to be found. Lease on building in downtown district for winter skating. New tent, new hard maple floor (2"x16" interchangeable sections), new skates (Chicago), new sound system, new underpinning. Do not inquire unless you are interested in something good. This is worth investigating. Calls answered between 3 and 5 p.m. (Phone: 3127, Winona.) No letters, please.

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## FOR SALE

HAVE FOUR PORTABLE RINKS, WANT TO SELL THREE  
 Sizes 50x100 and 40x100. All are good rinks, completely equipped, with flameproofed tents and good, Hard Northern Maple floors. Do not write, come and put in your bid on any one of them. We are selling to build a permanent rink. Some of these rinks are practically new.

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## WANT

Reliable and experienced Man to manage and operate skating rink in town of 45,000 to 50,000 people. Has good bus service, only rink in town, good floor, plenty good skates, lots of private-owned shoe skates. This rink will reopen about October 1. Can furnish most any size apartment or house. Rent and living conditions here are very reasonable. Must be experienced rink man and able to furnish reference and able to promote and teach roller skating and dancing on skates. Town has good opportunity for a large skating club. Will pay good salary and percentage of gross or net. Would like for you to come look the proposition over.  
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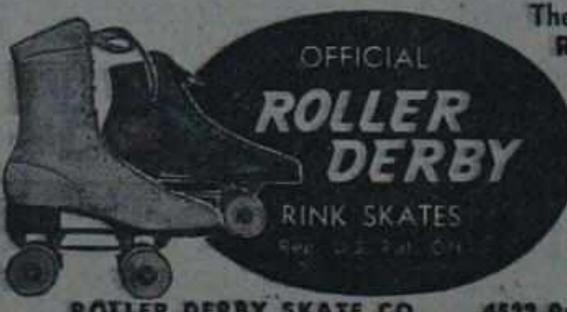
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New Portable Skating Rink, four weeks old, size 50x110, interlocking style Northern Wisconsin Hardwood Maple floor, complete with 14 rows of stringers; new custom built 14 oz. Anchor tent, ball ring style, roped every other seam, reinforced with extra ropes, trimmed inside in four colors with ten-foot annex; new 100-watt Stromberg-Carlson p.a. system, two cabinets with six heavy duty speakers; Chicago-Webster record changer, mike, 50 pair new Chicago shoe skates. Rental, 150 pair Chicago rink skates, new 10-case Coca-Cola box, benches, counters, etc. This new rink must be seen and skated on to be appreciated. PRICE, \$8,750.00. Owner:

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Good for picnics, taverns, restaurants and homes. White transparent, 54x54, 5 doz. lots, \$4.90; white transparent, 54x54, 1 doz. lots, \$5.25; white transparent, 54x72, per doz., \$5.90; white transparent, per doz., 1 doz lot, \$6.25. Minimum order, 1 doz.

These items were listed incorrectly in our ad of July 10.

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A Large List of Second-Hand Coin Machine Bargains will be found on page 99 of this issue.

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Batons, Tinsel Head, Gr. 13.50  
Tinsel Batons, with Bells, Gr. 15.75  
Composition Monkey on Stick, Gr. 25.00  
Fur Jumping Monkey without Stick, Dz. 2.00  
Celluloid "Kewpie" Doll w/feather Dress, 7 in. tall, Dz. 2.75  
Celluloid "Kewpie" Doll, w/feather Dress, 9 in. tall, Dz. 3.75  
8" Cat Tails, w/Comic Card, 100 for 5.50  
20" Jumbo Fox Tails, Dz. 4.50  
Beacon Mingo or Magnet Blinks, Ea. 3.25  
Beacon Toba or Midway Blinks, Ea. 2.80  
Case Lots of 30—10¢ Less per Blanket

## NOVELTY GOODS

Dice Lamp, Electric, Dz. \$18.75  
Yellow Flying Birds (whistler), Gr. 9.00  
Metallic Flying Birds (whistler), Gr. 12.00  
Jap (Inside Whistle) Bird, 3 dz. in box 3.75  
Radio Snakes, Gr. 8.50  
Chinese Paper Snakes, Gr. 8.50  
Metallic Foil Pinwheel, Gr. 9.00  
White Sailor "Gob" Hat, Gr. 24.00  
Miniature Cowboy Hat, Gr. 14.25  
Miniature Spanish Hat, Gr. 21.00  
Robin Hood Hat, Gr. 11.50  
Comic Yodler Hat, Gr. 16.50  
Mexican "Cholo" Hat, Gr. 24.00  
Full Size Spanish Hat, Gr. 30.00  
Full Size Cowboy Hat, Gr. 33.75  
Cooile Straw Hat, Dz. 2.75  
Miniature Mexican Straw Hats, Gr. 8.75  
Miniature Straw Hats, Box of 3 Dz. 3.75  
Boanie Propeller Hats (2 Blades), Dz. 2.95  
Cardboard "Pop Gun", Gr. 4.25  
2-Way Mirror, 100 for 4.50  
1 1/2 In "Comeback" Balls, Gr. 4.50

## SLUM

Enamel Tin Cigarette Cases, Gr. \$4.00  
Stone Set Rings, Gr. .80  
Gold Plated Band Rings, Gr. 1.65  
Plastic Toy Knives, Forks and Spoons, Gr. 1.00  
Decorated Metal Ashtrays, Gr. 2.50  
Nosco Plastic Animal Standups, Gr. .95  
Metallic Pinwheels (misprints), Gr. 4.25  
"Kiddy" Sun Specs, Dz. 1.15  
Plastic Bean Blower, Gr. 3.00  
Bean Blower Ammunition (250 pkgs.) 5.40  
Min. Metallic Paper Hat, Gr. 2.00  
Comic Postcards, Very Snappy, 1000 for 3.50

## GLASSWARE

Miniature Beer Mugs, Gr. \$3.50  
9-Oz. Glass Tumblers, Gr. 3.95  
Glass Teacups, Green Tint, Gr. 5.00  
Glass Saucers, to Match Cups, Gr. 5.00  
Glass Candle Holders, Gr. 4.80  
Glass Ashtrays, Gr. 3.50  
Glass Custard Cups, "Fire-King", Gr. 4.50  
Glass Desert Dishes, Gr. 4.50

FREE!! WHEN REQUESTED, CHANGE APRON INCLUDED WITH EACH ORDER SHIPPED

# LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

## Be Supreme -- Sell Sterling

No. 512 \$21.00 Doz.  
No. 693 \$18.00 Doz.  
No. 0302 \$18.00 Doz.

These rings are popular, fast sellers! Available in ruby or white combinations. CATALOG UPON REQUEST—SAMPLE ASSMT., \$10. STERLING JEWELERS, 85 E. Gay St., Columbus 15, Ohio

## WAR SURPLUS CLOSE-OUT

# Amazing RAIN-CAPE COVER-ALL

Folds up to fit the pocket

This is just the type of complete light weight protection you need from the rain and weather while FISHING, HUNTING, GOLFING OR ATTENDING OUTDOOR SPORTING EVENTS. Government issue for overall protection from MUSTARD GAS. Made of tough plastic with transparent top which enables you to see in all directions. Foil lined package about the size of two packages of cigarettes open up to a 52"x52" rain cape that covers you from head to toe. Roomy enough for two persons. Take with you in tackle box, pocket, golf bag or purse. BE SNUG AS A BUG WHEN IT RAINS. Price, 15¢ in lots of 100 to 1,000. Sample, 3 for \$1.00. Cash, check, M. O. in full with order. F. O. B. Chattanooga, Tenn.

ACME TOOL CO. Box 1512 Phone: 2-3693 Chattanooga, Tenn.

## SENSATIONAL VALUES!!!

• 240 28" RAYON PLUSH BEAR \$27.00 Per Doz. Assorted Colors

CARTON OF 2 DOZ. ONLY \$50.00!

• 252 30" Real Fur Grizzly Bear, \$42.00 Per Doz. Assorted Colors.

Special Set-Up for Jobbers. SALESMEN: Choice Territories Still Open! Write Now!

• Send for latest folder "B" and price list listing over 100 outstanding numbers in fur and plush.

• Special: Plush Scotty Dog, 12"x8", assorted colors, \$7.20 Per Dz. in 6 Dz. lots.

Mention Billboard to get these special low prices!

ACE TOY MFG. CO. 122 WEST 27 STREET NEW YORK 1, N. Y.

# BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin.

MUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

**SENSATIONAL VALUES!!**

"THOUSANDS" OF BRAND NEW AND OLD STAND-BY ITEMS FOR ALL TYPES OF MIDWAY CONCESSIONS ARE LISTED IN THE NEW ILLUSTRATED **HEX** CATALOG

LOWEST PRICES SAME DAY SERVICE!

SEND FOR YOUR FREE COPY TODAY  
State Your Business



Merchandise for Every Type of Midway Concession

**Hex** Established 1923 **MANUFACTURING CO.**  
468 SENECA ST. BUFFALO 4, N. Y.

**HELP WANTED—ADVERTISEMENTS**

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

**A-1 LEAD TRUMPET, ALSO TENOR SAX** doubling Violin for commercial band. Trumpet must have consistent high C experience on showa. Give permanent address, previous bands. Box 189, Billboard, Chicago. *1224*

**BARITONE MAN — DOUBLING ALTO AND** clarinet. Prominent territory band. Salary. Others write. Box G-73, The Billboard, Cincinnati, Ohio.

**BOOKER—10 YEAR OLD COMPANY.** Unusual entertainment field. Highest earnings. Need car. Field Director, 3419 Broadway, Kansas City, Mo.

**BRASS BASS MAN WANTED FOR TOP** Territory polka band. Write L. A. Benz, Albert Lea, Minn.

**DANCE MUSICIANS FOR TERRITORY BANDS—** No characters or drunks. Salary from fifty to sixty dollars per week. Collins Booking Service, Grand Island, Neb. *1217*

**DANCE BAND MUSICIANS TO PLAY 10 TO 15** nights per month and go to college here. Write or wire Don Strickland, 506 West 10th St., Mankato, Minn. *1231*

**GIRL WANTED FOR SMALL AERIAL ACT** in fair. Address Box 130, Billboard, Chicago, Ill.

**GIRL—SMALL, FOR TUMBLING TROUPE.** Have season's bookings. Write Alice George, Billboard, 1504 Broadway, New York 19, N. Y.

**MALE HELP WANTED—TO CALL ON** garages, filling stations with \$24.50 quality wheel balancer. Competing models, \$300 to \$2,000. Virgin market. Five minute demonstration means sale. \$10 cash commission. Twenty sales per day possible. Exclusive territory. Write A. L. Brown, B. & B. Mfg. Co., Box 8-816, Sioux City, Iowa. *1224*

**MEDICINE PITCHMEN WANTED—WE** furnish p.a. set, platform, lot license, new station wagon on liberal percentage. Tobacco markets and fairs until Christmas. May-House, 107 Pacific St., Knoxville, Tenn. *1217*

**MUSICIANS — FOR FINE DANCE** ORCHESTRAS, work steady, guaranteed salaries. Write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. *au28*

**NEED TENOR MAN—OTHERS WRITE** FOR openings. Ralph Victor Orcha, Box 84, Glenwood, Minn. *1224*

**WANTED — MAN, WOMEN, MACHINE** Embroidery Operator. Letters, designs, etc. Must be expert. Write Kissner Uniform Co., Ft. Smith, Ark. *1224*

**WANTED AT ONCE—ACTORS, MUSICIANS,** Sax, Trumpet, Drummer, Accordion, doubling piano preferred. Others write. Show and Dance Unit, Ball Walters, 18 4th St., S. E., Watertown, S. D. *1217*

**WANTED—COMMERCIAL TRUMPET AND** SAX men. Single, draft exempt and not planning on college. No drunks on characters. Box G-73, Billboard, Cincinnati, Ohio.

**WANTED—CAPABLE PIANO ACCOMPANIST.** Not an exhibitionist. Must transpire at sight. Steady job in New York. Box 833, Billboard, New York City.

**WANTED**

Plaster Caster  
Carnival Plaster

**SWINT PLASTER CASTING CO**  
519 MEMORIAL PARKWAY, FREMONT, O.

**ATTENTION, ENGRAVER**

BUY DIRECT FROM MANUFACTURER AT LOW PRICES

- MASSIVE ALUMINUM IDENT'S \$4.00 DOZ.—\$45.00 GRO.
- SOLID NICKEL SILVER IDENT'S \$4.50 DOZ.—\$51.00 GRO.
- LADIES' LOCKET IDENT'S \$4.20 DOZ.—\$48.00 GRO.

FOBETTES, GUARD PINS, CHARMS, CROSSES, ETC.

OVER 500 ENGRAVING ITEMS SEND FOR CATALOG TODAY

\$10.00 SAMPLE ASSORTMENT SENT UPON REQUEST

**"Frisco Pete"**

(MANUFACTURING JEWELER)  
604 W. LAKE ST. • CHICAGO 6, ILL.

**MIRACLE PHOTO CARDS**

A HOT ONE TO HANDLE

- BRAND NEW and LARGE SIZE! Each package has 12 actual photos, glamorous Hollywood beauties, 3 1/4"x4", complete with developing tissues. GET 'EM NOW and GET GOING!

\$5.40 DOZ.; \$15—3 DOZ.; \$48 GR.

ALSO AVAILABLE

- HORSE RACE CARDS
- PIC-TEASE
- HOLLYWOOD POCKET X-RAY

Same prices as above, assorted to suit.

25% DEPOSIT, BAL. C.O.D.  
ORDERS FILLED SAME DAY

**STAR SPECIALTY CO.**  
BUTLER, PA.

**BACK AGAIN**

NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!

OVER 1001 DIFFERENT RING NUMBERS IN STOCK



1R108 White 1R107 Yellow \$24.00 Gross 2.10 Doz.	1R104 White 1R105 Yellow \$24.00 Gross 2.10 Doz.	1R100 White 1R101 Yellow \$36.00 Gross 3.25 Doz.	1R102 White 1R103 Yellow \$36.00 Gross 3.25 Doz.
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JUST OFF THE PRESS!  
**NEW ENGRAVING JEWELRY CATALOG**  
FEATURING THE MOST COMPLETE LINE OF FAST-MOVING JEWELRY



No. 1X7  
\$12.00 Per Gross

No. 4X14—GOLD FINISH . . . \$2.65 DOZ. | NO. 4X15—WHITE FINISH . . . \$2.65 DOZ.

WRITE FOR CATALOG 103 — STATE YOUR BUSINESS  
**BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.**

NEW SELLING SENSATION!  
**"JUMBO" PERFECT WRITING PENCIL BALL PEN**



World's Largest Pen With a Low Cartridge in Variety of Beautiful Plastic Colors With Metal Clasp and Cover.

Looks like a pencil . . . writes like a fine pen! It's background writes dry, never needs replacing. Made to sell at the sensational low price of only 50¢ each. THE FLASH Item . . . BIG PROFIT . . . everyone buys several on sight.

**COSTS YOU \$30.00 PER DOZ** Free Counter Display Cards

Minimum Sample Order 3 DOZ. AT \$2.60 PER DOZ. (N. O. B. N. Y.)

Quality and performance guaranteed or money refunded! Send check or money order.

No C. O. D.'s. ORDER TODAY!

**HOLLAND TRADING CO.**  
1170 Broadway New York 1, N. Y.

Headquarters for **COUNTER CARD MERCHANDISE NOTIONS-SUNDRIES** FOR IMMEDIATE DELIVERY

**LEE RAZOR BLADES**  
Write for Price List  
**LEE PRODUCTS CO.**  
437 WHITEHALL ST. S.W.  
ATLANTA 2, GA. Dept. B

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

**IMPORTANT** To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

Attention, Gadget Workers! **NEW PIE CRIMPER!**  
ORDER FOR YOUR FAIR SEASON NOW

- Die Cast Aluminum
- Every One a Worker
- IMMEDIATE SHIPMENT



- F. O. B. Oakland, Calif., or F. O. B. New York City
- Send 25¢ for Sample or Write for Prices

R. LINDSAY PRODUCTS • 609 29th St., Oakland 9, California

**12 GAUGE SHOTGUN**

New, Heavy-Duty, Manual Operated. 1948 Single-Shot 36" LONG

ONLY \$9.95

Foot-proof, safety trip per device. Convert into "Tommy Gun" type grip. Rust proofed. Barrel & Stock! Requires no oiling or cleaning.

Maximum accuracy. Minimum recoil. Government Tested! NEVER BEFORE a shotgun at this price!

COMPACT 6 1/2 Lbs. **JOBBER'S WRITE**

**GREENGLASS SALES**  
National Distributors  
50-11 40th St.  
L. I. C. 4, N. Y. Territories open

**BIG PROFITS**

Own your own business stamping key checks, name plates, social security tags. Sample with name and address, 25¢.

**HART MFG. CO.**  
311 Degraw St.  
Brooklyn, New York

**NOTICE**

**JOBBER—WHOLESALE**

**WANT** HATS SUITABLE FOR SEWING MACHINE OPERATORS, AND ANY OTHER ITEM FOR SAME PURPOSE.

**J. BARTHOLOMEW MANA**  
BOARDWALK, SANTA CRUZ, CALIF.

**Flash! Argo Three-Star Set**

★ Fountain Pen ★ Pencil ★ Ball-Point Pen

All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

**ARGO PEN-PENCIL CO.**  
270 Broadway New York 7, N. Y.

# AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.

Forms Close Thursday for the Following Week's Issue

## CIRCUS AND CARNIVAL

**LIBERTY—SOBER, RELIABLE ELEPHANT**  
man. Will take security elephants in park or on road. Contact Maurice Flanagan, P. O. Box 10, Lewistown, Mont. *ly31*

**CANYAS MAN AT LIBERTY**—E. M. Redl, Fulker, Box 202, Crystal, Mich. *ly31*

**NET SELLER, GRINDER OR INSIDE LEC-**  
turer. Male, single. Prefer circus. State all in E. Knox, Box 283, Ashland, Ohio. *ly31*

## MAGICIANS

**MAR — MAGICIAN, MENTALIST, ILLU-**  
sions, Spooks, Lady Assistant. Two-hour show. Theaters, entertainments. Bookers and. La-Mar the Magician, Cambridge, O. *ly31*

## MISCELLANEOUS

**ANDY HOFF—FEMALE IMPERSONATOR.**  
Name: Roy At His Best! M. Vernon Hoff, Turban, 844 West Anaheim, Long Beach, Calif. *ly31*

## MUSICIANS

**RINK ORGANIST—EAST ONLY. AVAIL-**  
able shortly or contract for position opening in August or September. Organist, Box C-67, Billboard, Cincinnati 22, O. *ly24*

**CORDION PLAYER FOR HILL BILLY WEST-**  
ern band at once. Wire or call Tex Ferguson, Station WKNX, Saginaw, Mich. *ly17*

**LIBERTY—PIANIST, PLENTY EXPERI-**  
ence. Union. Prefer not to work with big bands. Play any style. Box C-74, care Billboard, Cincinnati, Ohio. *ly24*

**LIBERTY—TENOR, ALTO CLARINET FOR**  
city band. Good tone reader, no take-off. Plenty experience, good references. Contact Ralph Hocka, 80 West St., Englewood, N. J. *ly24*

**LIBERTY—PIANO MAN, PREFER SOLO IN**  
house joint. Cannot sing. Write Box 56, Fairview, Wis. *ly24*

**AT LIBERTY—TROMBONE MAN, TRUMPET**  
Man. Prefer to work together. Trombone vocals also. Prefer section. Excellent qualifications. Young, sober, reliable, hair. Musicians, 131 Delaware St., S. E., Grand Rapids, Mich. *ly24*

**BARITONE—DOUBLING TENOR, ALTO, CLAR-**  
inet. Novelty songs. Age 40. Prefer combo. No juveniles. Answer all offers. Write, don't wire. Bill Curtis, Box No. 435, Columbus, Neb. *ly24*

**DRUMMER—SOBER, DEPENDABLE, WOULD**  
like work with hotel band or unit. Can play all Latin rhythms, 2 beat or 4 beat. Have nice set. Can leave at once. Wire or write Drummer, 80 West St., Englewood, N. J. *ly24*

**DRUMMER—MEMBER LOCAL 10, AGE 23,**  
available immediately. New equipment, good appearance and dependable. Read well, play shows, Latin, society and jazz. Photograph on request. Minimum, \$75. Location only. Dick Glerum, 704 South Maple St., Oak Park, Ill. Telephone: Village 2355. *ly24*

**EXPERIENCED SAX MAN, DOUBLE TENOR,**  
clarinet, flute. Name band experience. Two years conservatory. Age 28, Fred Wilson, 2 E. Franklin St., Richmond, Va. *ly24*

**GIRL SINGER—EXPERIENCED, SHARP**  
wardrobe, good ear meter. Want steady hotel band location. Pat Cooper, Colonial Courts, New Iberia, La. *ly24*

**HAMMOND ORGAN AND NOVACHORD ART-**  
ist. Complete Tune-Dex library, excellent wardrobe, union. Very commercial, good showman, reliable and co-operative. Prefer solo spot. Recently 7 months at Neptune Room, Washington, D. C. Available immediately. Write Box C-65, c/o The Billboard, Cincinnati 22, Ohio. *ly17*

**LEAD ALTO AND CLARINET — DOUBLE**  
baritone. Experienced, cut anything, union, veteran, 21. Prefer big band. Will travel. Write, wire or call Rudy Fischer, Waterloo, Ill. *ly17*

**ORGANIST, FEMALE—AVAILABLE FOR VA-**  
cation work or permanent rink job. Eastern location desired. Box C-56, c/o Billboard, Cincinnati, O. *ly24*

**ORGANIST AND PIANIST OPEN FOR BOOK-**  
ings after July 20. I just completed an 18 month booking in a Class A leading restaurant in Minneapolis. I am a solo attraction on both instruments. Write Organist, 2321 Colfax So., Minneapolis, Minn. *ly24*

**ORGANIST—HAMMOND OR SOLOVOX; ALSO**  
feature piano, concert stylings. Extensive memorized repertoire. Can furnish trio. N. E. resort area only. Maine, Cape Cod section preferred. Vacation break reason for present availability. Bernard Youshire, 221 Main St., Athol, Mass. Phone 1037-M. *ly24*

**PIANIST, SOLOVOX — VERY EXPERIENCED**  
city and community bar, lounge, "Nineties" requirements. Consider board, room, salary. Dick Tate, Newnan Ga. *ly24*

**PIANIST, ORGANIST, COMMERCIAL STYLIST,**  
reads, fakes, fills, solos. Drummer also available. Pianist, General Delivery, Amarillo, Tex. Telegrams care Western Union. *ly24*

**STRING BASS—CUT OR DROP DEAD. BILL**  
Cooper, Colonial Courts, New Iberia, La. *ly24*

**TWO SAX MEN—BOTH EXPERIENCED LEAD**  
alto-men. Handle any chair in section, have alto, tenor, baritone, clarinet. One doubles flute. Desire work together but will work singly. Prefer metropolitan area, travel if necessary, provided organization is reliable. Fine tone, good readers, union, age 23, 32, single. Semi-name, network experience. Powers Lefay, 1414 Richmond Ave., Staten Island 2, N. Y. Gibraltar 2-0543-M. *ly24*

## PARKS AND FAIRS

**BALLOON ASCENSIONS — PARACHUTE**  
Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. *au14*

**FAIR MANAGERS: CONTACT BOB TOMLIN-**  
son, professional versatile entertainer. Juggles clubs, balls. Twirls seven ropes simultaneously. Ventriloquism, Punch-Judy. Plays electrified accordion. Illustrated circular available. 162 North State, Chicago, Ill. Telephone: Dearborn 6263. *ly24*

**FOR YOUR FREE ACT—CONTRACT DASHING-**  
ton's Dog & Cat Circus, guaranteed one of the best. 1413 Euclid St., Philadelphia, Pa. *ly17*

**OUTSTANDING PLATFORM TRAPEZE ACT—**  
Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. *ly24*

**SENSATIONAL HIGH FIRE DIVE INTO FLAM-**  
ing tank of shallow water. An old established standard attraction. Never fails to please. Capt. Earl MacDonald, 456 Lamplier Place, Warren, Ohio. *ly17*

**THE DIVINE HEALER AND TEA CUP**  
Healer. Erwin Spies, 202 Lyell Ave., Rochester, N. Y. *ly17*

**THE LEHMRECKES—4 PEOPLE, 3 GIRLS, 1**  
man. Family act. Beautiful display of acrobats and balancers. Gorgeous paraphernalia. Literature, bond. 2015 Oliver St., Fort Wayne 5, Ind. *ly24*

**WORLD'S GREATEST COMEDY ACT—ROSCOE**  
Armstrong Ford act. Few weeks open. Fairs, rodeos, circuses. Write for details, price. Montezuma, Ind. *ly17*

## LOOK! CALENDAR

Watch

3 Jewel  
Only  
\$6.50  
Ea.



(6 or more)  
Exact Time and Date at a Glance • Two-tone Dial • Polished Chrome Case  
1/3 Deposit • Bal. C. O. D.

Sample \$7.00

BURTON SALES CO., Dept. B-16  
809 W. Madison St., Chicago 7, Ill.

## FOLDING CHAIRS

IN SEASONED HARDWOOD  
BRACED WITH STEEL

189  
EACH

ON-TIPPING  
LAT-FOLDING  
FULL ADULT SIZE

PROMPT DELIVERY WRITE FOR CATALOG  
OF CHAIRS IN WOOD OR STEEL

J. P. REDINGTON & CO.  
DEPT. 25 SCRANTON 2, PENNA.



## GIVE-AWAY PREMIUM

2 Plastic Fruit Knives Mounted on Colorful Card  
GROSS LOTS \$7.00  
SAMPLE DOZEN, \$1.00  
IMMEDIATE DELIVERY  
25% Deposit, Balance C. O. D.

ATLAS CONSOLIDATED CORP.

298 JUNIUS STREET BROOKLYN 12, NEW YORK

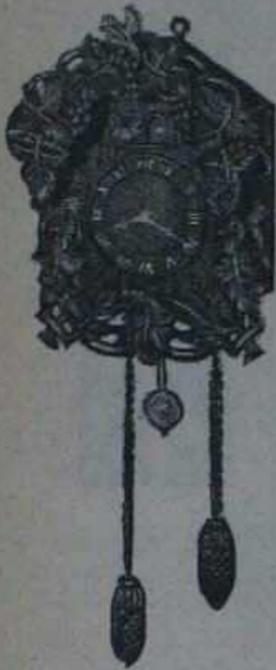
# RUSH

WE PICKED THE BIGGEST TYPE WE COULD FIND TO TELL YOU THAT  
ADVERTISING FORMS FOR THE BILLBOARD'S SUMMER SPECIAL CLOSE

## WEDNESDAY, JULY 21

WIRE INSTRUCTIONS TO REPEAT A PREVIOUS AD OR AIR MAIL YOUR  
COPY NOW!

3 HOT ITEMS IN ELECTRIC CLOCKS



Miniature GRANDFATHER CLOCK

An authentic reproduction of an all-time favorite. French period Grandfather Clock with synchronized swinging pendulum. Size: 13 1/4" high, 6" wide, 2 3/4" deep at the base. Mahogany or ivory finish.

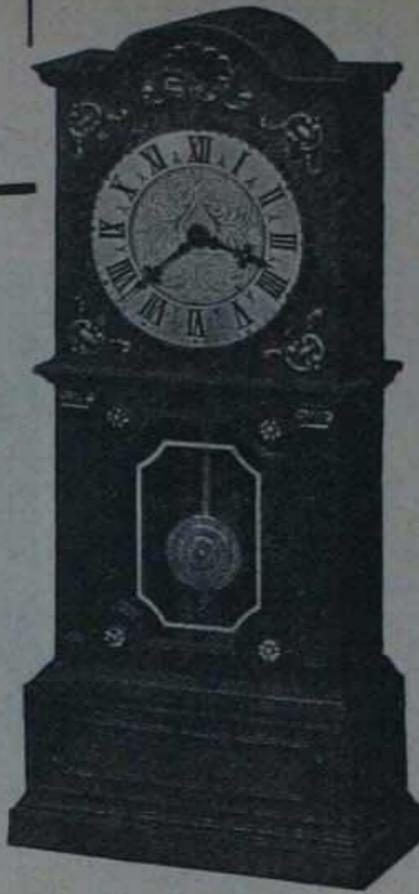
In Lots of Six Mahogany Finish Antiqued Ivory \$7.77

Sample, \$8.50 Gold, \$8.77-\$9.50

POPULAR CUCKOO CLOCK

With synchronized swinging pendulum. A faithful replica of the famous Swiss Cuckoo. Size: 12" high, 9 1/2" wide, 4" deep (exclusive of pendulum and chains).

Walnut Finish In Lots of Six \$8.97 Ea. SAMPLE \$9.75



BANJO WALL CLOCK

With synchronized swinging pendulum. Reproduction of a valuable collectors' item. French Renaissance in mahogany, ivory and gold finishes.

Mahogany or Ivory Finish \$7.77 Lots of 6 Gold Finish \$8.77 Lots of 6 \$8.50 Sample Sample \$9.50

Precision built, fully guaranteed; 110 volt 60 cycle, A.C. current.

WESTERN DISTRIBUTORS INC. 1755 W. Armitage Ave. Chicago 22, Illinois

GENUINE GUARANTEED DIAMONDS

This 10 point diamond in yellow solid gold mounting only \$47.80 sent prepaid, tax included. Diamond sent on 5-day approval, if not satisfactory return same express collect and money will be refunded in full. Ring sent in beautiful gift box. For reference write:

DU BOIS COUNTY STATE BANK, JASPER, INDIANA

Enclosed Find Money Order Size Send Same C. O. D. Size



RUDY

THE DIAMOND MAN

JASPER 2, INDIANA — ESTABLISHED 1892

SEND TODAY FOR A FREE COPY OF OUR 1948 CATALOG

Illustrating a Complete Line of

Novelty and Premium Merchandise, including Balloons, Whips, Flying Birds, Monkeys, Canes, Slum, Plaster, Beacon Blankets, Aluminumware, Clocks, Lamps, Dolls, Stuffed Toys, Glassware, and hundreds of other popular items for Concessionaires, Novelty Workers, Pitchmen, etc.

WRITE OR WIRE FOR YOUR COPY OF THIS LATEST MONEY-SAVING GUIDE

GELLMAN BROS. INC. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

"FAST SELLING POCKET NOVELTIES"

Brussels Bay Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50. Novelty Rubber Shimmie Dancers. Doz. 70c. Hundred \$5.00. Novelty Rubber Man in Barrel. Doz. \$2.50. Hundred \$18.75. Kilroy Plastic Statuettes. Doz. \$1.20. Hundred \$9.00. Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.

NEW CATALOG NO. 747 SOON

Write for your copy now.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held: Cincinnati, New York, Chicago and St. Louis. To be listed in following week issue mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Banky, R. H. 18c Silver, Mrs. Olson 10c Johnson, Alfred F. 80c Staphel, Wm. H. 20c Lester, Rickie 6c Hessler, Bill 30c

- Long list of names and addresses for mail on hand, including: Acker, Dave B.; Adams, Budo; Adams, Frank; Ahlhart, Howard; Allen, Capt. Frank; Allen, Chas. E.; Allen, Jimmy; Allen, Norman K.; Allen, Sunny; Anatomical Marvel; Alfred, Hardy Ray; Anderson, Dick; Anderson, Dock; Anderson, Pauline; Anderson, Rudolph; Ankrin, Geo. Jr.; Arnold, Edw. W.; Asher, Chas.; Ashler, Thos.; Bagwell, Jimmie; Baker, Mrs. Jule; Baker, Bert; Baker, Imogene; Baker, Joyce; Baker, R. G.; Baldwin, Billy; Barfield, Les; Barnes, Floyd; Barnes, Mrs. Virginia; Barnett, Carl W.; Barnett, Mrs. Frances; Barnett, Geo.; Barnett, Mrs. Geo.; Barrickman, P. N.; Barrickman, James W.; Barrickman, Jim; Belanger, Norman; Bearman, Robt.; Bell, S. L.; Bending, Ralph; Benjamin, Harry; Bennett, Jerome; Benton, Lewis; Bernard, J. M.; Bible, Roy; Bibick, Wm.; Black, B. H.; Blackman, Mary E.; Blaine, Buddy; Blair, James Wesley; Blomster, Roy G.; Blonstein, Morris; Boehm, Jos. J.; Boland, C. S.; Bonds, Clyde; Botto, Chas. S.; Bradford, H. H.; Bradley, Len; Bray, White; Britton, Robt.; Brown, J. C.; Brooks, C. E.; Brown, Tom; Brown, Mrs. Betty (Hill); Brown, Carl; Brown, H. W.; Bruce, Kid; Bunnell, W. E.; Burke, Geo. & Agnes; Burns, James E.; Burns, Kathleen; Burnett, Jerry; Burton, Mrs. Wm.; Buxbaum, Felix Edw.; Byers, Carl; Caldwell, Mrs. Jean; Campbell, Frank; Campbell, Hort; Candler & Mock; Casquette, Armand J.; Casvall, Bud; Carlin, Robt.; Carson, Carlos; Carter, Ward H.; Carter, Ace & Frances; Carter, Ellnor O.; Carter, Glendon T.; Carter, Mary Jane; Carter, Loyd; Carter, Wm. T.; Carterlicht, Bud & Mary; Catlett, Ross; Casper, Col. (Sideshow); Chapman, Helen; Christo, Tom; Ciesla, Edw. A.; Cirulla, John (Chef); Clark, Floyd Edw.; Clark, Finley; Cole, Fred H.; Cole, Michael; Cole, Tex or R. H.; Collins, Patsie Sue; Conatser, L. C.; Cooper, Jr., Jerry F.; Corbett, John M.; Copeland, Mrs. Ester; Cote, Elmer (Rides); Cotton, Wayne; Cashlock, Bob; Ceadon, Marie; Crane, Sidney S.; Crawford, Robt.; Crosby, H. L.; Cushman, Mrs. Emma; Cushman, Gwao; Cusum, Joe; Crane, Stern; Danderman, Jr., Wm.; Daniels, J. C.; Dargo, Mrs. Betty (Jack Dargo); Daugherty, Patrick Jas.; Davis, Clark; Davis, Jr., H. Lee; Dearduff, Roy; DeCaro, Samuel; DeCobb, Jimmie; DeFazio, Mrs. Julia; DeWolfe, Linton; Dempsey, Jack (oil worker); Dempsey, Margaret; Dengler, Geo. O.; Denny, Dr. R. H.; Diacoza, Thos. (Cycle Act); Dial, Al; Dimple, Dolly; Dimadale, Bill; Dodson, Ernest & Patricia; Dombrowski, Theo.; Dorsey, Dora; Drake, Joe; Dugan, J. H.; Duitch, Ralph; Duncan, Dallas E.; Dunn, Sonys Ann; Edgar, Hogan; Edwards, Cliff; Ellsworth, Gene R.; Engerer, Capt. Ernest; Esler, Joe; Felman, B. G.; Filice, Tracy R.; Finley, Homer; Fishick, Sam "Jack"; Flannigan, Ralph P.; Floyd, E. J.; Floyd, Marie; Foley, John; Forbes, Mrs. Edna Leo; Fowley, Jack; Fowler, Ralph J.; Frank, Tony; Franklin, Jim; Franklin, Joe S.; Freeman, Billy D.; Freeman, John; Frierson, H. L.; Fuller, Wm. E.; Gainer, Joe; Gallagher, Jack; Garlock, Edw. K.; Gaskill, Floyd L.; George, Frank; George, Sammy; Gerber, Joe "Red"; Ginn & Gerry; Glass, Monte & Nina; Gobble, Jack; Goldinger, Lawrence B.; Goodman, Joe; Goodman, T. C. (Curley); Grady, Eddie; Graham, M. C.; Grathol, Merle J.; Gray, Clifford H.; Greeno, Eddie; Gregory, Robt. Wash.; Grimm, Norman E.; Gross, Mrs. Virian; Gross, Chas.; Groucher, Rory (Exhibit Show); Gunther, H. M.; Gunn, L.; Guthrie, J. W. (Jack); Hada, Carl; Hale, Tom; Hammond, Fred; Hanesford, Tommy; Hardesty, Mrs. H. D.; Hardesty, Wm. Earl; Harris, Franklin K.; Harris, Geo.; Harris, Harry B.; Harris, Ray W.; Hatfield, Carl J.; Hastings, Mrs. T. East, Mrs. Bessie; Havens, Linda; Henry, Hugh J.; Herman, Eddie; Herman, Howard; Herod, Walter; Heron, James (Animal Oddities Show); Harrington, Jimmie; Hetzel, Joe; Hillstead, Ray; Hinckley, Eva; Hinkle, Nat; Hinkle, Milt (Taxi); Hinkley, Ranges (Hideo); Hinson, Bessie; Hodgins, Mrs. Betty; Hodgins, Jon E. H.; Hogstad, Thos. O. H.; Hollifield, Newman; Hopper, Bill (Ark Hill); Holly, Angus; Holmsted, Carl; Holzman, Samuel A.; Horbett, Jack; Horiarty, Eddie; Huffine, Houston; Huffie, Thos. John; Ingle, Fred E.; Inzerarity, Merritt; Irick, Frederick S.; Jackson, W. J.; Jett, Luther A.; Jennings, Mrs. W. J.; Joe, James; Johnson, Mrs. Chessie; Johnson, Harry Lee; Johnson, Mrs. Mabel; Johnson, Mrs. Sophia; Johnston, Lloyd G. Show; Jones, Edw. E.; Jones, Mrs. Leona; Jones, Willie; Jones, Woodrow; Judy, Russell; Judy, R. F.; Kaplan, Sam; Keele, Shelby B.; Keeler, John; Keltiholohal, Sonny; Keller, Irwin; Kelly, Mrs. Mabel; Kendall, Mrs. Helen; Kenter, Mrs. Abe; Kennedy, H. 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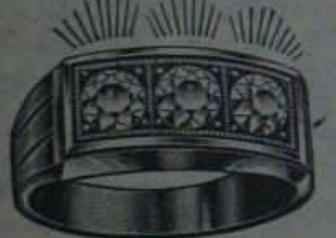
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PEE WEE VIEWER, Doz. .... \$4.80  
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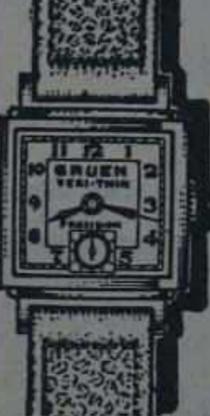


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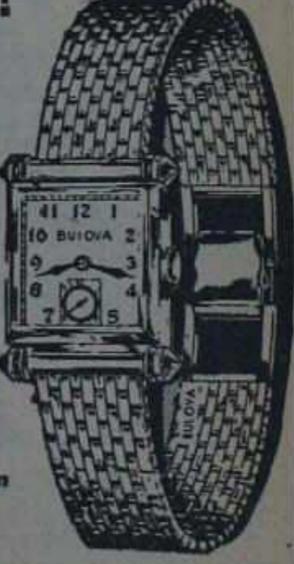
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Here is a Parade of Nationally Famous Brand Names Men's and Ladies' **WRIST WATCHES**  
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• ELCIN 7-JEWEL Round Case. Priced at only \$9.50  
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With attractive simulated leather covering, alligator grained. Convenient leather handle. Measures 5"x7 1/2"x4 3/4". Can be easily carried in any traveling bag. Latest advanced type superheterodyne circuit. Requires one 67 1/2 Volt "B" battery and two 1 1/2 Volt Flashlight batteries. Shipping weight: 4 1/2 lbs.  
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# Pipes for Pitchmen

By Bill Baker

**BILL SCHRAGER . . .** and Joe and Louis Bolarsky were recently spotted in Milwaukee working balloons to good returns.

**AL YOUNG . . .** worked flowers during the Freedom Train's recent stop in Milwaukee. Al hypoed his trade by working around a hospital door during visiting hours after finishing with his spot near the railway station.

**OSCAR SCHWARTZ . . .** it is reported, recently became engaged to a Milwaukee girl, Sue Dash- esky.

Like many inventors who have actually just perfected the discoveries of others, the successful worker has devoted his life to perfecting an inherent sales ability.

**IZZY EISEN . . .** is working as a bartender at the Club 26 in the Beer City.

**MORRY PLOTKIN'S . . .** daughter, Shirley, recently announced her engagement to Bob Nankin. Morry, a former pitcher, is now selling insurance in Milwaukee.

**JUNIOR BUCKWALTER . . .** Joe Sands and Jimmy Boone, after a long stay in Milwaukee, have exited the Cream City to try their efforts in Green Bay, Wis., where they can be found nightly at the Palladium, operated by Don Hudson, ex-football star.

**BOB STEVENS . . .** according to reports, was to have become a yes man July 10, when he and Janet Frank were to be married at St. Agnes Church in Milwaukee.

**SEEN AROUND . . .** Los Angeles recently were Julius Lazarus, with target balloons; Jack Vinnick, badges; Benny Stones, candy; Doc Hallie, canvassing the city for a store location; Cornblum, with novelties near Lincoln Park, and Mr. and Mrs. Ross.

**LIBBY SHULER . . .** is still working jewelry in a Los Angeles Woolworth store.

Hard work and an outstanding niche in the pitch fraternity are synonymous. If thoughts of the former scare you, rest assured that you will never share a berth in the latter.

**J. E. MILLER . . .** inks from St. James, Minn., that several of the boys made the Greater Grand Forks (N. D.) State Fair June 21-26. Among them were Messrs. Skullen and Anderson and Jerry Trigg, coils; Slim McKnight, novel-

ties; Glen and Marcia Hossberg and H. Wolf, peelers; Jake Branholtz, Red Ossman, Buddy Pollock and Miller, jewelry; Max Morsden and Kramer, jam store; Gum brothers and Bill Buttons, combs; Brannon, wallets; Mad Monk Kosmossen, cookie cutters; Whitey Alms, punch needles, and Kay Griffith, embroidery guides. Miller adds that business could have been a lot better, too.

**DR. REXFORD L. NORTH . . .** pre-war astrology pitchman of New York, writes that he is currently presenting his mental-hypnotic act on week stands around the Illinois, Indiana and Iowa territory. "Naturally," says North, "I close each performance with a strong \$1 scope pitch." North is a graduate psychologist, holds a degree from the University of Michigan. While on a USO tour during the last war North contracted spinal meningitis and lost his hearing but he has capitalized on his deafness by working the fact into his act. He appeared at the Amo Theater, Chicago, last week, and starts playing Iowa dates this week.

**HENRY H. VARNER . . .** the Pipes column's Akron news ferret, is evidently vacationing at Cedar Point, near Sandusky, O. A card from him gives with that wish-you-were-here biz.

Not all men attain their life's dream-goal. Most stop before they are even half way there. A good pitcher keeps on plugging toward that goal.

"NEWS IS ABOUT . . . the same down this way," writes R. B. (Slim) Cunningham from Corpus Christi, Tex. "Cotton is doing okay and ginning is under way, with the outlook for a good cotton crop. Would like to read a pipe from Jack Mails. Come in, Jack, and let us know the news out your way."

**GEORGE HANEY . . .** and Arthur Nelson are asked to contact the Pipes desk immediately. Bill Baker holds important information for them.

**CINCINNATTS . . .** 31st Annual Food & Home Show, which will be held at the Cincinnati Zoo, August 24-September 6, will be civic sponsored for the first time this year. The civic committee has announced that 170 booths, an all-time record, already have been sold to individual sponsors, and that 15 more booths are being built for sale. Sponsored by three local dailies, *The Post*, *Times-Star* and *Enquirer*, the Greater Cincinnati Meat Dealers' Association and

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All Plush, Cotton Stuffed.  
The Eyes Light.

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**\$18.00** Per Doz.  
8 Inches Tall.  
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Sample Postpaid,  
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**#115 CUDDLY BEAR**  
**\$18.00** Per Doz.  
Color: Blue & White, Pink & White.  
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**\$24.00** Per Doz.  
Color: Beige.  
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PRE-BLOCKED

**\$27.00**  
PER GROSS

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701 Broadway New York 3, N. Y.

the Disabled American Veterans, the event anticipates a 300,000 attendance mark for a new record. Show is held annually to maintain the zoo, and it has always been a red one for the pitchers making it.

**PHIL ITZKOWITZ . . .** is said to have joined the accounting staff at the General Electric Plant in Milwaukee.

**RICHARD ARCAND . . .** types from Los Angeles that after a period with the Crafts Exposition Shows as novelty agent for Al Freedman, he has returned to store demonstrations and is currently working the Grant stores along the West Coast. Richard asks about the Ragan sisters, Bill Baring, Frank Rebedeau, Harry Mills, Jimmy Beach and Morris Kahntroff.

**ARTHUR DONOFRIO . . .** was in Milwaukee recently as a member of an army glee club.

How did you leave your last spot? Could you work it again or would you be met with a flat "No"? It all depends on you.

**GEORGE BANNICK . . .** H. T. Weiss and Nate Youmas recently concluded a successful engagement with novelties at the International Air Fair, Detroit. At the close of the show Bannick returned to Cleveland, where he is working at the ball park. Weiss left for Chicago in search of a partner to work the fair season, and Youmas remained on in the Motor City, preferring to remain a 40-miler. They would like to read pipes from Bubbles Shapiro, Little Push, Man Sotsky, Shorty Sarkees, Bla Bla Bluestone and Jim Poole.

**CHUCK DUTROW . . .** is still working scissor sharpeners in the Rexall drugstores in Los Angeles to a good turn.

**PHIL J. LAUDAU . . .** is now working his Lord's Prayer-on-a-penny machine on a Columbus, O., parking lot to fair returns. He also sold programs at the greyhound race tracks in Cleveland and Akron for a while since returning from Orlando, Fla. Phil says he expects to hit the county fairs with his prayer machine July 22.

**MORRIS FREEDMAN . . .** better known as Little Sampson, strong man, who worked a health pitch for many years, died June 24 in Chicago.

**KAY GOODMAN . . .** is working Wipe-On in Newberry's in Los Angeles. She also has several agents also working the Kress chain in Southern California.

**H. K. CARRINGTON . . .** finally breaks down and comes thru with the following from Kilgore,

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IT'S THE CAT'S MEOW!

New! Different!

## KIT-KAT KLOCK

EYES MOVE

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Precision Electrical Movement

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The eyes move . . . the tail wags! It's an attention-compeller that creates more sales! This is a brand new, quality item . . . unconditionally guaranteed against factory defects. Packed 12 or 24 to a case! Order NOW!

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- Same model, larger and heavier No. 4105 doz. \$24.00
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- No. 4205 Heavy men's ring. All imit. whitestones or white with imit. rubies on sides. 1/30 14K RGP. doz. \$22.50

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**\$24.00**  
Per Gross

Less than gross lots, \$2.50 per doz.

3 samples will be sent for \$1.00 postpaid.

Tex.: "Nary a pipe in these many years, but we of the older school do, I think, all like to read the squibs of others of the tripes and kiester fraternity. I've been away from it for the past 10 years, but had to come back. I was formerly a scope worker, and a pretty good one, judging from some of the takes we used to get. My last stand was Chicago, 1934. To get to the point of this windy jackpot, I'm one of the boss men of the East Texas Industrial Exposition here in Kilgore and I'd like for the boys and girls to know that I'll make room for any of them who are around this sec-

tion and want to come in and work. Dates are September 25-October 3. If I know them, fine; if I don't—if they are newer workers—I'll be glad to meet them all." Carrington adds that he would like to read pipes from Morris Kahntroff, Jay Lewis, Doc Weiss, Harry and Carl King, the Gans boys, the Goldstein brothers and all the old-timers who remember him.

**FRANK LAGAR . . .** pitchman for 25 years, is out of Hines Veterans' Hospital, Chicago, where he was confined the past three years. Frank, who served with the armed forces in the Pacific, became totally paralyzed 15 months after he was discharged, and inasmuch as service-connected disability must occur within 12 months after discharge, Frank was hit pretty hard. Efforts are being made (with one of the Windy City workers having broached the subject), to set Frank up in some kind of small business which would carry him over the time that he will have to stay on crutches, probably another year.

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Retail Value up to \$5.00 Ea.

1,000 Pc. Ass't. . . . 15c Ea.  
500 Pc. Ass't. . . . 20c Ea.  
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17 JEWELS . . 17.50

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32" TALL

32" TALL

#16B Jumbo Bear, 32" Tall, High Lustre Plush, Cotton Stuffed, in Assorted Colors... **\$39.00 Doz. Sample \$4.00 Ea.**

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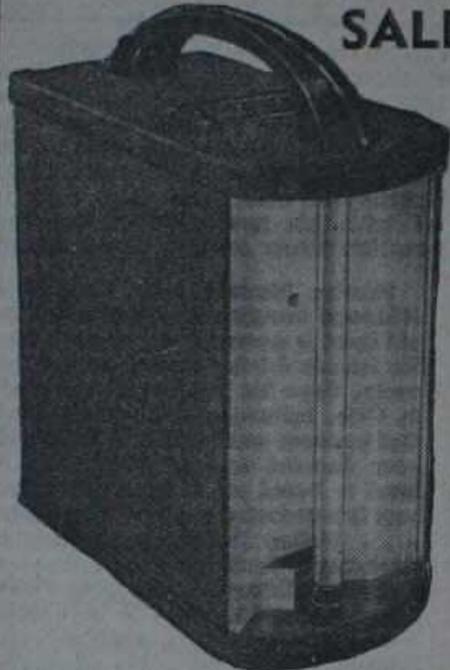
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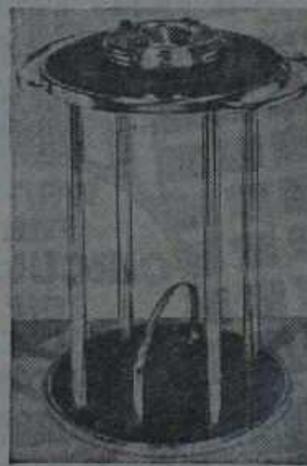
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**\$2.95**

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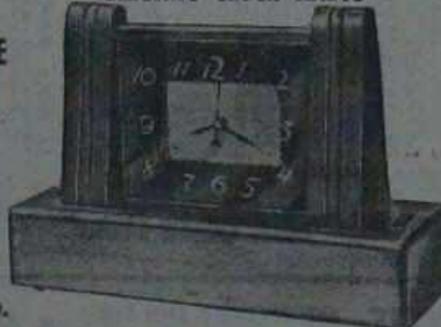


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(Give-Aways)  
Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.

**3,000 PIECES ASST. \$25.00**

Some Items Retail Up To 25¢ Each.

Lucky Novelty

### PRIZE BOXES

Assorted Novelties of All Kinds  
**\$4.50 Gr. Boxes**

- Plastic Compacts, large, colors, Doz. \$ 2.50
- Wallets (genuine leather, asst.), \$1 Retailer, Doz. 3.00
- Flats, brass, all branches of service, all sizes, with or without stones, Gr. 4.50
- Perfumes, boxed, asst. odors, Gr. 4.50
- Locket, 24 Kt. GP, 18" Chain, Doz. 4.50
- Crosses, 24 Kt. GP, 18" Chain, Doz. 4.50
- Perfume and Cosmetics Set, silk lined, \$5.00 Retailer, Ea. 1.50
- Perfume, silk box, asst. odors, Doz. 3.00
- Horses on Wheels, holds 200 lbs. Ea. 4.50
- Identification Bracelets, Doz. 2.00
- Earrings, asst., plastic backs, Gr. Pr. 2.25
- Earrings, asst., metal backs, Gr. Pr. 7.20
- Pins, asst. style, \$1.58 Retailer, Doz. 3.00
- Findings, Jewelry Parts, all kinds, Stones, Clasp, Chain, etc. Lb. 1.50
- Indian Feathers, all colors, Gr. 1.50
- Dice Cups, leather, felt lined, Doz. 3.00
- Shaving Lotion and Talc Sets, Doz. 3.00
- Religious Medallions on Chains, Doz. 3.00
- Cameos on Chains, Doz. 3.00
- Key Chains, boxed, Doz. 4.00
- Beaded Key Chains, Novelty, Gr. 2.00
- Necklaces and Beads, asst. Doz. 2.00
- Beads in Vials, asst. Gr. 3.00
- Stones from Jewelry, 1000 asst. 4.50
- Toilet Water (large size), Doz. 1.50
- Post Cards, Flags of Americas, M 1.50
- Indian Beads (bulk), Lb. 1.50

25% Deposit, Balance C. O. D.

**Mdse. Distributing Co.**  
19 E. 16th St. New York, N. Y.

### CONSTANCE BENNETT

#### 6-PC. COSMETIC KIT

The biggest thing that hit the lot!  
Original Retail Price, \$5.00 Ea.

**OUR PRICE \$6.00 Doz. in 6 Doz. Lots. 1 Doz. \$7.00**

Kit contains boxed Face Powder, Make-Up Cake, Foundation Cream, Rouge, Lipstick and Bath Salts.

25% Deposit, Balance C. O. D.

**LOUIS H. GINSBURG, Auctioneer**

19 E. 16 ST. N. Y. C.

### CARNIVAL FAVORITES

Fast Selling Souvenir

#### PAPER SNAKES

**\$9**

per gross



Attention Jobbers: Special discounts for jobbers and wholesalers!  
**NANKING COMPANY**  
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### COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation.



**T. J. SURFACE, Pres., Dept. 303-G, Route 4, Va.**

### ZIRCONS PURE WHITE LOOSE

Special: 3 Zircons approximate total weight 3 lbs., \$6.00 We can supply Zircons in all sizes and mountings of all types. Send order or write for details today.

**B. LOWE, Holland Bldg., Dept. B, St. Louis, Mo.**

### ADVERTISING BALLOONS

WRITE TODAY for our new low prices and samples on advertising balloons with your name or business. Fairs, Carnivals, Special Events.

**NATIONAL SALES CO.**  
2805 East 79th St. Chicago 49, Illinois

### ENGRAVERS!

BUY DIRECT FROM ORIGINATOR

Massive All-Alum. Ident. \$3.50 Doz. \$40.00 Gross.

Other New Items—Send for Catalog.

**MILLER CREATIONS MFR.**  
6628 Kenwood Ave. Chicago 37, Ill.

Communications to 155 No. Clark St., Chicago 1, Ill.

Bee-Jay Products, Inc., Chicago, is justifiably enthusing over its recently introduced Voter's Choice board, staffers feel. Reuben Berkowitz, general manager, says the dime play board is being accorded top acceptance by the board-playing public and operators. Altho political parties are at odds with each other, the Voter's Choice piece is finding itself nominated by members of all parties, Reuben states. He adds that old Cupid is flapping his wings over the production department at Bee-Jay; details later. Firm is also adding several new representatives for territory coverage. First new man will hit the road Wednesday (14), others soon as they digest a bit more board lore.

Over at Empire Press, Chicago, news has it that Vice-President Dave Rice

## SALESBOARD SIDELIGHTS

is turning up some top coverage on his East Coast tour. Dave is expected back about Saturday (17). Staffer Evelyn Zimmerman is looking forward eagerly to her vacation in September, when she will visit Cuba. Evelyn has suggested that she supply one of her pics for one of Empire's board illustrations. Acceptance or refusal has not yet been received from the boss.

Sam Feldman, Harlich Manufacturing Company, Chicago, reports the two de luxe boards introduced at the salesboard show early this year, Black Gold and Gold Gusher, are still up in the top flight sales brackets. Dime and nickel play items respec-

tively, they are being plugged as Harlich's first line production numbers and are continuing to be ticketed as the firm's largest sellers. Sam says Manny Gutterman, sales director, is still in the Western States, but may be back soon. Sam is taking off with his family on a two-week vacation when August 1 rolls around.

Pioneer Manufacturing Company's (Chicago) traveling vice-president, Harold Boex, is contemplating another trip. He intends driving east to contact the trade. Says his last tour, which took in Ohio, Indiana and Illinois, proved that business was holding up good and may forecast a similar July-August level in board sales. Boex states Pioneer is introducing two new card deals. . . . Walter McNamara, production department head at the McNamara Company, Chicago, says business and boards are rolling along on both sales and production fronts equally well. Brothers Bill and Philip are off again, after a Fourth at home, on another field trip. They will be gone about two to three weeks this time.

## ROCHESTER IN DRIVE

(Continued from page 63)  
alone will cost an estimated \$100,000. Plans for the new plant were submitted by R. J. Pearse, Raleigh, N. C. fair authority. Pearse recommended three buildings to house junior exhibits; three livestock buildings, judging pavilion, poultry exhibit building, dairy products center, shelters for farm and orchard crops, farm machinery, industrial products, commercial enterprises and administrative offices.

The profits of past years were used in constructing the race track. Four stables will be constructed at the track, in addition to a 5,000-seat grandstand. The Grange building now being erected, was financed by a drive netting \$9,000. It is 40 by 100 feet and of cement cinder block construction. Several of the building will be planned for year-round use. City water, which will enable the construction of modern rest rooms, is being piped in.

Peabody is spotted well in closing spot. Warming up with Near You he goes into Some of These Days. His medley of theme songs is a miff getter. Show stops at his leisure.

Dave Barry has his own spot and gives the fairgoers a few minutes of sophisticated monolog. Does a neat job of emceeing, too.

Jack Aronson and ork (14) do a commendable job of playing the show.

Don Marteen, who is Don Diego offers Manana, to top applause.—SAL ABBOTT.

## FIESTACADE OF 1948

(Continued from page 63)  
the fair's motif. Altho paced along laugh lines, Fiestacade pleases both nationalities.

Eddie Peabody with his banjo tied the show up good in the closing spot.

Opens With Girls  
Show opens with 16 Helen Hughes gals on for maraccas shaking turn. Girls return at the half-way mark for another Mexican-flavored turn and also next to closing for a black light number that is out of this world. In the last appearance the girls are on rolling globes and do a fine job of maintaining their equilibrium. One femme, however, gave the patrons something to ah-h-h about when she almost lost her balance. However, the payees enjoyed it and the turn furnished good comedy in this spot. Gals are lookers and costuming is the best.

The Rudells, two guys and a gal, follow with their trampoline turn. Comedy is injected by one of the guys making turns on a staff. Finish off with a forward and backward somersault thru a hoop while jumping rope. Work to a good hand.

Gil Maison, who moved into this spot from the Biltmore Bowl, gets plenty of laughs with his routine of canines and a monkey. The St. Bernard, as well as the Chihuahuas, fit well into the act but the monkey, becoming incensed at the mention of the name Frank Buck, does much to help Maison steal his part of the show.

Moro and Yoccanelli, the Mexican rancheros, appeared here in 1946 and the routine is still the same. They get more laughs themselves than the audience. Moro's deadpanning is good for yocks.

New This Year  
New to this section are the Non-Chalants and one of the trio of guys warns the audience at the start not to expect anything sensational. Just about the time the audience begins to believe it, the fellows go into their comedy knockabout and three-high stands. Constant patter and zany falls make for a beg-off applause.

Lina Romay, formerly with Xavier Cugat, fits snugly into the pattern of the show with her medley of three Latin American tunes. Suffering from a cold, Miss Romay was at a disadvantage. However, her lively gestures along with her vocalizing sold the turn.

Bedell and Matson, pantomime vocalists, appearing on records. They mouth songs on disks by Bing Crosby and Mary Martin, the Andrews Sisters (two of them), and Spike Jones. In the latter spot they take off on Cocktails for Two, using an over-

# Gardner's DIE-CUT SEAL BOARDS

**360 POSITIVE SAWBUCKS DEFINITE PROFIT**  
ALL 36 SEALS GO  
EXTRA THICK—6 NOS. ON A TICKET  
TAKES IN: \$90.00  
PAYS OUT: \$53.00  
DEFINITE PROFIT: \$37.00

**360 GOLD SEAL SPECIAL 10¢ PLAY**  
6 NOS. ON A TICKET  
TAKES IN: \$36.00  
PAYS OUT: \$17.84  
AVERAGE PROFIT: \$18.16  
MAXIMUM PROFIT: \$26.00



WRITE FOR CIRCULARS ON NEW DIE-CUT SEAL BOARDS

**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

## SUMMER SALESBOARD CLOSE-OUT PRICE LIST

BOARD NAME	PER HOLE	NO. HOLES	PROFIT	LIST PRICE	YOUR COST
The Shake	5¢	1,260	\$31.38	\$8.75	\$3.15
Royal Flush	5¢	1,040	25.40	7.40	2.68
Cigarette Gal	5¢	810	23.20	7.45	2.70
Photo Finish	5¢	1,200	31.48	8.16	2.94
Clean Sweep—Def.	5¢	945	23.30	5.97	2.18
Big Time Duke	5¢	900	25.34	7.47	2.88
Sarong Girl	5¢	840	23.10	7.47	2.88
Teeter Taught Her	5¢	1,260	30.50	7.52	2.70
Coin Show	5¢	1,250	31.93	8.45	3.04
3 Fins—Def.	5¢	1,000	26.00	4.80	1.71
Snake Eyes—Def.	5¢	1,000	26.00	4.80	1.71
Fast Action Lu-Lu—Def.	5¢	800	9.00	2.62	.94
Flash	25¢	250	27.75	3.95	1.31
Hills of Silver—Def.	5¢	800	17.00	4.32	1.54
Junior Champ	10¢	720	28.48	5.37	1.93
Kutee Kolers—Def.	25¢	300	15.00	1.85	.78
Northern Beauty	5¢	1,000	26.82	5.32	1.92
Painted Doll—Def.	5¢	1,260	30.50	8.48	3.05
So Natural	5¢	1,200	24.30	8.45	3.05
Pull-A-Fin	25¢	200	24.17	5.92	2.03
Poker Queen	10¢	1,040	47.90	7.45	2.88

1/3 DEPOSIT WITH ALL ORDERS

**RAKE COIN MACHINE EXCHANGE** 609 Spring Garden St., Phila. 23, Pa. Phone: Lombard 3-2678

## SALESBOARDS AND TICKETS ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	Def. \$ 9.00	\$ .60
1000	25¢	J.P. Charlie, Thick	Def. 51.95	.95
1000	25¢	J.P. Charlie, Thin	Avg. 51.95	.80
1000	25¢	Charlie, Thick	Def. 50.00	.85
1000	1¢	Cigarette Boards, 30 P.O.	Def. 4.80	.65
1200	25¢	Texas Charlie, Thick	Avg. 102.98	1.85
600	3¢	Cigarette Bd., 15 Nos. to Tkt.	Def. 8.00	.85
600	5¢	Silver-Mt. Coin Bds.	Def. 14.50	1.15
1000	25¢	P A D Ticket Deals	Avg. 23.50	1.25
600	25¢	Little-Big-Shot, Thick	Avg. 29.70	1.25
840	25¢	Players-Dream, Thick	Avg. 91.93	2.95
2400	5¢ or 10¢	Easy Pickins	Avg. 48.90	2.50
1200	25¢	Cheerful Charlie	Avg. 78.98	1.85

**U. S. MERCHANDISE CO.**

25% WITH ORDER; BALANCE O. O. D. 10216 Superior Ave., Cleveland, Ohio

## GIANT-HOLES

15 Ass't. Nos.  
6 FOR 25¢  
and  
3 FOR 10¢  
SPECIAL  
\$2.50 each

## SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit
400	5¢ Dollar Bd., X-Th	Def. \$ 7.00 \$ .50
1000	25¢ Charley	Def. 50.00 .75
1440	5¢ Cigarette Barrel	Def. 22.00 1.15
1440	5¢ Barrel	Def. 18.00 1.15
1440	10¢ Barrel, X, Th.	Def. 36.00 1.15
1800	5¢ Lulu Bd., X Th.	Def. 18.00 1.15
1000	25¢ J.P. Charley, Th.	Avg. 552.08 \$ 2.00
1200	25¢ Tex. Charley, Seal	Avg. 102.28 1.15
1200	25¢ Tex. Charley, Seal	Avg. 102.28 1.15
600	25¢ Jumbo Q.T., X-Th.	Avg. 65.30 1.15
1000	5¢ J.P. Ass't. Bds.	Avg. 27.00 2.00
1050	5¢ J.P. Ass't. Bds.	Avg. 31.00 2.00

NEW! 6 Tickets Per Hole Boards

Holes	Name	Max. Avg.	Def.
200	25¢ Kwik Fin	\$39.50	\$2.40
200	\$1.00 Charley		Def. 50.00 2.25

WORLD'S BEST BOARDS, TICKETS, CARDS  
**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

## SALESBOARDS

LARGEST SELECTION IN THE NATION  
LOWEST PRICES  
FREE: 64-Page Illustrated Catalog.  
**PROFIT MFG. CO.**  
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LONG ISLAND CITY 4, N. Y.

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FOR THE *Finest* in SALES BOARDS  
WRITE FOR CATALOGUE  
**EMPIRE PRESS**  
637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS



# Ops Hunt Answers to \$64 Query

## Spiraling Prices, Record Quality, More Distrib-Mfg. Co-Op, Assn. Aid Stressed

Volume 5-Cent Play Seen One Important Objective

By Norman Weiser

CHICAGO, July 10.—Reports from operators thruout the country indicate that while the business has been in a slump during the first half of 1948, aggressive action has helped to alleviate the conditions in some areas, altho it's still a long climb back to the war and immediate post-war grosses. The most important single factor emerging from interviews with hundreds of operators is that the ops are not just sitting around and taking it on the chin anymore. Instead they are doing something about the situation—getting a guarantee, using six-for-a-quarter plays, or employing one of several other methods to raise the gross in their stops.

With the new draft law going into effect in a matter of weeks now, operators are looking forward to an upsurge in play in locations near the armed forces training centers where the draftees will be stationed. However, the draft will not materially affect a great number of operators whose routes are nowhere near these training centers. Instead, the majority of the operators expect increased income from factory and defense plant workers who are expected to go back to longer working hours shortly.

This week *The Billboard* presents the second of a series of interviews with operators thruout the country on the latter's views on how the current economic situation might be remedied in hopes that all operators of music equipment might find a workable solution to their own problems in the following information gleaned from fellow operators.

### Music a Luxury

Carl W. Fisher, Inglewood, Calif., has spent a lot of time and given serious thought to the music business as it looks today.

"People demand 5-cent play," says

## Mills Appoints Gesick Treas.; Names Directors

CHICAGO, July 10.—Edward J. Gesick was elected treasurer of Mills Industries, Inc., during a meeting of the firm's board of directors held here last week, Ralph J. Mills, chairman of the board, has announced. Gesick was formerly assistant secretary-treasurer of Popular Mechanics Company, Chicago.

Besides Chairman Ralph J. Mills, the board now includes Herbert S. Mills, president; A. E. Tregenza, executive vice-president; Fred L. Mills, son of the former president of Mills Industries, and Simms D. McGuire, president of Beloit Dairy Company.

Fisher. "With music a luxury now and competing with free television in most bars, it is unwise to charge more than a straight nickel a tune. Maybe with these new lightweight pick-ups we might stimulate play with six or seven plays for a quarter.

(See OPS HUNT on page 106)

## Jones, Oettinger Head CMI Show Committees; Directors Appoint Them Treas., Sec'y

Exhibit Space Contracts To Be Mailed August 31

CHICAGO, July 10.—Herb Jones, vice-president of Bally Manufacturing Company, has been named to head the general committee for Coin Machine Industries' (CMI) 1949 con-



Herb Jones



Herb Oettinger

vention and exhibition, and Herb Oettinger, United Manufacturing Company, will chairman the event's banquet and entertainment committee, CMI President Dave Gottlieb announced Tuesday (6). Show will take place January 17-19 at the Sherman Hotel here.

At the same time, it was disclosed also that Jones was elected treasurer

## Detroit Coin Mfr. In Sheriff Race

DETROIT, July 10.—The local manufacturing industry may have a representative in the political life of Wayne County, which embraces Detroit and a considerable surrounding territory, after the first of the year. Joseph Emerick, coin machine manufacturer, has decided to run as a candidate for sheriff and is opening an aggressive campaign for election to be held September 14.

Emerick heads the Pool-o-Game Company at Wayne, Western suburb, which manufactures a coin-operated pool table, widely distributed in this area and being readied for national (See Detroit Coin Mfr. on page 116)

## N.Y.C. Licens Chief Meet With Coinme

More Huddles To Come

NEW YORK, July 10.—Meeting the first of a series of discussions may eventually result in the licensing of certain types of coin-operated amusement games, local coinmen received assurances from city authorities Wednesday (7) that any game they submit for this purpose will receive full consideration. But they were again cautioned not to submit for licensing any game adjudged illegal under State statutes as a result of the recent Supreme Court decision here (*The Billboard*, July 3).

The meeting, held at the request of Mayor O'Dwyer (*The Billboard*, July 10), was exploratory in scope while nothing concrete was forthcoming, was felt to set the stage for further conferences during which legality of specific games will be examined in detail. Those present were Acting Commissioner of Licenses Meehan; Acting Captain Sweeney, the police department legal bureau and several police engineers representing the city, with Sol and Murray Wohlman, of Pan Coast Distributors and Hymie Rosenberg and Andy Lumbo speaking for the amusement game industry.

Commissioner Meehan and Capt. Sweeney stated that they were bound by the ruling of the court and provisions of the recently passed council bill outlawing games involving "the element of chance," but were willing to examine any amusement device which the industry felt should come within their scope. It was indicated that another meeting will be scheduled soon at which time industry representatives will be permitted to submit games.

## Charges Against Locations Dropped

NEW YORK, July 10.—The path of the disposition of 1,500 odd charging location owners with operating gambling devices, arising out of the wholesale seizure of novel games here in April, took shape a week as charges were dropped against 253 storekeepers in Bronx Magistrate's Court Wednesday (7).

Assistant District Attorney Thomas Hughes of the Bronx requested that the charge be dropped, stating that "these storekeepers were ignorant of the law."

Meanwhile, it was indicated at police headquarters that all the machines seized during the raids, more than 2,000, would eventually be destroyed. They were judged easily "convertible to offer free play" in light of the recent Supreme Court decision (*The Billboard*, July 3).

## Jos. A. Hanna To Spearhead N. Y. State Game Ops' Assn.

CHICAGO, July 10.—Plans for the formation of a New York State-wide amusement game operators' association were announced here Friday (9) by Joseph A. Hanna, civic leader, who was voted Utica's (New York) man of the year in 1947. Hanna heads the Hanna Distributing Company.

A veteran of 13 years in the coin field, Hanna stated that he will open the drive to organize the Empire State's coinmen by mailing a letter to all of New York's bona fide operators and distributors next week. In this message he will point out the dire

need for such organization, its aims and the mutual benefits to be derived from the formation of an association by coinmen of the State. Following this initial mailing, Hanna will make himself available for conferences with coinmen in all parts of New York to elaborate on the needs for a State-wide association now. If response reaches Hanna's expectations, he will then call a meeting of interested coinmen in some centrally located city in September.

Hanna pointed out that he has (See JOS. A. HANNA on page 116)

# Ice Cream Bar Vender Race On

## 3,300 Coffee Venders. by R-M On Location

### Producing 150 Monthly

PHILADELPHIA, July 10.—A current production level of 150 Kwik-Kafe machines a month is being maintained at Rudd-Melikian, Inc., manufacturers of the coin-operated coffee vender, Cyrus A. Melikian, president, disclosed this week. About 1,300 machines sold to date, approximately 100 operators have the venders on location in 34 states but concentrated most heavily along the East and West coasts, he said.

Since the move to its new plant in November, the production potential of the firm has increased, but an immediate rise in output to meet the backlog of orders, according to Melikian, is not anticipated while steel continues in short supply. This factor has also kept the firm from expanding into the export market, he added.

Kwik-Kafe venders are sold only to operators, who receive franchises to place their units within specified territories, according to S. L. Lubber, sales manager. Franchise operators purchase coffee concentrate and cups on an arrangement between Rudd-Melikian and the suppliers.

## Name Peg Rowlette NAMA Assistant in Public Relations

CHICAGO, July 10.—Tom Hungerford, National Automatic Merchandising Association (NAMA) director of public relations, announced the promotion this week of Peggy Rowlette to the post of assistant director of public relations.

Mrs. Rowlette, who joined NAMA a year ago, formerly held the title of editor of the association publication. Before coming with NAMA she was active as a newspaper woman and always with the public relations office of the Kemper Insurance Group here, which is composed of several national insurance companies.

## Larry Rohr Dies In Detroit at 72

DETROIT, July 10.—Lawrence V. (Larry) Rohr, one of the best known names in the vending machine field here for over 20 years, died recently as the result of an attack of double pneumonia at the age of 72.

He operated an extensive route of candy, nut and gum machines and prior to the war was one of the city's biggest operators in this field. He also formerly operated cigarette machines. For some years he headed a distributing organization and represented various machine manufacturers and suppliers.

Rohr was an active association and trade leader and had been president of the Greater Detroit Vending Machine Operators' Association for about the past 10 years.

His business, the Rohr Sales Com-

## 18 Parent Soft Drink Firms Meet To Form New Nat'l Assn.

CHICAGO, July 10.—Over 18 soft drink parent companies will meet at the Palmer House here Monday (12) for a three-day session to evolve an organization to be known as the Soft Drink Association of America (SDAA).

During the meeting, discussion will center on the creation and adoption of by-laws for the new association, acceptance of membership applications and election of directors and an executive committee. Development of a complete program for the immediate action of the association is also planned.

Speakers scheduled to address the various sessions are Andrew J. De-

laney, of Chapman, Anixter & Delaney, Chicago, who will talk on "The Value of Trade Associations to Industry—With a Plan for a Soft Drink Association of America"; Joseph Danzansky, Buckley & Danzansky, Washington, who will talk on a similar theme; G. R. Schreiber, editor of *Vend* and coin machine editor of *The Billboard*, who will speak on "The Soft Drink Industry and the Vending Machine," and Don Gussow, editor and publisher of *Bottling Industry*, who will discuss "An Objective View of the Soft Drink Industry Problems and Their Possible Solution."

The 18 parent companies who have made definite plans to participate in the meeting (others have indicated they will also attend but have not made reservations) are: Alert Beverage Co.; Tru-Ade, Inc.; C. O. & W. D. Sethness Co.; Perkins Products Co.; O-So Grape Co.; Dad's Root Beer Co.; Cow Bow Co.; White Rock Corp.; Dr. Swett's Root Beer Co., Inc.

Bireley's division, General Foods Corp.; the Squirt Co.; Mission Dry Corp.; Vess Beverage Co.; Lucky Club Co.; B-1 Beverage Co.; A. J. Lehman Co.; Double Cola Co., and Cliquot Club Co.

## Automatic Unit Shown at Meet By Food-o-Mat

NEW YORK, July 10.—Visitors to the second annual Store Modernization Show at the Grand Central Palace this week showed great interest in an automatic merchandising medium which, while not coin-operated, might well be the forerunner of the coin-operated retail store of the future. Manufactured by Food-o-Mat, Inc., the merchandisers are unattended display counters from which customers select the articles of their choice, with similar articles dropping into the selling positions automatically.

The counters are loaded from the rear and several can be installed in appropriate positions in the average store. With 500 already in use, Food-o-Mat spokesmen said that a New York supermarket, soon to be opened, will be entirely equipped with the automatic counters. The firm also exhibited a large unit for dispensing toilet articles. A drug chain will install these units in its member drug stores within a few months, it was claimed.

As part of its campaign to further increase the number of store-owned bottle drink venders, Coca-Cola exhibited in its display booth an 83-bottle Vendo, a 240-bottle Vendorlator and a 72-bottle F. L. Jacobs machine.

Close to 25,000 attended the show which closed today. Its 66 exhibitors displayed a wide variety of store equipment, including many types of lighting fixtures, air conditioning and building materials.

Morris Lapidus, of the American Institute of Architects, stated at the show that retailers planning to modernize their stores are going ahead despite current business uncertainties. Approximately \$850,000,000 will be spent for store modernization this year, he estimated, in contrast to about \$600,000,000 last year.

pany, is being continued under the authority of the Wayne County Probate Court, with Alexander B. DeWolfe, who was his accountant for many years, as executor. Plans are to sell it as a complete vending route operation when the court permits a settlement.

## Six Firms Set Sales Plans; Lines Rolling

### Bright Future Foreseen

CHICAGO, July 10.—With six manufacturers' hats already in the ring, it looks like ice cream bar venders are the next phase of automatic merchandising to gather momentum in the battle for sales, locations and public acceptance. All but one of the machines offered are single flavored; all are made to sell bars at 10 cents. Price of equipment ranges from \$400 to \$700 f.o.b. with the middle four close to \$600. All claim to have licked the problem of bars freezing together which plagued initial machines of this type when introduced over a year ago.

That there appears to be a place for a machine of this type in the retail merchandising picture is indicated by fact that between 18 and 20 per cent of total bulk ice cream sales is estimated to be in the form of bars. The success of the "Good Humor" carts and others of this type also is proof. In addition, a fact which firms feel is a weighty argument when tackling potential industrial locations is that an ice cream bar on a stick can be eaten with one hand free—and thus overcomes an objection which they feel has somewhat hindered expansion of carton type dispensers.

### Price Factor

Ready availability of the product is another plus since most ice cream manufacturers are putting out three to three and one-half-ounce bars on a stick. Here in Chicago, price delivered is pegged at 58 cents a dozen. Reports from other cities, where costs are not as high, indicate 48 to 50 cents a dozen price is a low average. At present few cities have operations large enough to enable operators to bargain on price with ice cream producers. In fact, that day won't dawn until enough ice cream bar machines (now estimated at less than 1000) are on the market and selling sufficient quantity of bars to make it economically feasible for manufacturers to give them a price break.

This might happen sooner than some think if firms live up to their production estimates, for the aggregate production should hit between 600 and 700 a week for the last half of this year—which would mean turning out close to 17,000 machines by 1949. This seems like an almost impossible figure when the steel situation is taken into consideration, but it still is not impossible—unless Kenro falls woefully short of the 500 per week output for which it has reportedly geared itself.

What's still to be answered, however, is how fast can these machines be placed in profitable locations; locations that operators of ice cream cup machines, of which Reveo is the best known, have found must do 300 sales a week. There are plenty of these locations to be found now, operators themselves are quick to point out, but how fast they will be absorbed as production hits high gear is the \$64 question.

### Capsule Round-Up

Taken alphabetically, the manufacturing outlook lines up as follows:

(See Six Firms Set on page 104)

## Contest Indiana Cig Machine Tax

BLOOMINGTON, Ind., July 10.—Validity of the tax on cigarette venders here is being contested by a local law firm which sent a letter to the city council this week asking that the tax be discontinued. The city tax was instituted last year, when an ordinance licensing juke boxes, pinball games and cigarette venders was passed. The cigarette vender tax is \$12 annually per machine.

Letter, written by Joseph Wood, of an Indianapolis law firm, declared that previous court decisions in other Indiana cities have ruled that taxing of cigarette machines by cities is unlawful. This is true in the case of third-class cities in the State, which have only such powers as the Legislature confers upon them, and which powers do not include licensing of cigarette venders.

City Attorney James Register stated that he believes Wood has substantial grounds for his position and that he (Register) would dislike to defend a suit "I couldn't win."

## Debut Crown Vender In 5-Day Chi Show

CHICAGO, July 10.—Crown Implement Corporation here, holding the premiere showing of its pilot model Big Four bottle vender at the Bismarck Hotel July 12 thru 16, has scheduled initial production line output for about October 15, President A. J. Novak stated today. Price of the new machine was not available at press time.

Daily showing will be held from 10 a.m. until 4 p.m. in Room D, third floor, of the Bismarck. Novak and firm's chief engineer, Roland Rentcher, will host visitors during the five-day showing.

# GET INTO THE POPCORN BUSINESS

With only a small investment!

Popcorn will sell FASTER through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators.

**\$57.50\*** each

F. O. B. Chicago

\*Slightly Higher on Eastern and Western Seaboard. Manufactured by

## ABC POPCORN CO.

3441 West North Ave.

Chicago 47 • DICKENS 3375

### COMPLETE LINE OF

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn (No. 10 Cans)



"Little Giant"

HOT POPCORN DISPENSER

**Pre-Popped POPCORN**  
 Packed in moisture-proof bushel bags ..... \$1.12  
 In handy moisture-proof 2 1/2 pk. bags ..... 70¢  
 Shipped anywhere in the U.S.A., F.O.B. Chicago (Special discount to Popcorn Machine Distributors)  
 Also cheese corn, smoked corn for immediate shipment.

## Announce Distributors For Hume, Hagensen Hot Popcorn Vender

CHICAGO, July 10.—Names of regional distributors for the Pop 'n' Hot popcorn vender were announced this week by Jack Nelson & Company, national distributor for the Hume-Hagensen & Company machine.

With others to be announced later, following appointments were confirmed: Badger Sales Co., Los Angeles, for Southern California; A & B Candy Co., Portland, for Oregon; McClure Distributing Co., Kansas City, Mo., for Kansas and Missouri; Superior Distributing of Denver, for Colorado; Rex Distributing Co., Buffalo, for Buffalo area; Gold Metal Products Co., Cincinnati, for Ohio, and Bill Doyle & Co., Grand Rapids, Mich., for Grand Rapids area.

Pop 'n' Hot, now in regular production and offering immediate delivery, features special heating elements, thermostatically controlled, which keep the corn at an even temperature. All parts in contact with the popcorn are stainless steel. Entirely mechanical, machine delivers the corn by means of two manual operations; patron deposits dime and moves lever arm, dispensing correct measure of corn into delivery chute, then pressure on a push button opens grill trap and lets corn fall into bag.

A drawer-type spillage compartment, opening from the side, permits removing spillage without moving machine from a wall position. The coin box, partitioned off in the right front corner of the spillage compartment, makes removal of overflow and coins a single operation.

Pop 'n' Hot is available as a counter or stand mounted unit. Vender weighs 75 pounds, cabinet stand (which can hold 15 gallons of popcorn in storage space) weighs 20 pounds. Price for the complete unit is \$139.50 f. o. b. Chicago.

## PIONEER OFFERS ALL PURPOSE VICTOR UNIVERSAL

5 Universals, plus 60 lbs. Spanish Peanuts, plus 1,000 Plastic Charms, all for **\$84.50**

5 Universals, plus 50 lbs. of Reg. Ball Bubble Gum, plus 1,000 Plastic Charms, all for **\$84.00**

PLASTIC CHARMS ..... \$9.25 Per M

Virginia Peanuts, 30-lb. ctns. .... 28¢ lb.  
 Spanish Peanuts, 30-lb. ctns. .... 22¢ lb.  
 Licorice Lozenges, 37 lb. ctns. .... 28¢ lb.  
 Pee Wee Rainbow Peanuts, 33 lb. ctns. .... 28¢ lb.  
 Rainbow Peanuts, 33 lb. ctns. .... 25¢ lb.  
 Pee Wee Boston Baked Beans, 33 lb. ctns. .... 28¢ lb.  
 Boston Baked Beans, 33 lb. ctns. .... 25¢ lb.  
 LARGE PISTACHIOS, 25 lb. Ctn. \$18.50  
 SMALL PISTACHIOS, 25 lb. Ctn. 14.50

### 5/8-140 Ct. Colored Bubble Ball Gum

(Makes Colored Bubbles)

25 Lb. Ctns. .... 28¢ lb.  
 100 Lb. .... 27¢ lb.

### REG. 5/8 BUBBLE BALL GUM

25 Lb. Ctns. .... 28¢ lb.  
 100 Lb. Ctns. .... 25¢ lb.

(Freight Prepaid on 100 Lbs. or More)

**FULL CASH WITH ORDER**

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.  
 Orders Under \$10.00, Money in Full.

## PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.  
 461 SACKMAN ST., BROOKLYN 12, N. Y.  
 Phone: DICKENS 2-7892

## — WANTED —

### ROWE 5c GUM MACHINES

Will Buy or Sell Cigarette and Candy Vending Machines

## MACK H. POSTEL

6416 N. Newgard Ave. Chicago 26, Ill.

## VICTOR'S NEW MODEL V-K

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**  
 6701-19 Grand Ave. Chicago 35

### JULY SPECIALS!

Large Red, Fresh Roasted PISTACHIOS  
 100 lbs. or more **72¢ lb.**

Small Afghan Red PISTACHIOS  
 25 lb. carton **57¢ lb.**

1/3 Deposit With Order—Bal. C. O. D. F. O. B. N. Y.  
 Write for our Complete Price List Featuring Amazingly Low Prices.

## SUNFLOWER DISTRIBUTING CO., INC.

2125 Amsterdam Ave., New York 32, N. Y.

## CHARMS

CAN DOUBLE OR TRIPLE YOUR PROFIT IN BULK VENDORS.

Write NOW FOR LOWEST PRICES AND SAMPLES OF METAL AND PLASTIC CHARMS, STONE AND WAXED WEDDING RINGS, KNIVES, JACKS, BALLOONS, TRILLS, ETC.

## BECKER VENDING SERVICE

WISCONSIN



### CIGARETTE MACHINES

Rowe Royal, 10 Cols., 400 Pack Cap. ....	\$ 95.00
Rowe Royal, 8 Cols., 320 Pack Cap. ....	85.00
Rowe Imperial, 6 Cols., 180 Pack Cap. ....	60.00
Uneeda Model 500, 9 Cols., 350 Pack Cap. ..	115.00
Uneeda Model E, 9 Cols., 270 Pack Cap. ....	59.50
DuGrenier, 6 Cols., 150 Pack Cap. ....	32.50
DuGrenier, 4 Cols., 100 Pack Cap. ....	25.00
8 Columns .....	35.00
NEW Uneeda, 8 Cols., 510 Pack Cap. ....	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap. ....	149.50
NEW DuGrenier Challenger, 7 Cols. ....	100.00

### CRACKER MACHINE

9 Cols., 200 Pack Cap. ....	\$85.00
-----------------------------	---------

### CANDY MACHINES

National, 9 Cols. ....	\$100.00
National, 6 Cols. ....	85.00
Rowe, 8 Cols. ....	90.00
Uneeda Candy, 5 Cols. ....	75.00
DuGrenier Candyman .....	65.00
U-Select-It .....	35.00
Advance Candy Machine .....	27.50



**SPECIAL, \$65.00**  
 DuGrenier Champion, 9 Cols., 420 Pack Capacity.  
 DuGrenier Champion, 7 Cols., 325 Pack Capacity, \$60.00.

### 10c CIGAR MACHINES

Single Column, Capacity 50,  
 \$22.50—1 Machine; 10 or More, \$15.00 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 EVERGREEN 7-4568 BROOKLYN 11, NEW YORK



## YOUR OWN BUSINESS . . . OPERATE "Hi-Ho JUNIOR" 5c TRAY VENDOR

Vends almonds, candy, nuts, pistachios.  
 Distributors wanted. Write.

**LEON "Hi-Ho" SILVER, INC.**

760 HAYES ST. • SAN FRANCISCO, CALIF.



WRITE FOR PRICES AND DETAILS  
 Jobber Inquiries Invited.

### 1c ACE VENDOR

All Purpose, All Product Vendor

## Atlas Mfg. & Sales Corp.

12220 TRISKETT RD. • CLEVELAND 11 OHIO  
 ESTABLISHED 1928

## Berlo Names Sales Promotion Head

PHILADELPHIA, July 10.—Jack Beresin, head of Berlo Vending Company, announced the appointment of Michael Rittenhouse to handle sales promotion for the company. A newcomer to the industry, Rittenhouse, who was formerly night manager of Radio Station WIP here, will devote most of his sales promotion activities to the theater concessions operated by the Berlo firm.

The descendant of one of Philadelphia's first families, Rittenhouse recently married the daughter of Ted Schlanger, who is zone manager for the Warner Bros.' theater circuit in Eastern Pennsylvania, Southern New Jersey and Delaware territory.

## MulCahy Forecasts Top Candy Business

ATLANTIC CITY, July 10.—James F. MulCahy, merchandising director of the National Confectioners' Association (NCA), told members of the National Candy Salesmen's Association (NCSA) here recently that candy sales average \$12 per capita in '47 at retail, but that the per capita goal for 1948 is \$14.28.

This figure is possible because of the high national income, MulCahy declared. He predicted that the 1947 all-time high dollar record of sales for the industry (\$1,750,000,000) would be topped this year.

Citing as the reason for a rise instead of a decline in candy sales the fact that national income has reached a high of \$225,000,000,000, combined with an 8 per cent increase in population, MulCahy said that the future for the industry was never brighter.

**BUILT for OPERATORS**



**Northwestern**

**WORLD'S BEST BULK VENDERS**

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment. Write for the name of your nearest distributor.

**NORTHWESTERN CORPORATION**  
1234 ARMY TRAIL, CHICAGO, ILLINOIS

## Chi Showing of Tele-Juice Mch.

CHICAGO, July 10.—Telecoin Corporation will hold a special three-day showing of the Tele-Juice vender at its headquarters here July 12-14, Robert Bailey, Chicago sales manager, announced this week. Two models of the refrigerated canned juice machine will be on display during the exhibit hours, 9 a.m. to 9 p.m. each day, at the Telecoin showrooms at 1601 S. Michigan Avenue.

Firm officials who will host visitors are E. C. Hill, vice-president; Bernard Denmark, assistant to president; Leslie Schaeffer, sales manager for St. Louis area; Robert Thompson, sales manager for Indiana and Kentucky area, and Bailey.

The Tele-Juice vender, priced at \$595 (\$550 in quantities of 10 or more) is currently being produced at the rate of 3,000 per month, Bailey stated. Delivery is promised in from three to four weeks. A stepped-up production schedule by Clyde Porcelain Steel Company, firm making the juice vender for Telecoin, may result in a 6,000 unit output total per month shortly, he said.

In a move to create added interest in the showing, Telecoin ran a large two-column advertisement in the Friday (9) edition of *The Chicago Tribune*. Ad urged investors to inspect the machine at the showing and to start their own business with a route of juice venders.

## Atlantic City Cig Ops Busy Changing Chutes To Take 25c

ATLANTIC CITY, July 10.—Cigarette vending machine operators here said it was too early to tell how devastating the new State tax, on top of the city's own 2-cent luxury tax, will be on the machines. The operators are still in the process of changing their machines to take coins for 25 cents instead of 20 cents. Any changes in the number of packages sold thru the machines probably will not be evident for another week or so.

One machine operator said that the past week-end being the July Fourth holiday would ordinarily have been a big one for machine sales. Instead, the holiday week-end was spent in changing the coin chutes on the machines instead of servicing them.

Retailers and operators had much to say about the new tax, most of it unprintable, but hoped that once the changeover has been made and the excitement has died down, the people will continue buying as usual. What hurts most as far as the operators are concerned is the price differential between the stores and machines. While the stores are selling smokes at 22 and 23 cents a pack, the vending machines have placed an even quarter-per-pack price, finding it inexpedient to insert pennies change in the cigarette packs.

## Gum Mchs. Aid in Purchase Of Children's Hearing Aids

WICKENBURG, Ariz., July 10.—Hearing aids for local children who require them are being purchased with proceeds of 25 gumball venders which the Wickenburg Kiwanis Club has placed in business establishments here. Hearing aids are being presented to those children whose parents cannot afford the devices.

Tucker Coxwell, director of the club, said that a percentage of the money from each vender goes into the Kiwanis fund and that the operator takes care of supply and collection details.

**TAKE THE BEST LOCATIONS WITH THE NEW 1949 MODEL "POP 'N' HOT"**

**LOWEST PRICE—HIGHEST QUALITY**

**COIN OPERATED POPCORN VENDOR**



Extra large capacity. Vends 120 10c bags of corn from each filling. New positive delivery feature for equal portions every time. Heat elements thermostatically controlled to keep corn hot and at even temperature all the time. Drop style slug proof coin chute. All metal cabinet. Rich gold hammerloid finish (baked on). Size 70 in. high, 20 in. wide, 16 in. deep. Weighs 100 pounds.

**\$139.50** F. O. B. CHICAGO

**ORDER FROM YOUR NEAREST DISTRIBUTOR**

**IT'S THE SWEETEST OPERATING DEAL IN THE BUSINESS**

"POP 'N' HOT" has separate key for the corn compartment. Leave a supply of corn with the merchant and let him service your machine for you. You have separate key for cash box.

**JACK NELSON & CO.**  
EXCLUSIVE FACTORY SELLING AGENTS FOR THE HUME-HAGENSON CORP.  
2320 MILWAUKEE AVE. TEL.: DICKENS 3020 CHICAGO 47, ILL.

Authorized Northwestern Distributor  
Full Line on Hand. Immediate Delivery!

**MAKE COIN MACHINE EXCHANGE**  
1234 SPRING GARDEN ST., PHILA. 23, PA.  
LOmbard 3-2676

**VICTOR'S NEW MODEL V-K**



Outstanding! Includes Everything! Incorporates the many new features incorporated in this great bulk vender. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**  
701-19 Grand Ave. Chicago 39

**PUT IN CANDY \$ PULL OUT CASH**

Get Started on **BIG PAY** Vending Route. No experience needed. Work full time or spare time. New **SILVER-KING** Vender dispenses either nuts or candy. A real money maker that works for you every hour. Develop a regular route that pays big, steady income whether you work or not. Vending machines becoming more popular every day. And of all Vending Machines, **SILVER-KING** is the way-not-in-front favorite! Get facts now without a penny's cost obligation. Just write or send Post Card to **SILVER-KING**, 622 Diversey Parkway, Dept. 2, Chicago 14, Ill.

**VICTOR'S CUSTOM-BUILT UNIVERSAL**

24 or more \$13.50  
1 to 23 13.95

**EMPIRE COIN MACHINE EXCHANGE**

1012 Milwaukee Ave. Chicago 22, Ill.

**5c GUM AND 5c HARD CANDY AND MINT VENDERS**



For Charms, Lifesavers, Gum and similar sized products.

**ALKUNO & CO.**  
108 Concord Ave., New York 54, N.Y.  
MEIrose 5-7757  
Mechanical Manufacturing Laboratories

**\$89.50 WITH STANDS**



**POPCORNMaid**

**LOWEST PRICED COIN OPERATED HOT POPCORN MACHINE!**

10¢ a bag—big profits in popcorn! Holds 6 gallons pre-popped corn. Complete with heating element. Separate keys for cash box and corn compartment. Handsome all metal cabinet. Immediate delivery. Send \$10.00 deposit, balance Express C. O. D. WITH STAND ..... Each, \$89.50

**WEBB DISTRIBUTING CO., INC.**  
6 South Kedzie Ave., Chicago 12, Ill.

**SENSATIONAL CLOSE-OUT SALE!**

**3—BRAND NEW—3 BERT MILLS HOT COFFEE BARS**

Equipped with National Slug Rejectors and Coin Changers

**\$2,300 VALUE . . . NOW ALL THREE FOR ONLY \$1,000**

WIRE, PHONE OR WRITE TODAY . . . GRANITE 6235

**INTERSTATE 6061 Santa Monica Boulevard Los Angeles, California**

**BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS AT A SACRIFICE!**

4 2 1/2 gal. latest model super-automatic freezers.....	\$1,059.00
5 60 gal. hardening cabinets, latest model.....	486.00
5 40 gal. hardening cabinets, latest model.....	370.00

**FREIGHT PREPAID!**  
Write or phone **R. B. BOX**  
216 N. Martin St. Elizabeth City, N. C. Telephone 165

**5c BANTAM TRAY VENDOR IMMEDIATE DELIVERY**



**Atlas Mfg. & Sales Corp.**  
12220 TRISKETT RD. • CLEVELAND 11, OHIO  
ESTABLISHED 1920

**Atlas**

VENDS ALMONDS, NUTS, CANDY, PISTACHIOS  
Write for Circular. Jobber Inquiries Invited.

**VENDING MACHINES  
COUNTER GAMES  
SALESBOARDS  
SUPPLIES and  
ACCESSORIES**

FOR THE MOST COMPLETE LINE  
INCLUDING  
SCALES AND SLOT MACHINES

Send for Your **FREE**  
Copy of  
**RAKE'S  
NEW  
1948  
CATALOG  
TODAY!**

**RAKE'S**  
AUTOMATIC  
MERCHANDISER

A guide to efficient and economical  
operation of coin operated machines and  
salesboards.

**Rake**  
609 SPRING GARDEN ST.  
PHILA. 23, PA.  
LOMBARD 3-2676

COIN MACHINE  
EXCHANGE

Distributors of Coin-Operated  
Machines and Salesboards

## Six Firms Set Sales Plans In Frozen Bar Vender Race

(Continued from page 101)

Artic Vendor Sale Company of Appleton, Wis. (see other story this issue).

Artic Vendor; single flavor; price \$550; capacity 150 bars; production 100 units by 1949 or approximately 40 a week. Machine developed by Gordon W. Haase and Lloyd D. Merkl. Selling direct to operator thru factory distrib. Complete sales organization expected to be set up by September.

Artic Vend-o-Mat, Inc., making Artic Vend-o-Mat machine in Chicago. Single flavor, price \$585; capacity 108 bars in rack with 350 in pre-cool compartment. Production goal set July 1 at 100 a week. Machine is redesigned Vendi-Freeze unit by A. A. Dubin, formerly head of Vendi Freeze Sales, Chicago. Offering exclusive franchise to operators.

Craig Machine Company, Danvers, Mass., making Craig ice cream bar vendor. Single flavor; price, "around \$700"; capacity, 144 bars. Production scheduled to begin Monday (12); no production estimates as yet set. Distribution plans also in the making. Machine developed by Erick Kauders, president of firm, who the new to vending machine field is well known in engineering circles for inventing the war-born bazooka gun, the Craig cycle billing file used by most department stores and other machinery. Ralph S. Towne heads sales for firm.

Frosti-Server, Frosti-Server Corpora-

tion, San Diego, Calif. Two-flavor; price \$400; capacity 36 per flavor (72 total); machine is oldest of ice cream bar type as it originally was developed in 1932 by H & M Company, of Los Angeles. Hand-built models were on location from '32 to '39 and first 100 production models were turned out in 1940. War halted production in 1941. Was resumed in late '47 when new interests took over the firm headed by R. A. Kelsey. Selling direct to operators thru franchised distributors.

Hilco Vender made by Berco Manufacturing Company, Chicago. Single flavor, price \$575; capacity, 100 bars; production, 100 a month began July 1. Machine developed by Henry Hildebrand, president, and was first introduced at the CMI show last January. Frank Doyle now heads sales division for firm and announced this week appointment of following distrib: King Pin Equipment Co., Kalamazoo, Mich.; Blendow and Myers, New York City; Alfred Sales Co., Buffalo; Automatic Sales, Boston; V. P. Distributing Co., St. Louis, and London Distributing Co., Philadelphia. Doyle leaves on Western trip Tuesday (13) to line up more distrib for firm.

Kenro Vender made by Eastern Engineering Sales, Inc., Philadelphia. Single flavor, price \$595; capacity, 140 bars; production goals announced in mid-May at 500 units a week. Developed by James R. Kendig, president, and Samuel Rogove, secretary-treasurer. Charles L. Cade is vice-president in charge of sales. Kenro is sold thru franchise distrib now being set up by Cade.

## Lebanon Mayor Proposes Coin Machine Ordinance

LEBANON, Pa., July 10.—City council has been presented with proposed ordinance by Mayor William W. Focht placing an annual tax of \$10 on juke boxes, \$15 on single coin mechanical amusement games and \$50 on multiple coin amusement machines.

If passed, the new taxes will become effective October 1. Fines from \$25 to \$100 for not paying the levies promptly are provided in the proposed ordinance, with a maximum jail sentence of 30 days for refusal to pay such fines.

It's HOT! The most efficient profit-making hot nut machine.

## The "CHALLENGER"

3 MACHINES IN ONE!

- Attractive appearance
- Better locations
- Highly polished finish
- Flasher, "Hot Mix Nuts"
- Always in operation
- Bigger profits. You can operate as follows: 5-5-5, 10-10-10, 5-10-5, 10-5-10
- Reversible slots make this possible
- Heating units in all 3 compartments
- Easy operation!
- 3-way vending means 3-way profits!

Be Smart the "Challenger" Way  
Write for Illustrations.

**TROPICAL TRADING CO.**  
716 W. Madison St. Chicago 6, Ill.

**Victor's  
Sensational  
New Custom-  
Built  
UNIVERSAL**

Successful Operators Buy  
Good Merchandise.  
When You Buy Merchandise  
Vending,  
Buy The Best!  
Write for Complete  
Details and Prices.  
Manufactured by

**VICTOR  
VENDING CORP.**  
5701-13  
W. Grand Ave.  
Chicago 39, Ill.

**METAL PLATED  
CHARMS**

In bright gold and silver finish

Metal Plated Charms, Series #1	Per M
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50

**SAMUEL EPPY & CO., INC.**  
WORLD'S LARGEST  
CHARM MANUFACTURER  
113-08 101st Ave.  
RICHMOND HILL 19, L. I., N. Y.

## Leon Silver To Mfr. 2 Bulk Candy Items

SAN FRANCISCO, July 10.—Specialization in vending machine merchandise and a complete line of candies was announced this week by Leon (Hi-Ho) Silver here. He plans to manufacture jelly beans and candy corn in a hard-shelled form, with ball gum and a fruit mix also carried.

His present line includes mints, coffee buttons and similar items.

NEW YORK, July 10.—Diamond Match Company will occupy the entire sixth floor of the Chanin Building here this fall, President Robert Fairburn announced this week. Covering about 24,000 square feet new space will make possible consolidation of four of the firm's five offices here. These include the general offices; Timber and Lumber Division; E-F-D Division, and the public relations department. Branch sales office here will remain separate.

## Telecoin Intros Gas Tumble Dryer

NEW YORK, July 10.—A new gas-operated tumble dryer which takes a multiple load of wet clothing and is designed for use by commercial laundrette stores was introduced by the Telecoin Corporation at a special two-day showing at the firm's offices here Thursday and Friday (8-9).

Incorporating several novel features, the new dryer may be used either with an extractor or by itself as a drying unit. Used individually, the Telecoin tumble dryer dries up to three washer loads of wet clothes in 12 to 15 minutes. If used in conjunction with an extractor, which damp-dries clothing, garments can be dried in about half that time, Telecoin officials claimed.

Its 18 by 36-inch tumbling basket is made of thermo-welded stainless steel, which dissipates heat more quickly than iron, thus preventing scorching of clothes. The utilization of stainless steel also precludes the possibility of rust spots and tears. The device's built-in lint trap is accessible from the front.

Safety features of the dryer keep the temperature below 320 degrees F. and provide for the automatic shut-off of the gas, including the pilot, should failure of flame occur. A timer may be set for special types of materials, keeping the dryer operative for long or short periods. It stops automatically at the end of the time cycle.

Telecoin's tumble dryer has a baked enamel finish, and its door opens with refrigerator-type fastenings and hinges. It stands 69 inches high, is 37 inches wide and 33 inches deep, requiring little more floor space than the average home dryer. It can be operated on either manufactured, natural, mixed or bottled gas.

**VICTOR'S  
MODEL V**

The Operator's Choice  
is Model V, as it  
correctly vends ALL  
BULK MOSE...  
Charms, Peanut  
Candy and Ball Gum.  
No additional parts  
necessary.  
Write us NOW for  
detailed information  
and prices.  
A Product of  
**VICTOR  
VENDING CORP.**  
5701-13 Grand Ave.  
Chicago 39

**ALL VICTOR MACHINES**  
recommended and sold on  
**TORR TIME PAYMENT PLAN**  
Pay for same in 16 weekly payments  
**WRITE FOR DETAILS**

**RAIN-BLO BUBBLE BALL GUM**  
Packed 25 Lb. to Carton

140 Count 5/8th	29¢ Lb.
170 Count 1/2"	29¢ Lb.
210 Count 3/8th	29¢ Lb.

Freight paid on 100 lbs. or over

Pistachios, Large Red, 60 Lb. Ctn.	75¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn.	60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn.	27¢ Lb.
Spanish Peanuts, 30 Lb. Ctn.	21¢ Lb.
Licorice Gums, 775 Ct., 37 Lb. Ctn.	29¢ Lb.
Jawbreakers, 575 Ct., 34 Lb. Ctn.	22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn.	30¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn.	25¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctn.	24 1/2¢ Lb.

**FULL CASH WITH ORDER**

**ROY TORR** LANSDOWNE  
PENNA.

**CLASSY 5c GUM VENDERS**  
Send for Sample @ \$42.50 Each  
F. O. B. Oakland  
Lots of Ten @ \$37.50 Each.  
**W. J. PRYOR**  
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## FACTS YOU SHOULD KNOW ABOUT VENDING

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WRITE: ROLAND SEE, Sales Mgr., LEON "HI-HO" SILVER, INC., 760 HAYES ST., SAN FRANCISCO 2, CALIF.

**Artic Vendor Sales Begins Delivery of New Ice Cream Mch.**

APPLETON, Wis., July 10.—Artic Vendor Sales Company here began initial delivery of its new ice cream bar vender this week, with a production goal of 1,000 machines for the balance of this year, firm official Gordon W. Haase announced today (10). Called Artic Vendor, machine sells for \$550 f.o.b. and features a patented plastic dispensing rack that remains frost free.

Standing 60 inches high, 36 inches wide by 24 inches deep, cabinet is finished in white enamel and provides an illuminated panel to carry the brand name. Holds 150 bars, with or without stick. Coils are built in the walls, and cooling is effected with a one-quarter horsepower unit with a thermostatic expansion valve and a temperature control. Delivery is automatic, requiring the dropping of a coin to actuate a relay which starts a small motor which dispenses the bar. A National coin changer is standard equipment, permitting use of a dime, two nickels or a quarter.

Firm has had an experimental model on test over the last six months, officials state, and recently started the production line rolling after the pilot vender proved successful. Machine was developed by Lloyd D. Merkl and Haase. Latter is also active in the ice cream business.

Artic Vendor Sales has its own sales organization and sells the vender direct to operator, thus acting as its own national distributor. A national sales organization is expected to be fully set up by early September. Purchase of machines does not include exclusive territory agreements or franchises, Haase said.

**Supplies In Brief**

**Sugar Distribution**

WASHINGTON, July 10.—Sugar distribution for the week ended June 26 was 174,731 tons as compared with 178,363 tons during the previous seven-day period, Agriculture Department announced this week.

Total distribution from the first of the year thru June 26 was 3,082,598 tons, a slight decline from the 3,301,509 tons distributed during the same period in 1947.

**Grain Production Off**

WASHINGTON, July 10.—Production of dried grains for brewer and distiller use fell off slightly in May, Agriculture Department disclosed this week. Some 17,000 tons of grain for beer was processed, a decline of 2,000 tons from the previous month. Distiller grain produced in May amounted to 35,600 tons as compared with 36,500 tons in April.

**Ice Cream Mix-Up**

WASHINGTON, July 10.—Misrepresentation in the leasing of machinery and sale of supplies used in the making of variegated ice cream was charged by Federal Trade Commission (FTC) this week in a complaint issued against Joe Lowe Corporation, New York.

FTC challenged the company's rep-

**Ag. Dept. Foresees Upped Demand for Vending Mch. Items**

WASHINGTON, July 10. — High level activity in industry and business is supporting strong consumer demand for vending machine products, according to the current issue of *Agricultural Outlook Digest*, published by Agriculture Department. With unemployment down to 1.3 millions, the lowest in any month this year, and consumer incomes being upped by "third-round wage increases," consumer demand is slated to remain strong, according to Agriculture.

Consumer expenditures the first quarter of this year were at an annual rate of 173 billion dollars, almost one billion larger than in the first quarter of 1947, stated Agriculture. While this increase was the smallest since the war's end and indicated a flattening in consumer demand, Agriculture Department points out that "estimates of the gross national product for the second quarter of 1948 will probably show that additions to consumer income thru income tax reductions and substantial wage increases resulted in a higher rate of consumer expenditures." Sales at department stores (seasonally adjusted) reached a new post-war peak in May. Gross private domestic investment and government expenditures have increased sharply.

Price trends, according to Agriculture Department, are likely to continue upward toward the peak which had been reached last January. Prices of farm commodities used in vending trade will probably continue high despite the fact that crop prospects indicate another year of heavy production, according to Agriculture's interpretation. Chief reason for the higher prices amidst increased production is the continued soaring demand for products both in U. S. and for shipments abroad under the European Recovery Program.

**10,000 More Towns Get Electricity in Past Year Thru REA**

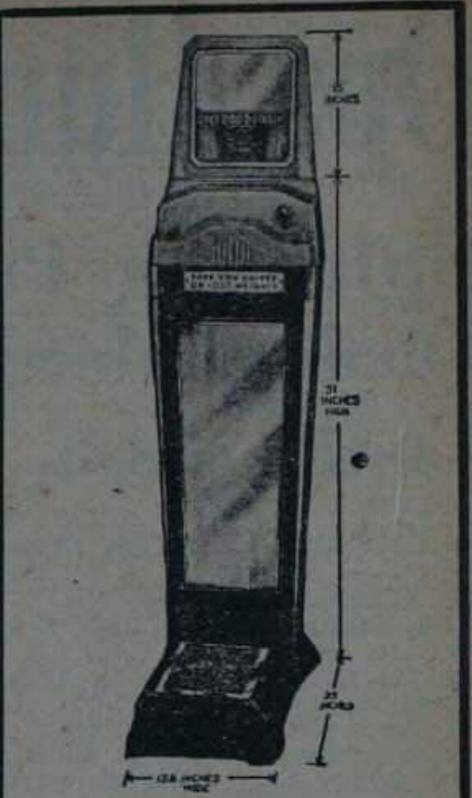
WASHINGTON, July 10.—Electricity was made available to 396,000 rural consumers during the 1947 fiscal year, Rural Electrification Administration (REA) said this week. Some 10,000 small communities put in power lines for the first time—financed by REA loans.

With many of the communities large enough to support general stores, taverns and filling stations, these towns have become potential customers for coin machines now that electrical connections are available for such devices.

Power distributed by financed lines increased over 40 per cent over the 1947 year, and REA anticipates that this record will be surpassed during the current fiscal year. Total loans approved amounted to \$313,008,860. According to the agency, loans for new power lines were made to communities in 29 of the 48 States.

representations that it was the first to create variegated ice cream and that it is the holder of basic patents on the product. FTC also complained about the method of leasing machines for the production of the confectionery, saying that Lowe required the lessee to use only its supplies in the freezer. Effect of the various practices "has been to divert trade unfairly from competitors," FTC alleged.

Variegated ice cream, FTC said, is a mixture of different ice cream ingredients, each having its own distinctive flavor and coloring.



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Depth, 25 in. Sign, 15 in.  
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FREE! If you want a profitable, constantly growing Cash Business of your own, write quick for full information on SILVER-KING vendors. Don't delay. Drop a penny Post Card in the mail today to SILVER-KING, 622 Diversey Parkway, Dept. BB-1, Chicago 14, Ill.

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# Ops Hunt Answers to \$64 Query

## Spiraling Prices, Record Quality, More Distrib-Mfg. Co-Op, Assn. Aid Stressed

Volume 5-Cent Play Seen One Important Objective

(Continued from page 100)

"One thing with the older type pick-ups, most records don't play over 20 times. An operator loses money on that with a 50-50 cut. Vinylite records would help, but the record companies would be cutting their profits and (therefore) won't put them out.

"The answer, I believe, is more plays for a quarter or a \$10 top from every location. It's the operator's fault that conditions are the way they are. Jumping spots and buying new phonographs for nothing down and making monthly payments out of a supposedly average take which is also supposed to leave enough left over to take some money home just won't work. If these operators were business men they wouldn't be overloaded with high-priced equipment which was offered to them at reasonable rates (installments). A lot of greedy operators bought new equipment to bump an operator with older equipment. I've talked to a few of these 'smart' operators who didn't figure depreciation, etc. If a machine made \$10 a week, it was all profit except for the record cost. All over the country business men are going broke because people are greedy for the other fellow's money.

"I have another suggestion which is more complicated," said Fisher.

### Ops Incorporate

"All the operators in a given town might incorporate their businesses. Each operator would take care of his own route as he has been doing. The corporation would have servicemen to take care of repair calls which, in turn, would give an operator more free time.

"The corporation would set minimum operating conditions, such as commissions to the locations. An operator having \$10,000 worth of present market value equipment would be given 100 preferred shares. His income, or operating charges, would be 50 per cent of his gross from collections. The corporation would buy all records and make them available from a central office with a brand burned into the nameplate advising that it (the record) was corporation property. This would prevent outside selling. The operator would return those records not used or being changed to the office for new records. Parts and supplies would also be furnished by the corporation.

"This idea might sound a bit rough, but it could be smoothed out if enough honest operators were interested."

### Finale Coming

In next week's issue of *The Billboard* will be presented the third and final series of interviews with operators from various parts of the United States regarding their opinions on the all-important question: "How can you—the operator—increase your juke box income today?"

Should any operators be interested, Fisher says he'd be glad to discuss the corporation idea in greater detail with them.

### The Distaff Side

Mrs. Zonnie Dabney, owner of the Dabney Music Company, Lancaster, S. C., says she's just a small operator, but some of her ideas and methods of operation have definitely paid off in increased gross revenues. Mrs. Dabney says:

"Being a woman operator and a  
(See OPS POSE on page 108)

## MGA Ties in Title Strips With Honor Roll of Hits

NEWARK, N. J., July 10.—The Music Guild of America (MGA) will shortly supply its members with free printed title strips of leading tunes, based on *The Billboard's* Honor Roll of Hits, Dick Steinberg, MGA executive director, announced this week.

The new service, due to start within 10 days, is designed to improve the appearance of title strip panels, eliminate hand-written strips, at least for top tunes, and help direct the attention of location patrons to juke box records.

With title strips for leading numbers issued to operator members of the association weekly as they reach Honor Roll of Hits classification no attempt will be made to influence the purchase by operators of any particular pressing, said Steinberg. Space will be provided on each title strip for adding the artist's name. However, those strips which list numbers also carried on current Hit Parade posters may be printed in heavier type, he said. A number of MGA members subscribe to the Hit Parade service and display posters, supplied monthly, on their machines as a point-of-sale promotion.

The free strips are part of MGA's campaign to up the take of operators in Northern New Jersey by better servicing and more attractive maintenance of music equipment.

## York Juke Box Taxes Off 60%

YORK, Pa., July 10.—Income from York's city tax of \$5 a year on juke boxes yielded only 40 per cent of estimates to the close of the fiscal year June 30.

City officials had anticipated revenue of \$1,200 from the music box tax; got \$470 instead.

Receiver of Taxes Herman W. Klinedinst said distributors of juke boxes report that many locations have been abandoned under the new tax because operations were no longer profitable.

## Ops Suggest \$\$ Remedies

Among the ideas advanced by operators to increase the income on music machines in the adjoining story are the following, presented herewith in capsule form. For more details, read the story—the solution to your problem may be included:

1. **Six-Plays-for-a-Quarter.** An idea that is growing in popularity in various parts of the country, but one presenting a problem of coin-chute conversion.
2. **Improving the Quality of Records.** This is a major complaint with most operators, and one which has sent supply costs soaring.
3. **Increased, or Revised, Commission Schedules.** In some parts of the country operators have been able to get better commission breaks with their locations. See how it's accomplished in the adjoining columns.
4. **On-Location Promotion.** One operator has a novel plan whereby a member of the location's staff is used to hypo play.
5. **An Operators' Corporation.** Still in its embryonic stages, this idea may be the answer for all ops in a given area.
6. **Record Charge.** Wherein the location is charged for new records, the charge coming out of the gross before the commission split.
7. **Lower-Prices Equipment.** Another major complaint voiced by operators, both big and small.
8. **Association Strength.** One community found its operators banding together to get their commissions increased and to eliminate unfair practices.

### Heil Juke

BERLIN, July 10.—An Associated Press dispatch from here reports that the American juke box is blaring its way into the hearts of youthful Germany. Prior to the late war, there wasn't a juke box in all of Germany. Today they are standard fixtures in every army restaurant in the U. S. zone of Germany and Berlin.

According to story, German youngsters go for hillbilly records on the machines, claiming they remind the listeners of German folk tunes. Such tunes as *Ain't Nobody Here But Us Chickens*, *Disc Jockey Jump* and *Beale Street Mama*, featured in the juke box at the Cup and Saucer in Giessen, for example, don't go over as well because the German youngsters don't understand them, but they thought the music had "plenty of bounce."

## King Offers Operators 5% Return Deal

Only Given Dealers in Past

CINCINNATI, July 10.—In a move never before offered operators of juke boxes, King Records, Inc., this week revealed that the firm is now granting the same 5 per cent return privilege to ops that was formerly extended only to dealers. The return privilege will be retroactive to July 1, according to King officials, and will end December 31, 1948, for the six-month period.

An example of the workings of the 5 per cent return privilege now being made available to ops, is as follows: An operator with 200 juke boxes purchases \$1,000 worth of King records over a period of six months. As soon as the operator receives authorization for his 5 per cent return privilege, he can send the records to the firm \$50 worth of unused King records, and will receive in turn a credit invoice for \$50 which can be used at his local outlet for the purchase of more new records.

### Current Practices

Just how much the 5 per cent return will mean to the operators cannot be forecast at this time. Many operators now resell their new but unused records to specialized dealers for approximately 16 to 18 cents apiece, with the records, in turn, being offered to the public thru large chain variety and 5 and 10-cent stores at prices ranging from four records for \$1 to 39 cents apiece. Whether the 5 per cent return will more than offset the current resale practice cannot be determined until an actual return privilege credit is given.

With only King now offering operators the return privilege, it was estimated that most operators buying that firm's products would test the return privilege for the current six-month period to see that the difference in resale revenue would mean. However, with double bookkeeping involved, some operators said they would probably not take advantage of the return privilege unless it becomes uniform with all record manufacturers.

## Aireon Hopeful As Reorg Plan Hearing Goes On

KANSAS CITY, Kan., July 10.—The Aireon Manufacturing Corporation, represented by Harry Miller Jr. and Harold Pearson, trustees (the latter is also president of the firm) appeared in federal bankruptcy court here Thursday (8) to present the second half of its reorganization plan to the court. At the completion of the presentation, Pearson reports progress was being made, but the outcome of the hearing could not be foreseen. Following the Thursday session, Judge Mullath continued the hearing until today, at which time the Securities Exchange Commission (SEC) was to start presenting its findings. The SEC, it was learned, is continuing with its plan to have  
(See AIREON HOPEFUL, page 100)

ADVANCE RECORD RELEASES

POPULAR

- (Continued from page 37)
- Souvenir, Volume III, Album (4-10")
  - Ink Spots . . . Decca A-687
  - Do You Feel That Way, Too? . . . Decca 24111
  - Either It's Love or It Isn't . . . Decca 23697
  - Home Is Where the Heart Is . . . Decca 24192
  - I Get the Blues When It Rains . . . Decca 23897
  - I Want To Thank Your Folks . . . Decca 23851
  - I Wasn't Meant For Love . . . Decca 23851
  - Information, Please . . . Decca 24111
  - Sincerely Yours . . . Decca 24192
  - Talking To Myself About You
  - J. Paris-R. Cane (My Fair) Victor 20-2992
  - The Tourist Trade
  - The Charlotteers (Run, Run) Columbia 38261
  - The Moon Was Yellow (L'Amour Llamas) E. Heywood Trio (The Way) Victor 20-2981
  - The Old Rockin' Chair
  - The Knapp Family (Polka Swingaroo) Your 1061
  - The Way You Look Tonight
  - E. Heywood Trio (The Moon) Victor 20-2981
  - Theme Song Album (4-10")
  - Victor PT 17
  - I'm Getting Sentimental Over You—T. Dorsey . . . Victor 20-2932
  - Kaye's Melody—S. Kaye . . . Victor 20-2935
  - Moonlight Serenade—T. Beneke . . . Victor 20-2932
  - My Promise To You—L. Green . . . Victor 20-2935
  - Racing With the Moon—V. Monroe . . . Victor 20-2933
  - Tchaikovsky's Piano Concerto No. 1—P. Martin . . . Victor 20-2933
  - The Waltz You Saved For Me—W. King . . . Victor 20-2934
  - Twilight Time—The Three Suns . . . Victor 20-2934
  - There's Music in the Land
  - A. Mooney (Chillicothe, Ohio) MGM 10230
  - This Is the Moment
  - D. Shore (Love That) Columbia 38260
  - Tico-Tico
  - L. Monti's Tu Tones (I Still) Aristocrat 505
  - Till You Decide
  - B. Hayward-A. Schrader (Pick Up) Black & White 894
  - To You Sweetheart, Aloha
  - W. King (Call Me) Victor 20-2900
  - Twenty-Five Chickens, Thirty-Five Cows
  - The Korn Kobblerz (I Wanna) MGM 10217
  - Two Blocks Down, Turn To the Left (On the Right Hand Side of the Street)
  - Mills Brothers (I'll Never) Decca 24473
  - Was I Wrong About Love
  - S. McCoy Ork (Lovingly Yours) Holmes Royal HRR 306
  - When Day Is Done Album (4-10")
  - L. White . . . MGM 24
  - Falling in Love With Love . . . MGM 30104
  - Frasquita Serenade . . . MGM 30103
  - Lively To Look At . . . MGM 30105
  - Make Believe . . . MGM 30105
  - One Alone . . . MGM 30104
  - Someday I'll Find You . . . MGM 30104
  - When Day Is Done . . . MGM 30103
  - Zigzuner . . . MGM 30105
  - When I Last You
  - K. Smith (Easter Parade) MGM 10220
  - Where Flamingos Fly
  - T. Roberts (Evelyn) MGM 10210
  - You're Really Doin' Something To Me
  - The Knapp Family (My First) Your 1060

RELIGIOUS

- Amen
- St. Paul Choir of Chicago (Somebody Is) Black & White 4008
- Before This Time (Another Year)
- Harmonizers (Weep Below) King 4233
- Before This Time Another Year
- The Jubalaires (Zekiel Saw) Decca 48085
- Everytime I Feel the Spirit
- Golden West Quartet (Singin' as) Victor 20-2986
- Give the World a Smile
- The Stamps Quartet (I Just) Mercury 6117
- God Rode
- The Golden Keys Quartet (He Knows) Specialty SP 311
- Good News
- Daniel Family Quartet (It Will) Columbia 20456
- He Knows How
- The Golden Keys Quartet (God Rode) Specialty SP 311
- I Just Steal Away and Pray
- The Stamps Quartet (Give the) Mercury 6117
- He Knows How Much You Can Bear
- H. Chatman (I'm Going) Sacred 127
- \*Heavenly Gospel Train
- Heavenly Gospel Singers (Lead Me) Victor 20-3009
- I Want To Die Easy
- The Progressive Four (I'm Tired) DC-8043
- I Want To Dig a Little Deeper
- Swan's Silvertone Singers (What Could) King 4228
- I'm Going To Die With the Staff in My Hand
- H. Chatman (He Knows) Sacred 127
- I'm On My Way
- Seven Melody Men (Mother, Pray) Aristocrat 902
- I'm Tired
- The Progressive Four (I Want) DC-8043
- It Will Glory All the Time
- Daniel Family Quartet (Good News) Columbia 20456
- Jubilee
- The Oakridge Quartet (The Sunshine) Mercury 6115
- Lay Down Your Soul
- Sister R. Sharpe-S. Price Trio (Teach Me) Decca 48083
- \*Lead Me to the Rock
- Heavenly Gospel Singers (Heavenly Gospel) Victor 20-3009
- Lord I Can't Stay Away
- The McNeil Choir (Lord I) Black & White 4006
- Lord I Tried
- The McNeil Choir (Lord I) Black & White 4006
- My Heavenly Father Watches Over Me
- M. Knight-S. Price Trio (The Land) Decca 48084
- Mother, Pray for Me
- Seven Melody Men (I'm on) Aristocrat 902
- Nobody Knows No Trouble I've Seen
- Dixie Humming Birds (Wrestlin' Jacob) Apollo 183
- Over in Zion
- Deep South Boys (The Unclouded) Columbia 30131
- Singin' as I Go
- Golden West Quartet (Everytime I) Victor 20-2986
- Somebody Is Knocking
- St. Paul Choir of Chicago (Amen) Black & White 4008
- Teach Me To Be Right
- Sister R. Sharpe-S. Price Trio (Lay Down) Decca 48083
- The Land Beyond the River
- M. Knight-S. Price Trio (My Heavenly) Decca 48084
- The Unclouded Day
- Deep South Boys (Over in) Columbia 30131
- The Sunshine Special
- The Oakridge Quartet (Jubilee) Mercury 6115
- Weep Below Children
- Harmonizers (Before This) King 4233
- \*Zekiel Saw the Wheel A-Rollin'
- The Jubalaires (Before This) Decca 48085
- What Could I Do
- Swan's Silvertone Singers (I Want) King 4228
- Wrestlin' Jacob
- Dixie Humming Birds (Nobody Knows) Apollo 183
- \*Reissue.

INTERNATIONAL

- Cuckoo Bird Waltz
- L. Bashell Ork (Over the) Mercury 6118
- Kom Zigany
- L. Chabay (Gern Jab) Victor 25-4106
- Old Man's Waltz
- Six Fat Dutchmen (Adrian Polka) Victor 25-1124
- Over the Hill Polka
- L. Bashell Ork (Cuckoo Bird) Mercury 6118
- Shoof Mein Kind (Stein, My Child)
- Sandy Silvers-Cleff's Hollan-Airs (Dream, My) Miltons 8201
- The Draisal Song
- Mickey Katz Kosher Jammers (Tzatski Kozatski) Victor 25-3084
- The Hour of Parting (L'Hure Bleu)
- H. Rene Ork (Villa) Victor 25-6112
- Tzatski Kozatski
- Mickey Katz Kosher Jammers (The Draisal) Victor 25-3084
- Vilia
- H. Rene Ork (The Hour) Victor 25-6112

CLASSIC & SEMI-CLASSICAL

- Albeniz: Iberia—Book I and Book II Album (5-12")
- C. Arrau . . . Columbia MM-757
- Cornish Rhapsody, Parts I & II
- P. Green Ork . . . MGM 30078
- Dvorak: Slavonic Dances Album (3-12")
- The Cleveland Ork-G. Stell, Dir. . . Columbia MM-758
- Slavonic Dance No. 8 in G Minor, Op. 46, No. 8 . . . Columbia 12857-D
- Slavonic Dance No. 15 in C Major, Op. 72, No. 7 . . . Columbia 12857-D
- Slavonic Dance No. 1 in C Major, Op. 48, No. 1 . . . Columbia 12855-D
- Slavonic Dance No. 10 in E Minor, Op. 72, No. 2, Parts 1 and 2 . . . Columbia 12856-D
- Slavonic Dance No. 3 in A-Flat Major, Op. 48, No. 3 . . . Columbia 12855-D
- Songs of the Auvergne Album (3-12")
- M. Grey . . . Columbia MM-758
- Balleri (Shepherd's Song of Upper Auvergne) Columbia 7608-M
- 1. Bressalola (Lullaby); 2. Malurous Quo' Uno Fenne (Unhappy He Who Has a Wife) Columbia 7608-M
- 1. La Flolatre (La Pileuse); 2. L'Antunena (L'Antoine) Columbia 7608-M
- 2. L'Ais De Rats (Water From the Spring); 2. Gundi Onoren Gordas (Where Shall We Stay?); 1. Obal Din Lon Limouri (Down in Limousin) Columbia 7607-M
- 1. N'Al Paa Ien De Mio (No Friend Have I); 2. Lo Calhe (The Quail) Columbia 7608-M
- Passo Pel Prat (Viens Par La Pre) Columbia 7608-M

Arrow Distrib Reorg Finished

INDIANAPOLIS, July 10.—Paul Jock, head of the recently formed Arrow Distributing Company here, announced this week that with completion of the sale of the firm's stock issue that its reorganization is now complete. Arrow maintains headquarters in the Antlers Hotel here.

Jock, a trade veteran, handles AMI products in Indiana, exclusive of the Louisville-Evansville trading area. Arrow was appointed a music machine distributor when AMI formally introduced the Model B to its organization in May.

Everett Masterson Dies in Union, N. J.

UNION, N. J., July 10.—Everett Masterson, 47, owner of East Coast Phonograph Distributors, Elizabeth, N. J., and associated with the automatic music machine business for 25 years, died Friday (2) at his home here after a long illness. He was confined to bed for three months with a heart ailment last year and death resulted from complications of that ailment.

Masterson was a former president of the Automatic Music Association of New Jersey; held an interest in the Automatic Music Service and Peerless Distributing Company, Inc., Elizabeth; Seacoast Distributors, Inc., Newark, N. J., and was affiliated with the Master Metal Manufacturers, Inc., Newark, and the Lambermer Oil Company, Inc., Elizabeth.

He leaves his wife, Esther; two daughters, Mrs. J. Laurence Kulp,

Filben Appoints Arizona - New England Reps

CHICAGO, July 10.—Appointment of two new distributors to cover Arizona and the New England States were announced this week by William W. Rabin, president of the Filben Manufacturing Company, Inc.

Paul W. Hawkins, with headquarters in Phoenix and Tucson, will represent the firm and distribute the Filben Maestro and Mirrocle music thru-out Arizona. He will hold showings of the equipment July 20 and 21 at the Adams Hotel in Phoenix. With Rabin and Sam A. Drucker, vice-president of the National Filben Corporation, in attendance.

The Interstate Coin Machine Exchange, Springfield, Mass., has been named distributor of the Filben products in New England. W. P. Kelley, who heads the firm, has not as yet set his showing dates.

A factory showing of the Filben Maestro has been scheduled in Dallas July 29-30, with Rabin and Drucker in attendance. Following the showing distributors will be announced for that State.

Leonia, N. J.; Barbara, and a son, James, both of Union; his mother, Mrs. Mary L. Masterson, Elizabeth; a brother, Norman, Union, and two sisters, Mrs. Esther Winne and Ruth, both of Elizabeth. The two daughters and son are by his first marriage to the late Ruth Reynolds Masterson.

Services were held in Roselle, N. Y., Monday (5), with burial in Evergreen Cemetery, Elizabeth.

EXTRA DOLLARS

MODEL "A" - LARGER

MODEL "B" - SMALLER

AMI Incorporated

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# Ops Pose Problems in Hunt For Answers to \$64 Query

(Continued from page 106)  
small one at that, my opinion might not be worth too much, but I've found the best way to keep your take up consistently is to have someone in each location plugging your music—preferably the owner (in small locations) or a waitress, etc.

"We spot our best locations \$1 or \$2 per week to work with and it pays big dividends. One small street car sandwich shop which sells only soft drinks and sandwiches averages a \$50 take per week yearly, while in a big restaurant with 15 wall boxes and a phonograph the yearly average is nearer \$10 a week.

"The difference, we have discovered, is to have the managers get somebody in each location interested in selling your music.

"As to 10-cent play—phooey! We never tried it. We knew it was no good two years ago."

## Free Play Plug

From R. Vilmain, Eagle Grove, Ia., comes an idea to stimulate the thought tissues. Says Vilmain:

"How would a juke box work if, say, every fifth time a coin was dropped one or more free plays would be given? Maybe instead of having every fifth coin give a free play, it could be worked out so that every third, fourth or fifth coin would offer a free play. This way the customer wouldn't know exactly when a free play was coming up."

## Good Business Practice

An operator in Carthage, N. Y., who has 15 years of experience in the music machine business and who is now operating 60 machines as a sideline, and making money at it, offers

the following:

"Any arrangement with the customer (location owner) should be something easily understood and in line with good business practice. Avoid complications and get into nothing where you may have to back up.

"No scheme will substantially change the 5-10-25-cent play for coin-operated phonographs. The solution is elsewhere. For example, make a charge of 50 cents for each new record placed at time of routine service, this to be deducted from gross receipts ahead of commission. This lines it (the juke box) up with games which require no such recurring expense. Then, a sliding scale of commission, like that worked out by the Bell system for public telephones.

"Keep down your overhead. Limit installations to the character of the business. Let the other guy lose his shirt."

## Mfrs. Should Help

Charles W. Newkirk, Coin-operated Music Company, Parsons, Kan., believes the manufacturers should help the operators. He said:

"I think the best way to solve the problem would be to get the manufacturers of music boxes or phonographs to try to help the operators instead of working the other way.

"I operate 80 phonographs here. One manufacturer has sold two of my locations, and just last week another had two men in town going from one location to another trying to get one of them to be an operator or buy one (machine) for himself and some more for someone he might know."

## Ranch Style

SAN ANTONIO, July 10. — Bill Nickle, local Seeburg distributor, has racked up a sale for the firm's new industrial-commercial music (SICM) machine which plays 200 records. Nickle sold the unit to what is termed in these parts the "world's largest dude ranch," the Fort Clark Dude Ranch at Brackettsville, Tex. The resort covers more than 3,000 acres, and includes a swimming pool, golf course and riding. Now it also features music via the SICM system.

## Music in Lanark

H. Eisenbise, Maple City Music Company, Lanark, Ill., says his firm has tried the six-for-a-quarter play and found that it increased the take but not to the extent that the company had hoped. "Many people do not notice the small sign stating that the phonograph is set for six-play," said Eisenbise. It may be that if all operators would make the change it would become common knowledge among the customers and result in a more successful program.

"Aside from this, we can offer no suggestion for increased play unless it be to watch the expenditures more closely," concluded the Maple City music spokesman.

## More 6 Play

"We changed one juke box to six-for-a-quarter play," reported H. C. Engelhart, of the General Amusement Company, Flint, Mich., "and it took in \$7.50 in quarters instead of the regular \$1.50 per week.

"The price of juke boxes will have to be under \$500 before I will buy more," he added.

## Scarce Money

T. A. Bland, Helena, Ga., had the following observations on conditions to pass along to other operators:

"Operators aren't making as much as they should on juke box locations, but I agree with many others in saying that money is getting scarce for amusement purposes.

"If records were of better material, which I hope will soon be the case, the operators will clear a little more.

"I still prefer the 5-cent play as I have a summer resort, Jay Bird Spring, and my largest business is young people, so I don't believe the six-for-a-quarter plays will go over either. I plan to leave my machines as they are now. It increases my business to have 5-cent plays."

## Extra Play

Michael A. Ferko, an operator in Kane, Pa., was short and to the point.

"The six plays for a quarter sounds good. Prices are high today and the idea of getting an extra play may make the public feel it is getting a bargain. This may induce more quarters in the juke box.

"The dime a play is definitely out in this area."

## No Dime Play

W. E. Lewis, Lewis Novelty Company, Hot Springs, Ark., had the following to say about increasing juke box play.

"I agree, as all other operators must, that 10-cent play is no good, except, perhaps, in locations such as night clubs and where dancing is allowed. But most operators of this type of location do not feel like paying the added amusement tax.

"My idea is for the manufacturer and distributor to get the price of equipment down and in line and to help the operator to the extent where he doesn't carry the whole load of this price structure and to manage to give us a reasonable trade-in allowance on old equipment."

## Columbia Report

The Obermiller brothers are operators in Columbia, Miss. W. L. Obermiller, as the spokesman for the company, stated:

"My brother and I operate about 35 phonographs in Columbia, Mo. We have never been in favor of the 10-cent, three-for-a-quarter play because the increase was too much. It is pleasing to know that The Billboard has taken enough interest in the subject to present both sides to the operator.

"We feel that six plays for a quarter would work to our advantage on those locations where there are no wall boxes. One drawback, however, would be in adapting the existing equipment."

## Association Idea Works

A representative of the Boles Music Service Company, Springfield, Mo., passed along a solution that operators in the Springfield area worked out. He said:

"There are 12 operators in this territory. We all got together, big and small, and formed an association. In order to put teeth in it we all put up \$500 apiece. Anyone caught breaking the rules lost his \$500. Then, if he still wanted to stay in the association he had to put up another \$500.

"Machines taking in \$20 a week, according to the association rules, pay 75 per cent commission to the operator and 25 per cent to the merchant. On \$20 to \$30 weekly take, the operator takes 60 per cent and 40 per cent goes to the location. On those machines taking in more than \$30 a week, a 50-50 commission deal is used.

"By giving those spots that take in more money a 50 per cent commission you don't stand any chance of losing the top locations to outsiders. Nobody can approach anyone else's locations for a set period of time.

"If the merchant gets mad and wants to buy his own machine (we) let him buy one, but not from any of the operators in the association. You will find that when a spot buys its own machine, you will have to take it over again in a short period of time."

Offering the association idea to ops in other localities, the Boles representatives said that "after about three months of working together this way the operators can go back into competition against each other, and they will still have their association formed.

"This (association) is working out very satisfactorily in this territory. And anytime one of the operators breaks the rules, he loses his \$500, the money going to the operator offended."

## Higher Percentages

James R. Wood passes along the following ideas to fellow operators throught the country:

"Ten-cent play is not the answer to our decline in play and never can be as money is not as abundant now as during the war and even then the one play for a dime did not work.

"Higher percentage might be the answer but that is not a sure one because some locations think that they are just breaking even the way it is.

"I personally think that the most likely answer is to give the record companies a shot in the arm so as to get better records. Take the top 10 tunes that are now listed and see how long each one has been there. Most of them have been up there a month and some as long as four or five months. You and I get tired of listening to the same records over and over and the public is the same. They are always looking for something new and it is up to the record companies to give it to them—not us.

"The record companies are now tied up by Petrillo but if their bust-



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degreasing equipment. This is just one of the 6 complete series of reconditioning steps which make Shaffer guaranteed rebuilt phonographs the best buys at any price. Yet—look at these low bargain prices.

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Seeburg 146-M .....	515.00	Seeburg Regal .....	119.50
Seeburg 146-W .....	500.00	Seeburg Casino .....	109.50
Seeburg 146-S .....	490.00	Seeburg Royal .....	99.50
Seeburg H-146M Hideaway..	349.50	Rock-Ola 1422 .....	324.50
Seeburg 9800—R. C. Lotone.	249.50	Rock-Ola Super '40 .....	149.50
Seeburg 8800—R. C. Lotone.	249.50	Rock-Ola '39 Standard.....	109.50
Seeburg 9800—E. S. Lotone.	224.50	Rock-Ola Monarch .....	59.50
Seeburg 8200—R. C. Hitone.	249.50	Wurlitzer 1015 .....	375.00
Seeburg 8200—E. S. Hitone.	224.50	Wurlitzer 850 .....	199.50
Seeburg Commander—R. C. .	199.50	Wurlitzer 950 .....	199.50
Seeburg Maestro—R. C. ....	179.50	Wurlitzer 600 .....	99.50
Seeburg Commander—E. S. .	174.50	Wurlitzer 24 .....	69.50
Seeburg Maestro—E. S. ....	164.50	Wurlitzer 61, Counter Model.	69.50

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ess drops to practically nothing there will be some kind of compromise between the two and it had better be soon.

"All the operators can do is to give the public the latest records available and some of them (the new releases) are not worth the time to listen to them."

(Many operators thruout the country, in respect to selecting new records, reported they now follow The Billboard's reviews and select their new records according to their ratings in the charts.)

**Nickel Play Best**

A report from Delmar Sant reveals that he, as an operator of music equipment in small towns, is against the 10-cent play idea as a play booster. But Sant does have an idea how the juke box business might get back on its feet. He says:

"I do not believe the operators problems can be solved by the 10-cent play. In small towns and country locations we have to struggle to get people to play for a nickel. The volume would be so small with 10-cent play that we would just have to give up the business entirely.

"We have had a lot of success in selling the location owner on the idea that we must have a better percentage or guarantee and in most cases we have been able to do so.

"The only answer for better operations and more money making is for all operators to form a code in each other's territory and stop cutting each other's throats and in this way they can convince their customers they are sincere about not making money and can eventually establish a different rate of percentage with the location proprietors.

"Manufacturers and distributors could do a lot to help the operator by not selling to anyone except a registered operator instead of (selling) to anyone who wants to buy a machine. This also would help the distributors in many ways in the long run. This should apply to parts and repairs as well.

"I have often thought that the music business could be worked out as a franchise deal and allow operators a certain territory with certain standards to uphold.

"I do know that if some solution is not reached, there will be a good many operators who do not now have their feet on the ground that will be broke within the year.

"I believe that if something could be done to stimulate a greater volume of business, it would be better than any other solution. I think every other operator could survive with a larger volume of business at the same price (5-cents)."

**Jibby Says**

Jibby Fowler, owner of the Jibby Amusement Company in Winona, Miss., was another operator who was short of words, but had the six-for-a-quarter play on his mind.

"Think the best idea on the problem is the six-for-a-quarter play. In my locality I find money getting scarcer all the time."

**Pin Problem Too**

A Midwestern operator who also has a pinball route, and who asked that his name not be used, stated:

"How can you increase your income in a location when you put in new equipment from top to bottom, buy the best of records and offer the best possible service, and you don't increase your take? As a rule, after the first two weeks that the new equipment is in, you're right back where you started.

"The cost of operation, equipment, etc., is too high and the depreciation is too great. If the people don't have the extra money to spend there can be no increase in play on the machines. The cost of living is too high, and there is no overtime for workers now. The music business is where it was before the war and it is going to stay that way until there are several changes made.

"An example of the present-day situation can be seen from the following pinball machine cost and gross breakdown. This same breakdown applies to a juke box, but on a much larger scale.

"Cost: \$240; depreciation, over a six-month period, \$125. Total: \$365.

"Income: average location, \$40 per month; six-month operator gross, \$240.

"According to the above, it will still take another three months, at \$40 a month, before the operator has the machine paid for. In all, he must go nine months before he can have a cent of his own and that doesn't include service costs.

"It can't be done.  
"The same applies to juke boxes, only you have to go about two years before you have anything left over for yourself."

**New York View**

Max Schwartz, of the Manhattan Sales Company in New York, believes the nickel in his home town is on the way out. Schwartz had the following comment to make:

"The 10-cent play is out, but I believe the best solution is volume by 5-cent play in view of the fact that the nickel in New York is on the way out. Our fare (subway, bus, etc.) is now 10-cents, and if we can get the public to give us the volume on a 5-cent count, it would be a great help."

**Chute Problem**

A member of the Parver Amusement Company in Sioux Falls, S. D., believes that the elimination of the 5-cent chute is a fine idea, but the wall boxes the firm operates present a serious problem in this regard. Changing the chute to a dime (for either 1, 2 or 3 plays) or a quarter (for either five or six plays) would be a problem, financially and technically, that most operators could not solve at this time, according to the South Dakota operator.

**Aireon Hopeful As Reorg Plan Hearing Goes On**

(Continued from page 106)

the reorganization put off for a reasonable length of time until it can be seen that the future of the music machine business is stable, and that the persons charged with operating Aireon are fully cognizant of the business.

Following the presentation of the reorganization plan Thursday, a legal spokesman for the Reconstruction Finance Corporation (RFC), major creditor involved, told the court that the RFC had approved, and still approved the reorganization plan.

While Aireon officials were hopeful that the SEC would be able to complete its part in the current hearing today, a decision from the bench was not expected until sometime next week.

Should the court act favorably, the reorganization would then be referred to the SEC (as the watchdog of government-owned funds, such as is the case with RFC and Aireon) for a complete report, then would have to be referred to all security holders for their comments. After studying these answers, the court would then pass on the reorganization of the firm.

**Present Status**

At the present time Aireon is proceeding with its production of its Coronet 400 music machine, and would continue to manufacture the coin-operated equipment, as well as other types of equipment, under a new corporation.

The firm has brought out a new service manual for use by operators of the equipment which includes 100 pages bound by a blue-on-blue cover.

In a foreword, E. J. King, field service manager, explains the fact that first consideration in the book was given to presenting the information needed by servicemen in a clear, concise form thru the use of functional schematic diagrams and a care-

**Car Customers in Drive-In Can Now Play Music Machs.**

CHICAGO, July 10.—A. A. Swing Time Music Company, in adding a drive-in ice cream stop to its locations this week, made a special counter box selector installation to enable car customers to also drop coins in the juke box for their favorite tunes. Angelo Angeleri, firm head, designed the outdoor selector mounting so that it would fit into one of the small squares making up the windows of the building, mounting it on sliding rails so that it could be removed and taken indoors at night. A plug-in connection provides current.

Juke box, located in the building proper, thus catches play by outdoor patrons as well as those at the counters and booths, while the three outdoor speakers spotted on power poles at strategic spots about the building provide ample sound distribution. Location of the special selector in the window panel near the entrance makes it convenient for outdoor customers to make their tune selections.

**Lancaster, Pa., Ops Begin Paying Pin, Juke Levies**

LANCASTER, Pa., July 10.—A city tax on pinball machines and juke boxes went into effect last Thursday (1), altho the city will not enforce the tax until August 1. The tax will be \$20 per year for each pinball machine in operation and \$15 for each music machine.

The tax was levied by city council under authorization of a State law which permits cities to tax sources not taxed by the commonwealth.

ful discussion of the theory of the record changer. Also included is coverage of each component part, and a large number of pictures to identify the various parts of the unit.

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# Record Reviews

(Continued from page 35)

RATINGS  
(100 Point  
Maximum)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



POPULAR

<b>EDMUNDO ROS</b> RUMBA ORK (London 230) <i>Take It Away</i> Ros is the English Cugat; his ork and vocal are pleasing enough on the familiar samba ditty but rhythm lacks a crisp beat.	63	65	61	63
<i>The Laughing Samba</i> Novelty samba gets better beat and good Ros vocalizing.	71	73	70	70
<b>ANNE SHELTON</b> (Roy Robertson Ork) (London 236) <i>October Twilight</i> Miss Shelton's full-blown tonils make a valiant effort to make something of this new ballad.	63	64	63	62
<i>On the Painted Desert</i> Strong background music sets an exotic mood for Anne's chirping of a long, fairly attractive ballad.	71	74	70	69
<b>CYRIL STAPLETON</b> ORK-BENNY LEE (London 233) <i>The Chowder Social</i> Amusing but ordinary novelty wasted on the fine talent of singer Benny Lee.	58	58	55	60
<i>O Pedro! (Song of the Jealous Caballero)</i> (The Keynotes) More of the same—this time with the Pedro-Pancho dialect.	58	58	56	60
<b>FRANKIE LAINE</b> (Carl Fischer Ork) (Mercury 5158) <i>Hold Me</i> Laine commendably interprets the not-too-old and pretty tune.	79	81	79	77
<i>Ah, But It Happens</i> New ballad with pretty melody done in the familiar Laine warbling style.	75	75	75	75

FOLK

<b>BOB DEAN AND HIS SOUTHERN SERENADERS</b> (DC 8049) <i>I'm Shedding Tears Over You</i> Plaintive Dean piping of ordinary folk lament.	56	57	54	57
<i>The Maple on the Hill</i> (Hink and Bob Dean) Okay Hink and Dean nasal duet of fair material. Instrumental work on the dull side.	50	50	48	51
<b>ELTON BRITT</b> (The Skytoppers) (Victor 20-2952) <i>I Never Knew What It Meant to Be Lonesome</i> Restrained, romantic Britt warbling over competent Skytoppers orking.	71	72	72	70
<i>Will the Angels Let Me Play</i> Britt injects a bit of sob in delivering schmaltzy tale of a crippled lad.	78	77	77	79
<b>EDDIE DEAN</b> (The Frontiermen) (Crystal 132) <i>One Has My Name (The Other Has My Heart)</i> Dean's bary tonils do well by above average ditty. Frontiermen supply suitable soft accompaniment.	77	78	76	77
<i>Wake Me in the Morning by the Swannee River</i> Bouncy train ditty rendition with Dean mixing patter with warbling.	74	76	71	75

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



FOLK

<b>BUDDY HARRIS-LONE STAR PLAYBOYS</b> (Blue Bonnet 140) <i>Lone Star Waltz</i> All-instrumental Western waltz strictly routine.	55	55	55	55
<i>Five Foot Two, Eyes of Blue</i> Boys generate a little steam with an exuberant rendition of the old flapper tune.	61	62	60	63
<b>BENNY BROSH AND HIS TUNE RAMBLERS</b> (Blue Bonnet 139) <i>Jessie Polka</i> Lively polka instrumental featuring an excellent clarinet lead.	68	70	70	65
<i>When My Love Sleeps</i> (Benny Brosh) Polish language vocal of 3/4 time ballad. Coupling makes a good item for Slavic nabes.	69	70	72	67
<b>CARL STORY</b> (Palomino Kid) (Blue Bonnet 143) <i>I've Only Myself to Blame</i> Vocalist seems on the verge of slumber as he limps thru a tired warbling job.	30	30	30	30
<i>Everybody Wants to Be My Baby</i> A trifle livelier than flip, but still soporific.	35	35	35	35
<b>EDDIE KIRK</b> (Capitol 40127) <i>A Little White House (With You Inside)</i> Good-enough singing and instrumental work on rural ballad tune.	66	67	67	63
<i>Tomorrow the Sun Will Shine Again</i> Slow, sentimental h. b. weeper smoothly if not forcefully chanted.	63	65	65	60
<b>WALTER SCHEFF</b> (Ray Carter Quartet) (Republic 150 and 115) <i>Along the Rainbow Range</i> Smoothly chanted cowboy-on-the-trail formula ditty.	65	66	65	64
<i>The Green Hills of Montana</i> Flip tune in same formula as reverse but not quite as routine. Instrumental backing helps with Western color.	68	68	68	68
<b>GABE DRAKE AND THE HERDSMEN</b> (Republic 005 and 006) <i>Marry Me</i> A curio here: Western vocal and string group do a novelty ballad in Calypso style.	66	67	65	65
<i>Happy Birthday Polka</i> Rural polka with a lively group vocal. Might do well over the counter for birthday occasions.	71	70	75	68
<b>TEXAS JIM AND HIS LONE STAR COWBOYS</b> (Exclusive 24K) <i>Ten More Miles</i> Romping Western novelty chanted and orked with a rousing beat.	77	77	76	77
<i>Draggin' the Steel</i> Steel guitar showcase piece in the shuck-it-out vein.	71	70	70	73

RATINGS  
(100 Point  
Maximum)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



FOLK

<b>CLIF BRUNER</b> (Decca 46101) <i>Don't Make Me Blue</i> Rural, rhythmic stomper with strong hoe-down flavor.	74	75	75	73
<i>You Always Hurt the One You Love</i> Tune done in pop rather than folk styling. Hybrid treatment weakens.	66	66	65	68
<b>LEE MORSE</b> (Decca 25383) <i>Sing Me a Song of Texas</i> Yodeling, sob-throated, warbling of a 3/4 Western tune.	70	70	70	70
<i>Careless Love</i> Earthy interpretation of race standard with strong jazz instrumental backing. A natural for juke locations in South and Southwest.	78	76	73	85
<b>GEORGIA SLIM AND HIS TEXAS ROUND-UP</b> (Mercury 6112) <i>Sally Goodin</i> Monotonous fiddle featuring square dance disk-ing.	50	50	51	48
<i>Grey Eagle</i> Flip here follows format of reverse, unexciting fiddle-led instrumental.	50	50	51	48
<b>RUDY PLOCAR ORK</b> (Mercury 6111) <i>Nine o'Clock in My Own Home Town</i> Barbershop type group chanting over bouncy, undistinguished accordion featured orking.	52	53	50	53
<i>'Nuff Said Polka</i> Plocar crew shows up stronger here in merry polka etching.	62	61	60	64
<b>SMILIN' EDDIE HILL AND HIS BOYS</b> (Eddie Hill) (Apollo 182) <i>The Hem Lines Are Getting Longer</i> Pert hillbilly novelty lamenting the new look, receives gay run thru by Hill and the boys.	70	71	67	71
<i>Someday You'll Call My Name</i> Hill exhibits his tonils on a more subdued kick, framing lyric to fair folk ballad.	67	68	65	67

RACE

<b>BROWNIE MCGHEE</b> (Savoy 6551) <i>My Fault</i> Brownie talks out a race pop in husky accents, backed by a rough-and-ready small combo.	75	75	73	78
<i>Married Women Blues</i> Conventional blues theme, delivered in good-enough McGhee fashion.	68	65	68	72
<b>BILL MOORE</b> (Savoy 664) <i>Harlem Parade</i> Instrumental riff, loaded with tasteless repetitive phrases. Paul Williams' baritone sax is featured, but not to advantage as he honks, sheiks, and makes assorted unmusical noises.	38	35	35	45
<i>We're Gonna Rock</i> Flip follows same format.	38	35	35	45
<b>JIM WYNN GROOVE MASTERS</b> (Specialty SP 312) <i>Put Me Down Blues</i> (Bob Simms) Trite blues material, routine performance.	52	51	51	55
<i>Fat Meat</i> (Ted Shirley) Poor recording balance, with ork muffling vocal.	51	50	50	54

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



RACE

<b>STEVE GIBSON</b> (The Red Cops) (Mercury 8093) <i>Money Is Honey</i> Unusual version of the race standard, done in a L-A flavored stop time. Instrumental and vocal group backing have an alternately whispering and crying quality that is weirdly effective.	79	78	76	82
<i>Give Me Time</i> Dull performance of un-inspired pop tune.	63	60	60	68
<b>DINAH WASHINGTON</b> (Mercury 8095) <i>Am I Asking Too Much</i> Not much conviction as Dinah goes thru her note-bending paces.	68	66	66	73
<i>I Sold My Heart to the Junk Man</i> Tune, already a winner in race juke boxes on Exclusive gets a sterling warbling from the all-very pipes of the "Evil Gal" thrush.	80	78	78	84
<b>THE HALL SISTERS</b> (Victor 20-2953) <i>Hard Time Blues</i> Nothing much to cause stir here.	55	55	55	55
<i>A Man Could be a Wonderful Thing</i> Much belated release of a heavily recorded good novelty which is only ordinary.	58	59	58	57
<b>NELLIE LUTCHER</b> (Capitol 15148) <i>Lake Charles Boogie</i> Only Nellie's strong h.o. could make this side mean anything at all—ordinary boogie woogie with a brief vocal tease intro.	72	73	72	74
<i>Cool Water</i> Nellie handles the cowboy tune cleverly in her own distinctive style for sock results.	88	89	87	88
<b>SISTER ROSETTA THARPE</b> (Decca 48083) <i>Lay Down Your Soul</i> The sister sings the gospel stuff like nobody else; this effort hasn't the spirit she usually exhudes.	66	68	66	70
<i>Teach Me to Be Right</i> Her own and Sam Price's spiritual in boogie comes out a top Tharpe side, particularly for jukes.	82	82	79	84

INTERNATIONAL

<b>KEDVES ILONKA</b> (Kal Kedves-Emory) Hack Gypsy Ork (Standard F-15003) <i>A Kanyago Tiszpartjan (The Winding Tizna)</i> For Hungarian trade this is fine stuff; few others could appreciate; chirp sings well.	65	70	65	60
<i>A Balaton Partjan (On the Banks of Balaton)</i> Same holds true for this side which is a Hungarian dance.	67	71	66	63
<b>MEYER STEINWORTZEL</b> (Mendelsohn's Ork) (Sun 1003) <i>Zindele Meine</i> For Jewish trade. Fair tenor voiced singing, mediocre orking on a dramatic ballad.	58	65	60	50
<i>Eicho</i> In Hebrew and Yiddish, a song about the new Israel.	55	60	56	50

(Continued on page 118)

# COINMEN YOU KNOW

## Chicago:

A. Wallach, Marvel sales manager, reports the firm's new game, Parade, is catching on with ops, particularly in Eastern cities, a territory which Wallach just covered. He is forced to spend the Independence Day week-end in the city when unable to get reservations at a Wisconsin resort. . . . Ted Rubenstein, who seems to thrive on hot weather, is greeting visiting coinmen with a smile. . . . Many of the area's vending game manufacturing firms are observing group vacations this week with virtually all who closed shop leaving skeleton crews to handle shipping and emergency orders.

Phil Rubey, partner with Bruno Kogek of Mid States Distributing, looks for an upswing in amusement game field within a short time, followed by a sudden surge in September. . . . Joe Schwartz, head of National Coin Machine Exchange, says resort business is showing a definite pick-up right now. . . . He says anybody singing the blues now should be digging in a little harder instead of complaining. . . . Jimmy Martin, next door business neighbor to Schwartz on Diversey Boulevard, is set to spread his wings in the form of a coin machine manufacturing venture. George Solar, sales manager for Martin, was called to the hospital suddenly Tuesday (6) morning when his dad became seriously ill just prior to being released from the hospital. . . . Wally Fink, just back from an extensive trip thru the Midwest, reports improved trade over his run of a few weeks ago.

Wilwaukee Avenue is becoming a hotbed for coinmen in the Windy City. Along those with headquarters on picturesque avenue are Automatic Phonograph Distributors, Self Service Laundries, Empire Coin Machine Exchange, Mid-State Distributing and the Jack Nelson Company. A contributor of U-Need-A cigarette venders is in the act of moving to a new coin row. . . . John E. Nelson, production manager of Baker Novelty Company, flew to the West last for his vacation. He plans to visit Reno, Las Vegas and Hollywood before returning.

Atlas Music Company is becoming vacation conscious these days. Nate Weinstein has scheduled his time off for the second and third weeks in August; Joe Kline and Harold Schwartz for the first week in July and the first in August. All three boys are heading Wisconsin way. Joe Kline is hitting the roads in Illinois again this week. Atlas held its annual picnic over the fourth. About 200 attended, including employees, their families and friends. . . . Nate says the ball game was a pip; sales department won out over the

(See Chicago on page 112)

## Philadelphia:

Charlie Hannum, business manager of the local music operators' association, among those attending the reception staged by Joe Nanni, Capitol Records branch manager, for Joe Clifford. . . . Condolences extended to Harry Shor, head of Mutual Music Company, on the death of his uncle, Mel Shor. . . . Music operators are picking the Irving Berlin music in their machines, tying in with the opening of the Easter Parade movie.

Application for a business certificate under the State's fictitious or assumed name business law listed Harry Block, Byron S. Block and Alfred Block as owners of the Block Marble Company. . . . Publicity is paying off here as a result of the widespread use in neighborhood newspapers of a picture and story of Dave Gottlieb, as president of AMI, sponsoring a new fund-raising

(See Philadelphia on page 114)

## Cincinnati:

The Automatic Phonograph Owners' Association (APOA) has added another name to its list of members. Newest addition is Walter Deutsch, who was approved by the board of directors at their last meeting. Richard Stillmaker, who operates the Stillmaker Amusement Company, has made application for membership and his application will be acted on at the next regular meeting to be held July 13. . . . The APOA will also hold a regular membership meeting July 13 at Hotel Gibson.

Phil Ostand, who operates the K & O Music Company, has purchased the route of Al Chasson, who operated the Victory Amusement Company here. . . . Orin and Al Autenrieb, associated with Bigner, Inc., are on a vacation. They will visit Washington. . . . Also on a vacation are Elmer Meyer and wife, who have gone to Indian Lake at Russell's Point, O.

## Indianapolis:

Mrs. Blanche Janes, head of Janes Music Company, spent the week-end at Wisconsin Dells. . . . The Music Operators' Association of Indiana held its regular monthly meeting July 7 in the Indianapolis Athletic Club. . . . William Bolles, advertising manager, Packard Manufacturing Company, visited operators in Alabama, Tennessee and Mississippi during the past week. . . . James Riley, collector at Janes Music Company, is spending his vacation with an aviator friend, and it's mostly in the air. . . . Sen. Homer E. Capehart, of Packard Manufacturing Company, will make two addresses July 22 in Vincennes, Ind., during the rededication week program. He will speak at a farmers' field day on the George Wells farm in Steen Township just before noon, and in the evening he will address a civic and fraternal sponsored meeting in Gregg Park.

(See Indianapolis on page 114)

## New York:

Nat Goros, of Commercial Amusement Service, finally had his new car delivered last week, a bright yellow Oldsmobile convertible. . . . A common sight these hot humid days are the crowds which gang up on soft drink cup venders. It's not at all uncommon for 10 or more perspiring New Yorkers to wait patiently in line before the cup machines for a cool drink.

Lou Morenberg, of Moray Music, has just left for Florida. He will remain away from his juke box route at least three weeks. . . . Among the many music men who spent the Fourth of July week-end in the country were Charlie Bernoff, Bennie Linn and Lou Falkin, of Regal Music, and Mac Pollay, of United Phonograph Service. The foursome went to a resort in Kiamesha Lake.

Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation, has announced the appointment of Herman Saxon, of Charlotte, N. C., as Southern representative for the sale of C-Eight Laboratories' console cigarette vender, the Electro. . . . Abe Benjamin, president of the Massage-o-Mat Company, was in Chicago last week on biz.

Max Levine, Scientific Machine proxy, found work at a standstill as he inspected his large plant this week. All but a few of his employees were on a mass vacation. . . . Bernie Berman, of Chicago's State Vending, visited with friends on coin row this week during a biz trip.

Bert Lane and Harry Rosen, Seaboard New York Corporation executives, spent most of last week in Chicago on business. . . . Eddie Lane is no longer connected with Seaboard. . . . Broadway's Playland Arcade had some of its machines roped off from play for several days last week to keep customers off the freshly painted floor. A different section was painted each night until the job was done.

Jack Cross, of Telecoin Corporation, reports that his firm's coin-operated pure juice vender, Tele-Juice, will be

(See New York on page 113)

## Los Angeles:

Jack Gutshall, of Jack Gutshall Distributing Company, back from a business trip to San Diego and then to San Luis Obispo. . . . Stan Rouso, Stoner representative, back from a San Francisco trip. . . . Preston Jarrell back at his desk at Weymouth Service following a long illness. Al Weymouth talking up the Vendall line which he recently took over in this territory.

Leon (Hi Ho) Silver in town from San Francisco and visiting the local spots with Eddie Hoar, of Van Ness Music. . . . M. M. Holmes, of Valley Vendors in Glendale, making a stop on Pico at Badger Sales Company. . . . Charles Schoenfeld in town from Santa Monica. . . . Russ Darbo, of Alhambra, planning to expand his route. . . . M. I. Slater, president of Western Vending Machine Operators' Association, recently attended his daughter's graduation at City College here. His son is specializing in photography and is studying under Fred Archer, FMFA.

Emil Nelsen, of Crestline, a Pico shopper. . . . H. J. Abarr, vending machine operator, recuperating from a recent illness. . . . Ivan Wilcox, of Visalia, a coin row shopper. . . . Aubrey Stemler returned from a business trip to Kansas City. . . . Fred Gaunt, of General Music, back at his desk following a brief illness. . . . Downey was represented on coin row by M. V. Connor, L. D. Smith and John McGee, all of that town.

## Turning Back the Clock

### 10 Years Ago This Week

July 9, 1938.—D. Gottlieb & Company announced its new game, Five Star Reserve, this week. Selling for \$79.50, play field embodies the figure eight design, as in the Five Star Final, and is 22 inches wide, 44 inches long. Gottlieb said use of a resilient rubber cushion gives the ball extra bouncing action and the inclusion of two guard registers gives the operator a double check on all payouts. . . . The death this week of Louis Marshall, one of the oldest operators in Brooklyn territory, came as a shock to coinmen. Marshall, who operated coin equipment of every type, was 43 years old.

European market is being blamed for the lack of used coin machine equipment. Another reason advanced is the fact that manufacturers are turning out machines at prices that have held down large quantity purchases; with fewer machines being bought, the newer used games are becoming as scarce as hen's teeth.

On the juke tune front, Flat Foot Floogie dinking is being stressed as a coming hit for the operator. I'm Gonna Lock My Heart and Throw Away the Key is another number due for big promotional build-up and juke play, operators are being told this week. . . . I. F. Webb, vice-president in charge of Rock-Ola's phonograph division, and Fred Pray, firm's Eastern division manager, have been contacting all Eastern operators of Rock-Ola equipment the past few weeks to book their requirement for the remainder of 1938 and to assure them (operators) that there would be no midseason models to depreciate their investment in current models. Present Menarch-20 and Windsor-20 models will be continued until the next coin machine show, Webb said.

Harry J. Drollinger, veteran music operator, has sold his Dallas "Nickel-built" home and clubhouse to Bill Neplow, former juke operator in New Orleans. Drollinger built them from nickels he saved while he was operating jukes. . . . Rudolph Wurlitzer Company broke ads on its new Model 600 and Model 500 machines this week. Latter machine features a new piano keyboard multi-selector.

Genco, Inc., introduced its much heralded Grand Slam game this week. David Gensburg pointed up the new adjustable award switch which enables the operator to increase the jackpot with every 20 or 30 cents. No price was announced. Western Equipment & Supply Company, Chicago, announced its new Feed Bag

### 15 Years Ago This Week

July 8, 1933.—The Vending Machine Operators' Association of New Orleans (VMOANO) started its career this week with its 15 members agreeing to carry on business along the lines adopted by the organization. Lee Varnado was named president; J. Pace, vice-president, and J. H. Perez, secretary-treasurer. Headquarters for information about the new association are being set up at the offices of the Dixie Novelty Company, 812 Carondelet.

The Chicago Coin Machinery Company, Chicago, has changed its firm name to San-Nel Engineering Works, in compliance with the wishes of the Chicago Coin Machine Exchange. Officials feel change will be to the best interest of both companies. . . . Floyd E. Pruden, big scale operator from Oklahoma, was in Chicago this week visiting the World's Fair. Pruden says scale earnings have dropped 50 per cent or so during the last year, and "not all of it is due to the depression," he states.

Helms Vending Machine Company, Philadelphia, has introduced a new vender which dispenses a match with each cigarette for a penny. They are recommending 25 per cent commission to the location. New machine holds 100 cigarettes. . . . George Ponsler, president of Supreme Vending Company, of New Jersey, has again reduced the price of the Flash machines.

Herman Pollock, Eastern Sales & Service Company, Meriden, Conn., will distribute a new totalizer for pin games in Connecticut and vicinity. Pollock says the new device is the only totalizer on the market that automatically adds and shows complete score on one dial after each ball is played. It's called the Lone Eagle, and is made by the C & D Manufacturing Company, a Massachusetts firm. . . . J. M. Daily was elected president of the Automatic Merchandising Association of Indiana (AMAI) at the annual meeting in Indianapolis this week. E. H. Smith was named vice-president, and Martin F. Matz secretary-treasurer.

game. It features a visible registered automatic jackpot and incorporates a mystery coin chute, making it possible for a player to obtain from one to eight horses with each nickel played. It's a one-ball game that has all the features of a multiple payout table, firm's J. Johnson states.

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WHIRLAWAY (Revamp)	60.00

**CONSOLES**

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BAKER'S PACERS, D.D.	350.00
J.P. (like new)	
GALLOPING DOMINOES, Walnut	99.50
LUCKY LUCRE, Walnut	99.50
PASTIME	150.00
'38 SKILLTIME	79.50
TRIPLE ENTRY	89.50
FOUR BELLS	69.50
BONUS SUPER BELL	295.00
CLUB BELL	49.50
DRAW BELL	199.50
EVANS RACES, late, clean	495.00
HIGH HAND	59.50

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ACE BOMBER	\$150.00
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**COINMEN YOU KNOW**

**Chicago:**  
(Continued from page 111)  
bookkeeping and shop (due to Morris Ginsburg's pitching and hitting) by the narrow margin of 185 to 0! Atlas staffers say that over 25 cases of coke per week are consumed by visitors during the summer months. Treat's the thing when callers ring, they say.

During the months of July and August, Atlas will be closed on Saturdays. Hours the five-day week are from 9 a.m. to 6 p.m. All the boys here are plugging the new Juke Box Jamboree tune on the Seeburg demonstrators in the showroom. . . . Over at Automatic Phonograph Distributing Company, Phil Weisman and Mike Spagnola have spotted the Jamboree number on the new model "B" AMI floor sample. "A good plug for the music business," Mike states. Meanwhile, movement of both the new machine and the 40-selection wall box continues at a good clip, boys report.

E. J. Novak, president of Crown Implement Corporation, is looking forward to the formal introduction of the Big 4 bottle vender July 12-16 at the Bismarck Hotel. Novak says the five-day showing will be an eye-opener for coinmen. . . . Al Sebring, Bell Products Company, says reception of the new Beacon Jr. mechanical coin changer is encouraging; good news for operators on two counts—low price and fast delivery. Al states.

Jack Nelson & Company has signed up numerous barbershops over the city as shoeshine machine locations. Midwest distributor for the All American shoeshine machine, which is made for All American by Jackson Church Company, Saginaw, Mich., Nelson thus has a series of locations ready-and-waitin' for the shoeshine operator.

Monarch Coin Machine Company's bell division is still spinning along under the able direction of Carl Huppert, with the 50-cent bells continuing to be a big talking point. Clayton Nemeroff says the perk up in business was noticeable after the Fourth holiday. . . . A. Garrick Alex, Vendall Company head, reports the plant is closed this week while the employees are on vacation. It reopens Monday (12). Firm's sales manager, Bill Fuller, left Tuesday (6) on a four-day business tour thru Iowa and Nebraska. Garrick states that the theater chain operating in Iowa and Nebraska has expressed its preference for the five-column candy venders. Officials say they can place more units, when smaller, about the lobby and mezzanine than if a larger machine were used.

Bill Hemminger, Aeropoint needle, feels he's a lucky guy; his secretary, Louise Brooks, will continue on in that capacity even tho she has changed her name. She became Mrs. Don Harshman after the "I do's" were said in Northwestern University Chapel. Don is with Du Pont.

Art Weinand, Rock-Ola sales manager, is back from a two-week flying tour of the West Coast. He will be at the plant during the group vacation shutdown which runs for two weeks from July 12 thru 25, inclusive. Visitors will find him at his office during this period. Art stresses. . . . Bill Rabin, Filben's head man, is back in town after spending the last several weeks in the sale of the firm's music line.

Wayland R. Miller, vice-president and sales manager of Miller-Harris Instrument Company, was in to see ABT officials from his Milwaukee office. Miller's firm is a leader in the timer field, makes units for washers, radios and television sets, and also for most venders adaptable for coin operation. R. L. Budde, ABT's assistant to the president, will leave for a

Boston business trip this week.  
Genco's new game, Merry Widow has contact bumpers. Meyer Genabou explains that these contact bumpers have a different action from most other bumpers in that the contacts can easily seen by the player. . . . Gen Hansen, Minneapolis securities official was a coin row visitor.

Bally officials spent an unproductive Fourth of July holiday week. They worked hard trying to see increased production capacity for firm's new game, Carnival. Think that this game will do as well as its earlier counterpart, Bally serve, the hit of '38.

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**New York:**

(Continued from page 111)

demonstrated to ops next week at the Roosevelt Hotel, New Orleans; the Hotel Statler, Buffalo, and the Hotel Lennox, St. Louis. In addition to introducing the juice vender for the first time in those areas, Telecola will have detailed information on hand regarding the setting up of Launderette self-service laundry stores.

Bernard D. (Bert) Rubin, president of Sweets Company, manufacturer of Tootsie Rolls, and active in the affairs of the National Confectioners' Association, died of a heart attack Tuesday (6) at his home. He also served as chairman of the candy division for the Federation of Jewish Philanthropies and the United Jewish Appeal.

Bill Marmer, of Sicking, Inc., Cincinnati, was met at La Guardia Field Wednesday (14) by Hymie Rosenberg as he arrived in town on business. . . . Tri-Boro Enterprises, of Corona, introduced its tele-bar, a combination television receiver and electrically cooled bar, last week. . . . Hamilton Hoge, president of United States Television (UST), announced this week the appointment of J. F. Crossin as UST director of national sales.

We've had it at last—the sunny skies arcade men have been praying for. With the first really decent week-end of the season under their belts, arcade men in seashore resorts and in the Times Square area have been emptying full coin boxes. And the fine weather continued all thru the week. It's beginning to make up for the lean spring weeks, they said.

Robert Rodner, of United Automatic Vending Company, like all the other cup vender operators in town, is doing plenty of hustling to keep his machines stocked to meet the current heavy demand. But to keep his own temperature down these days he is putting away such quantities of coke that he says he is drinking away all his profits.

On a personal inspection tour to the machines he has recently installed in subway stations, Jack Pero, Spacarb sales and advertising manager, found that many people still are not accustomed to using cup venders. Some put their nickels in and just wait in front of the three-drink machine, seemingly awaiting a minor miracle. So Jack has one of his servicemen, never too far from the venders, to instruct patrons which button to press for which drink.

Hy Siegel, of Videocoin Corporation, claims he is selling plenty of videograph units, but mostly direct to locations. Music operators haven't yet caught on to the money-making possibilities of combination sets, he says. . . . Meanwhile, Al Denver, president of the Automatic Music Operators' Association and a large operator in his own right, says that the cut into juke box take by competitive free television is, if anything, becoming more severe.

After many delays, Uneeda Vendors, Inc., is readying its 10th Avenue showroom for a grand opening. Murray Wiener, his brother, bill, and Leo Willens are in charge. . . . Sol Wohlman, of Pan Coast Distributors, recently recovered from an operation, is preparing the ground for discussions with municipal authorities aimed at the licensing of certain game equipment.

Arnold Fink, top man at General Vending Corporation, will have several of his Bradley cup venders operating in subway station locations before the middle of next week. . . . Hymie Rosenberg, of H. Rosenberg & Company, is still busy shipping amusement games to out-of-town customers. He says he wishes he had more available to fill orders on hand.

**Detroit:**

Harry Wiczer, of the Wico Corporation, Chicago, was in town for a few days calling on the trade. . . . Arnold McKeown, of the King Pin Distributing Company, will be in charge of the office here for the next two weeks while Manager Hazel Richlin is vacationing. . . . J. R. Pieters, head of King Pin, has moved his family out to their summer cottage for the season.

Jerry Gillespie, of Ace Amusement Company in Flint, was a Motor City visitor. . . . Great Lakes Amusement Company at Flint is going in for shuffleboard operations in addition to their other route business. Partner Jake Kremaki, of Great Lakes, reports the new field very profitable. . . . Ely Rose, formerly a partner in the K. and R. Novelty Company, who is now running the Crest, leading Northwest section combination bowling alley and cocktail lounge, is considering returning to the coin machine field in the next few months.

James Martin, former owner of the Penobscot Club, and Joseph Louisell, who were negotiating to bring the manufacture of the Coffee Vendors of America, coffee vending machine here, have given up the project. . . . Lou Heilbronner, who operated a route of mixed nut, candy and gum venders under the name of Interstate Vending Company prior to selling the route some time ago, has been making assembled kit type television sets in connection with the Wolverine Sales Company, headed by Glen Yuille.

Hyman Shier, who used to operate the H and L Vending Company with a route of peanut and gum stores before going into service in the war, has returned to the field, switching over to cigarette machine operation with the new Modern Vending Company, in which his sister, Mrs. Lillian Kernerman, is a partner, a few doors away from his old headquarters.

William Basharrah, who heads the Maratone Record business, left town Thursday in order to take his wife to a hospital. . . . Edward Wilton, who operates Ed's Radio Shop on the East Side, has taken over management of the Jay Automatic Equipment Company, now operating a route of some 300 coin-controlled radios in local hotels. Jay and Arnold Wells and Samuel Schulman, owners of the company, make their headquarters in New York where they operate under the Wells Radio name.

Milton Fisher, Detroit attorney, is investigating the coffee-making machine field for some clients who are planning to establish an operating firm for these new machines. . . . H. C. Pike, of the Rumble City Entertainers of Rochester and Pontiac, has gone into the skate wheel manufacturing business on the side. The Pike firm operates a varied route of amusement games in Southeastern Michigan counties. Senior partner is H. J. Pike, who is the father of H. C. Pike.

A. J. Andrews, of Andrews and Company, now well under production with a new selective candy vender, is adding his own tool and die department to facilitate production and reduce costs. . . . Ernest Wooster, who has been operating amusement and music equipment for the past three months, had a grand opening for his new store at Sebewaing, Mich., under the name of the Wooster Coin Machine Company Wednesday (7). He has expanded into full scale operation in the Thumb territory. . . . Hazel Richlin, manager of the Detroit branch of King Pin Equipment Company, is wearing an engagement ring from Raymond Van Zetta, of the Michigan Consolidated Gas Company. They plan to be married December 31.

R. D. Carrithers, of Transportation Radio Company, which has been

**Buy TRADIO-ETTE**

**And Be Sure!**



WHEN you buy Tradio-ette you are buying America's No. 1 booth radio. Based on the experience of operators the country over, Tradio-ette is—dollar for dollar—the most profitable investment in the coin radio business today. It's a favorite with patrons, too.

**CHECK THESE FEATURES:**

- Exclusive trouble-free timer
- Master volume control
- Adjustable tone control
- Easy-to-read slide rule dial
- Outside coin collection

Order Now for Immediate Delivery

WRITE DEPT. A-5

**TRADIO, Inc.** ASBURY PARK NEW JERSEY

**Special!**

Chicago Coin Hockey .....\$49.50  
 Keeney Submarine ..... 49.50  
 Champion Hockey ..... 35.00  
 Scientific Batting Pr. .... 49.50  
 DeLuxe Hockey ..... 39.50

**\$5.00 Extra Crating**

**SHOOT THE BEAR RAY GUN**

Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 Deposit with order.

**\$124.50**

Complete Stock of Seeburg Ray Gun Parts. Write for List.

**SEEBURG RAY GUN**  
 Amplifiers, Motors, Rifles Repaired.

**Coinex CORPORATION**  
 1346 ROSCOE ST., CHICAGO 13, ILL.  
 GRA. 0317

Palisades Can Make Immediate Delivery of

## BALLY'S CARNIVAL

BALLY GOLD CUP, JOCKEY SPECIALS, VICTORY SPECIALS, SPECIAL ENTRIES, VICTORY DERBIES AND DRAW BELLS, EVANS WINTER BOOKS, FREE RACES, BANCTAILS AND DOMINOES. ALL PRE-WAR BALLY ONE BALLS IN PERFECT RUNNING ORDER.

A COMPLETE LIST OF NEW AND USED POST-WAR FIVE BALL PIN GAMES, MILLS AND JENNINGS SLOTS, EVANS TEN STRIKES, TALLY ROLLS AND SUPREME SKEE BALLS.

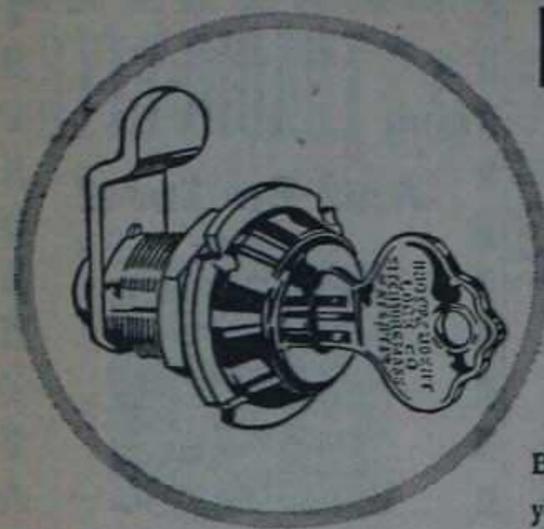
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**PALISADES SPECIALTIES COMPANY**  
 498 Anderson Avenue Cliffside Park, N. J.  
 Cliffside 6-2892  
 Only One Mile South of George Washington Bridge on 9W, Jersey Side.

**WESTERN ROUTE**

55 Units—Music, Pinballs, Pay-Outs, 14 years old, valuable locations. Ideal climate year around; pay off 18 months.

BOX D-367  
 Care The Billboard Cincinnati 22, O.



# HERCULOLOCK

means  
**HANDS OFF  
TO  
NICKEL-NAPPERS!**

By putting ILCO HERCULOLOCKS on all your coin boxes, every nickel of your take is insured. HERCULOLOCKS are always dependably tight-fisted till collection time . . . then they "give" instantly at the turn of the right key. They're the safest collection policy you can have.

No. 4750Y HERCULOLOCK. Pick-resisting design, with shark-tooth keyway. Double-sided key, wrench-proof cylinder. Extra-heavy spur washer, retaining screw and key. 90 degree cam movement. Cam bent inward—distance from head to cam 19/32 inch. Thousands of key changes.

WRITE FOR CATALOG

\*Trademark Registered

## INDEPENDENT LOCK CO., Fitchburg, Mass. ILCO

NEW YORK, 25 Warren St.  
CHICAGO, 555 W. Randolph St.  
DETROIT, 2109 Cass Ave.  
PHILADELPHIA, 508 Commerce St.

BALTIMORE, 611 Eutaw St.  
SAN FRANCISCO, 121 Second St.  
LOS ANGELES, 406 Wall St.  
SEATTLE, 568 First Avenue, South

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

IMMEDIATE DELIVERIES—ALL NEW EQUIPMENT! CALL OR WRITE FOR PRICES

Thoroughly Reconditioned Equipment Ready for Location

Ten Strike, Late . . . \$129.50	Keeney Triple Bonus \$795.00
Photomatics . . . . . 195.00	Keeney Single Bonus 325.00
Ex. Speed Bike . . . . . 189.50	Jumbo, FP or PO Comb. 98.50
Panorama . . . . . 295.00	DeLuxe Draw Balls . . 295.00
Sky Fighter . . . . . 99.50	Mills 3 Balls, Late . . 465.00
Periscope-Liberator . . 69.50	Keeney 4-Way, 5¢-25¢ 185.00

BRAND NEW  
TUMBLERS AND  
BOOMERANGS  
\$129.50  
SHOOTING STARS  
5-Ball Pin Game, \$50.00

### SPECIAL: 50c JEWEL BELLS—WRITE

Large Stock—Like New—Reconditioned and Guaranteed

MILLS BLACK CHERRYS—Orig.	MILLS GOLDEN FALLS, H. L.—Orig.	MILLS BROWN FRONTS—Orig.
5¢-10¢-25¢ 2/5 or 3/5 PO \$150.00 EA.	5¢-10¢-25¢ 2/5 or 3/5 PO \$155.00 EA.	5¢-10¢-25¢ 2/5 or 3/5 PO \$109.50 EA.

WANT TO BUY: Genco Total Rolls—Chicoin Basketball Champs—Drivemobiles.

WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Consoles, Slots, Scales, Etc.  
FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information.  
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. CABLE: MOCOIN.

No Waiting — New Games for Prompt Delivery

Gofflieb ALL BABA  
United MAJOR LEAGUE  
Genco MERRY WIDOW  
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Bally CARNIVAL  
Chicago SPINBALL  
Mills SLOTS  
Williams YANKS



### WANT TO BUY

VICTORY SPECIALS and SPECIAL ENTRIES, also LATE 5-BALL GAMES.  
Send Complete List and Prices.

Exhibit FLIPPER KITS . . . . . \$3.95 Exhibit ANTI LIFT TILTS . . . . . \$2.75



## OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.  
(Phone: Franklin 3620)



## GUARANTEED USED GAMES

We have the following Used Pin Games and Arcade Equipment in stock, ready to ship. If you can use any of this equipment, phone, write or wire us your best offer; it may be accepted.

BALERINAS, MANHATTANS, CINDERELLAS, WISCONSINS, TRADE WINDS, HAWAII, LADY ROBIN HOODS, SPECIAL ENTRIES, JOCKEY SPECIALS, NEVADAS, CAROUSELS, TRINIDAD, CATALINAS, BANJOS, SAMBAS, CARIBBEANS, HUMPTY DUMPTYS, TROPICANAS, VICTORY SPECIALS.

### NEW ORLEANS NOVELTY CO.

115 MAGAZINE ST. NEW ORLEANS, LA.  
PHONE: CANAL 5306

## COINMEN YOU KNOW

### Philadelphia:

(Continued from page 111)

campaign for cancer research on behalf of the industry.

Big Bill Rodstein, arcade operator, who belongs to more fraternal organizations than practically anybody, has just joined his 24th club. . . . Berlo Vending Company announced three new theater locations in the Hildinger Enterprises' Mayfair in Trenton, N. J.; the Crest, Woodcrest, Del., and the Warner in Wilmington, Del. . . . Jack Rentschler, Y & Y Popcorn warehouse manager, became the father of a girl, his second child. . . . At near-by Atlantic City, Boardwalk merchants were cautioned against encroaching on the walk with displays of merchandise or automatic coin machines.

Y & Y Popcorn set up a subsidiary Y & Y Supply Company for its vending business, locating the branch at 4730 Baltimore Avenue, and listing David W. Yaffe and Oscar Bregman as owners of the business. . . . The Click Tune of the Month parties, jointly sponsored by the local music operators' association, Frank Palumbo's Click nitery and The Philadelphia Daily News, have been discontinued for the summer. But not before the last round-up of youngsters selected *Rambling Rose* as the click tune for the month of July, with recordings of the song getting the No. 1 position on some 4,000 music machines in this area.

### Indianapolis:

(Continued from page 111)

H. W. Graham, sales representative, Rock-Ola phonographs, arrived Wednesday (7) and remained thru Saturday on business. . . . J. E. and Mrs. Miller, Columbus, Ind., operators, were the house guests of Mr. and Mrs. Peter Stone over the holiday weekend. . . . Samuel White Jr., of Southern Automatic Company, Seebury phonograph distributors, is spending his time calling on operators thruout the State. . . . Fred Slough, of Plymouth Novelty Company, Plymouth, Ind., is suffering with a broken wrist and bodily bruises. While taking a phonograph to the second floor of a building his holding on the machine slipped and it fell, breaking his wrist, injuring his head and face and bruising his body.

Charles Albers and James Gray have formed a partnership in Rochester, Ind., and will operate phonographs and other coin-operated devices. . . . T. A. Shry, Shry Music Company, Anderson, Ind., was on coin row buying parts and other accessories. . . . Peter Stone, head of Indiana Automatic Sales Company, entertained Indianapolis operators June 29 at a surprise party in his home on Kessler Boulevard. Pete celebrated his birthday, but the party was arranged by his wife. The affair lasted until early hours, and the guests were feted by a buffet luncheon and plenty of refreshments. However, Peter refused to disclose his age.

### Detroit:

(Continued from page 113)

developing a coin-operated radio for streetcars and buses, reports work on use of a timer developed by the company with mechanical controls—in place of electrical—for coin-operated television and laundry equipment.

Fred E. Holnagel Jr., formerly in the sheet metal business, has joined Fred E. Kircher Jr. as a partner in Quality Vendors, candy operating firm, and is taking charge of the mechanical department while Kircher runs the business side of the operation.

## METAL TYPER DISC

FOR GROETCHEN TYPERS

\$7.00 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE  
SAMPLE ON REQUEST  
MONEY BACK GUARANTEE  
1/5 With Order, Balance C. O. D.

## MAX GLASS

DISTRIBUTING COMPANY

914 DIVERSEY - CHICAGO 14, ILL.

## IMMEDIATE DELIVERY

on  
**BALLY'S SENSATIONAL  
FIVE BALL CARNIVAL  
USED EQUIPMENT**

Keeney Gold Nugget 5c-5c . . .	\$495.00
Bally Draw Balls . . . . .	189.50
Bally Deluxe Draw Balls . . . .	265.00
Keeney Super Bonus Balls . . .	265.00
Keeney Twin Super Bonus Bell 5c-5c . . . . .	450.00
Bally Triple Bells 5c-5c-25c . .	525.00
Mills Rebuilt Brown Fronts . .	99.50
Mills Rebuilt Gold Fronts . . .	125.00
Bally Jockey Specials . . . . .	410.00
Bally Special Entries . . . . .	300.00
Bally Victory Specials (Chrome Rails) . . . . .	159.50
Bally Ballerina (Brand New) . .	159.50
Humpty Dumpty . . . . .	119.50
Jennings Challenger 5c-25c . .	325.00

ONE-HALF DEPOSIT WITH ORDER  
BALLY REGIONAL DISTRIBUTORS FOR  
MARYLAND, PENNSYLVANIA, VIRGINIA  
AND DELAWARE.

## CHRIS NOVELTY CO.

1217 N. Charles St. Baltimore 1, Md.  
Phone: Vernon 4223

## 1947 EVANS TEN STRIKE

Reconditioned and Refinished. Greatest Bowling Game of Them All. Suitable for Location Operation.  
\$149.50

## Reconditioned and Refinished ALL STARS

\$279.50

Real Baseball Batting Action! Free Play or Novelty, with 5¢-10¢-25¢ slug-proof coin chute, only 6 months old—original price \$479.50.

1/5 Deposit With Order, Balance C. O. D.

## Scott-Crosse Co.

1423 Spring Garden Street  
Philadelphia, Pennsylvania  
RIttenhouse 6-7712

## NEW GAMES IN STOCK

United Major League  
Chicago Coin Spin Ball

LEHIGH SPECIALTY CO.  
1407 W. Montgomery Ave.  
Philadelphia 21, Pa.  
Phone: POPlar 5-3299

## Keeney's Bonus Bells

AA-1 CONDITION

3 Twin, 5-25 . . . . .	\$575.00
1 Single, 5 . . . . .	275.00
1 Three-Way, 5-10-25 . . . . .	875.00
1 Twin, 50-50 . . . . .	775.00

Coin Machine Service

1509 State St. Balto, Md.

# Trade Directory

Summary of trade activity for the past two weeks is condensed here in a file-to-file form as a trade service feature of The Billboard.

## New Equipment

All Baba (five ball), D. Gottlieb & Company, 1140-50 North Kostner Avenue, Chicago 51.  
 Bulk Venders (Kandy King, Nut Bowl Jr., Sweetette), Holli-Ware Manufacturing Company, 506 South Ash Avenue, Chicago.  
 Carnival (five-ball), Bally Manufacturing Company, 2640 Belmont Avenue, Chicago.  
 Hit Parade (five-ball), Marvel Manufacturing Company, 2847 Fulton Avenue, Chicago 47.  
 Ice Cream Bar Vender, Artic Vend-Mat, Inc., 624 West 26th Street, Chicago.  
 Ice Cream Bar Vender, Craig Machine Company, Inc., Danvers, Mass.  
 Major League Baseball (five-ball), United Manufacturing Company, 17 North Broadway, Chicago 40.  
 Merry Widow (five-ball), Genco Manufacturing & Sales Company, 11 North Ashland Avenue, Chicago.  
 Play Pistol, Automatic Devices, East Weymouth, Mass.  
 Record-Carrying Case, Cine Case Company, 1411 South Michigan Avenue, Chicago.

Scale, Marion Machine Tool Company, Marion, O.

Shine Easy (shoe shiner), Arnold C. Kennedy Enterprises, San Bernardino, Calif.

## New Firms

Artic Vendo-o-Mat, Inc., 624 W. 26th Street, Chicago.  
 Toombs Candy Company, First Street, Vidalia, Ga.

## Purchases

Candytown, Inc., 78 Ridge Street, New York, has purchased Top Notch Candies, Inc.

## New Addresses

Music Guild of America, 100 Astor Street, Newark, N. J.

## Personal Notices

The Association of Manufacturers of Confectionery and Chocolate has named Charles F. Haug as president; Charles R. Adelson, vice-president; Harry Lustig continues as executive secretary and treasurer.

George M. Glassgold, counsel to Coin Machine Industries, Inc., has announced his association with the new law firm, Glassgold, Holz, Schrier & Blumenthal, 7 East 44th Street, New York.

Bryan Morris, Nashville, is the president of the newly formed Georgia Coin Machine Operators' Association; L. C. Renfro, vice-president; Ed Heath, secretary, and Julian Martin, treasurer.

Kirk Mahigan has been appointed chief engineer of Eastern Engineering & Sales, Inc., Philadelphia.

Gordon Mills has resigned his position as vice-president and director of sales for Mills Industries.

The National Confectioners' Association has re-elected Philip P. Gott as president; Irvin C. Shaffer as vice-

president; W. Melville Cribbs, vice-president, and Arthur L. Stang, secretary-treasurer.

Verl L. Taylor has been elected assistant secretary of the Chase Candy Company, St. Louis.

Lowell E. Tjaden has been named a vice-president of the Chase Candy Company, St. Louis.

Automatic Enterprises has been appointed exclusive distributors west of the Mississippi River, in the Pacific Islands, and Alaska for the Van-Lite pocket lighter filling station.

James H. Martin & Company, Chicago, has been appointed Midwest distributor by Arthur D. DuGrenier, Inc., Haverhill, Mass.

The E. C. McNeil Company, Los Angeles, has been appointed West Coast distributor for the Mercury Steel Corporation, Detroit.

Joe Peskin has been appointed distributor for AMI products in Southern California.

Riddell Company, Los Angeles, has been named sales distributor for Chase Candy Company in that area.

Turner Sales Company, Huntington, W. Va., has been appointed distributor for that State by the Aireon Manufacturing Company.

World Sales, Inc., Columbus, O., has been named sole factory distributor of the new Marion scale, manufactured by the Marion Machine Tool Company, Marion, O.



**NOW \$150.00**  
**5c-10c-25c ROL-A-TOP**  
**BELLS**

The Above Prices Are Net F. O. B. Chicago

**WATLING MFG. CO.**

4650 W. Fulton St.  
 CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770  
 Cable Address "WATLINGITE," Chicago

## NEW METAL TYPER MACHINES REPAIR SERVICE PARTS AND SUPPLIES

We Rebuild Old Groetchen Typewriter Machines to Look and Operate like new.



## FINEST ALUMINUM DISCS

Plain or Colored  
 Write for Samples and Prices

**FOR TOPS IN QUALITY BUY DIRECT FROM THE MANUFACTURER**

## STANDARD SCALE CO.

1333 DUNCAN AVE., ST. LOUIS 10, MO.

## FOR SALE

- |                    |                       |
|--------------------|-----------------------|
| MELODYS \$ 89.50   | HAVANAS \$39.50       |
| GALLERINA 125.00   | MOTORS 124.50         |
| HUMPTY 89.50       | VIRGINIAS 69.50       |
| WISCONSINS 124.50  | BONANZAS 69.50        |
| TRADE WINDS 124.50 | BOWLING LEAGUES 69.50 |
| CINDERELLA 124.50  | MANHATTAN 89.50       |
| ROBIN HOODS 124.50 | TROPICANA 89.50       |
| CYCLONES 89.50     | STAR DUST 149.50      |
|                    | CARIBBEAN 119.50      |
|                    | MONTERREY 139.50      |

1/3 Certified Deposit With All Orders  
 Phone, Culver 3480

**A-1 AMUSEMENT CO.**  
 219 PENNSYLVANIA AVE.  
 ROCHESTER 9, N. Y.

## KEE BALL PARTS TEN STRIKES

We have nets, balls and all parts for Skee Ball Alleys and Ten Strike.

Send For Catalogue.

**RELIABLE PARTS CO.**  
 2512 W. Irving Pk. Rd., Chicago 18, Ill.

## Corporations Chartered

WILMINGTON, Del., July 10. — Corporation department of the secretary of State's office has issued charters to Automatic Bowling Games, Inc., capital of \$1,000; Advertising Novelty Company, Inc., with 250 shares, no par value, and Discount Corporation, latter to deal in automatic vending machines, with capital consisting of 20,000 shares of no par value stock. The three firms are located here.

LOUISVILLE, Ky., July 10.—B&B Novelty Company here has been issued a charter by the State to distribute coin-operated machines. Capital, \$60,000, with principals Robert, Bernard and Wold Berman.

HARTFORD, Conn., July 10. — A number of certificates of organization have been filed with the Connecticut Secretary of State here for coin machine and affiliated industry firms. They are:

Canada Dry Bottling Company of New Haven, Inc., Brandford, Conn. Amount paid in cash, \$15,000; president, W. L. Meffert Jr.; treasurer-secretary, V. J. Cavallaro; vice-president, James J. Dichello; directors, above and Robert Meffert.

Mission Orange Bottling Company, Wallingford, Conn.; amount paid in cash, \$3,000; president, Charles Kropa; vice-president, Stanley Pinkos; treasurer-secretary, Adeline Cucaro; directors, officers and Anna Pinkos.

Vend-o-Sales Corporation, 1233 Chapel Street, New Haven, Conn.; amount paid in cash, \$5,000; president-treasurer, H. Jeanne Martine; vice-president, Stella J. Garan; secretary, Bernard P. Kopkind; directors, same as above.

## OPERATORS Don't Miss These Low Prices

Used Pin Games in A-1 Condition

Flat Top ..... \$ 10.00	Step Up ..... \$ 24.50	Star Life ..... \$ 99.50
Grand Canyon ..... 10.00	State Fair ..... 24.50	Sea Isle ..... 99.50
Wagon Wheel ..... 10.00	Canteen ..... 24.50	Gold Mine ..... 99.50
Arizona ..... 10.00	Fast Ball ..... 24.50	Ginger ..... 89.50
Oklahoma ..... 10.00	Rio ..... 24.50	Base Ball ..... 79.50
South Seas ..... 10.00	Kilroy ..... 34.50	Maisie ..... 59.50
Spellbound ..... 24.50	Rocket ..... 34.50	Triple Action ..... 124.50
Superscore ..... 24.50	Suspense ..... 34.50	Bermuda ..... 124.50
Dynamite ..... 24.50	Playboy ..... 34.50	Leap Year ..... 124.50
Show Girl ..... 24.50	Ballyhoo ..... 34.50	Catalina ..... 124.50
Amber ..... 24.50	Havana ..... 39.50	Trade Wind ..... 149.50
Lightning ..... 24.50	Gold Ball ..... 59.50	Shanghai ..... 149.50
Super Liner ..... 24.50	Torpedo ..... 69.50	Monterrey ..... 149.50
Sea Breeze ..... 24.50	Singapore ..... 99.50	

## USED PHONOGRAPHS IN A-1 CONDITION

<b>WURLITZER</b>	
1015 ..... \$449.50	
950 ..... 200.00	
850 ..... 224.50	
750 ..... 224.50	
700 ..... 175.00	
800 ..... 200.00	
500 ..... 99.50	

## ROCK-OLA

Super ..... \$ 99.50

## SEEBURG

Vogue ..... \$ 99.50  
 Colonel ..... 99.50  
 Envoy ..... 124.50  
 Classic ..... 99.50  
 10,000 Used Records  
 Ea. .... .08

## USED SLOTS

USED 3 WEEKS  
 Mills Black Cherries,  
 25¢ ..... \$179.50

Mills Black Cherries,  
 10¢ ..... \$169.50  
 Standard Chief, 25¢ 179.50  
 Standard Chief, 5¢ 159.50

## NEW SLOTS

Standard Chief, 5¢ \$269.00  
 Standard Chief, 10¢ 279.00  
 Standard Chief, 25¢ 289.00  
 Standard Chief, 50¢ 399.00  
 Standard Chief, \$1. 599.00  
 De Luxe Challenger,  
 5¢-25¢ ..... 595.00

Phone, Write or Wire Your Order Today  
 1/3 Cash With Order, Balance C. O. D.

## F & W AMUSEMENT CO.

FRED BURKS, Owner and Manager

309 N. Gay St. Knoxville, Tennessee Phone 2-5623

## WANTED—250 STAGE DOOR CANTEENS

**\$10.00 Each**

MUST BE COMPLETE AS TO PARTS, NOT NECESSARILY WORKING  
 Ship C.O.D.—Advise Quantities

## B & B NOVELTY CO.

715-17 WEST MAIN ST.

LOUISVILLE, KY.

## IMMEDIATE DELIVERY

## HIT PARADE

## MID-STATE CO.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.  
 PHONE: DICKENS 3444

# Bargains! Bargains! Bargains!

## NEW & USED!

ALL USED EQUIPMENT IS THOROUGHLY RECONDITIONED! READY FOR LOCATION!

ALL PRICES INCLUDE CRATING—NO EXTRA CHARGES!

### MUSIC

- Wurlitzer 500 .....\$ 94.50
- Wurlitzer 600 ..... 94.50
- Wurlitzer 700 ..... 229.50
- Wurlitzer 750E ..... 289.50
- Wurlitzer 780E ..... 189.50
- Wurlitzer 800 ..... 199.50
- Wurlitzer 850 ..... 179.50
- Wurlitzer 950 ..... 189.50

All above available with crystal pick-ups & electric cancel for only \$19.75 additional. Installed.

Wurlitzer 61 Counter Model. New Trays & Stand. \$74.50

Wurlitzer 71 Counter Model. New Trays & Stand. \$99.50

Wurlitzer 81 Counter Model. New Trays & Stand. \$109.50

Counter Model available with crystal cartridge installed—only \$15.00 Additional.

- Seeburg Classic .....\$124.50
- Seeburg Commander. 99.50
- Seeburg 146S ..... 449.50
- Seeburg 146M ..... 499.50
- Seeburg 147S ..... 499.50
- Seeburg 147M ..... 549.50

Rock-Ola 1948, Model 1428 ..... 489.50

Rock-Ola 1947 Hide-away—complete with 8-5g Wall Boxes. 375.00

Rock-Ola 39 Standard, 39 De Luxe, 40 Super, 40 Master—Your choice ..... 89.50

Rock-Ola 1946, Model 1422 ..... 324.50

Rock-Ola 1947, Model 1426 ..... 374.50

AMI 1947 ..... 539.50

Aireons Super DeLuxe—entire new coin conversion on door, new Guardian accumulator, electric selector connections soldered, repainted color discs—done by factory-trained Aireon experts—\$249.50

### 9 BRAND NEW SUPER DE LUXE AIREONS

All the latest improvements, including slow-up changer, (Factory Original), Only \$329.50

New Aireon Special 12" Cinaudograph PM electro-dynamic Speakers. Impresario (round)—List Price \$42.27 Now only \$19.50

Melodeon—List Price \$52.97 Now only 24.50

Carrileon—List Price \$56.18 Now only 29.50

### USED "POP CORN SEZ" MACHINES

Thoroughly reconditioned—ready for location ..... \$109.50 ea. (In lots of 10) .. 99.50 ea.

WRITE! WIRE! PHONE!

### ROLL DOWNS

Auto Rolls, Factory Converted from Advance Rolls .....\$189.50

Total Rolls .. 64.50

Advance Rolls 124.50

Assorted Steel Ball Roll

Down Games 49.50 up

Sportsman's Roll ..... 69.50

HY-Roll ..... 149.50

### 10½ & 12½ Ft. Premier Skee Barrel Rolls, \$69.50 Ea.

### 7 Postwar Astroscopes

(10c Horoscope Vendor) Fortune Telling. Less than 1 yr. old (just like new), \$149.50 ea. \$975.00 takes lot!

### WE WILL ACCEPT TRADE-INS OF POST WAR GAMES & MUSIC!

### USED 5 BALLS

Amber .....\$ 29.50

Ballyhoo ..... 44.50

Crossfire ..... 64.50

Cyclone ..... 39.50

Dynamite ..... 39.50

Fast Ball ..... 44.50

Gold Ball ..... 44.50

Havana—new motor ..... 59.50

Hawaii ..... 94.50

Hi Rido ..... 74.50

Kilroy ..... 34.50

Mexico ..... 84.50

Mystery ..... 44.50

Nevada ..... 99.50

Rio ..... 44.50

Sea Breeze ..... 24.50

Silver Streak ..... 59.50

Smarty ..... 34.50

Spellbound ..... 29.50

Super Liner ..... 24.50

Super Score ..... 29.50

Surf Queens ..... 19.50

Suspense ..... 24.50

Torchy ..... 74.50

Tornado ..... 49.50

Cover Girl (Original Flipper Game) ..... 109.50

Lady Robin Hood (Original Flipper Game) ..... 134.50

Melody (Original Flipper Game) .. 124.50

Triple Action (Original Flipper Game) ..... 134.50

### USED 1 BALLS

Gottlieb Daily Races. \$124.50

Bally Jockey Special. 439.50

Bally Special Entry. 269.50

Bally Victory Special. 139.50

### MISCELLANEOUS

2 Packard Out-of-this-World Speakers. Ea. \$74.50

ABT Model F Target Skill—New ..... 49.50

Bat-a-Ball Jr.—Original Carton ..... 11.95

1 Electric Line-a-Basket with Stand .... 29.50

New Auxiliary Amplifiers for Pre-War Phonographs—Send us numbers of models you want them to fit.

MODEL A—Fits all Wurlitzer, Seeburg & Rock-Ola, excepting Seeburg Hi-Tone. Reg. \$59.50. Now \$29.50

MODEL B—Fits all models, including Hi-Tone. Reg. \$74.50. Now \$34.95

Counter Model Record Trays—Reg. \$20 (sold in sets of 12 only)..... Now \$9.95

Best Quality Brandt 5g Tubular Coin Wrappers (case of 24,000) ..... \$20.00

Grille Cloth, Gold or Silver, to rejuvenate your old phonograph (min. order—1 sq. yd.). Reg. \$7.00 per sq. yd. Now your cost per sq. yd. ....\$3.00

Guardian Contact Kits. List price \$8.33. Your price .....\$4.95

Pinball Collection Books, Doz. .... .95

Rebuilt Wurlitzer Phonograph Motors—All Models ..... 19.50

ABT Challengers Post-war, Used ..... 19.50

Bat-a-Ball Jr., Used.. 9.95

Kicker & Catcher, Used 12.95

Champion Basketball, Used ..... 10.95

IF YOU DON'T SEE THE PART YOU NEED WRITE—WE'VE GOT THEM ALL!

### RADIO TUBES

50% OFF!

All numbers! For any phonograph! Leading manufacturers! Offer limited to 2 weeks. What do you need?

### 19 Used Spinnet Nuf Vendors Like New—\$14.95

### NEW 5-BALLS OF ALL LEADING MANUFACTURERS. WRITE FOR PRICES!

We accept trades of postwar games and music!

½ Deposit—Balance C. O. D.

# Jos. A. Hanna To Spearhead N. Y. State Game Ops' Assn

(Continued from page 100)

broached the subject to many operators thruout the State during the past year, and while all seemed interested none of them was ready to step out and make the initial step toward organization. However, with the recent turn of events in New York, Hanna

lieve that, if it should prove successful, other State-wide groups will develop and the entire coin machine industry will be that much stronger right at the line."

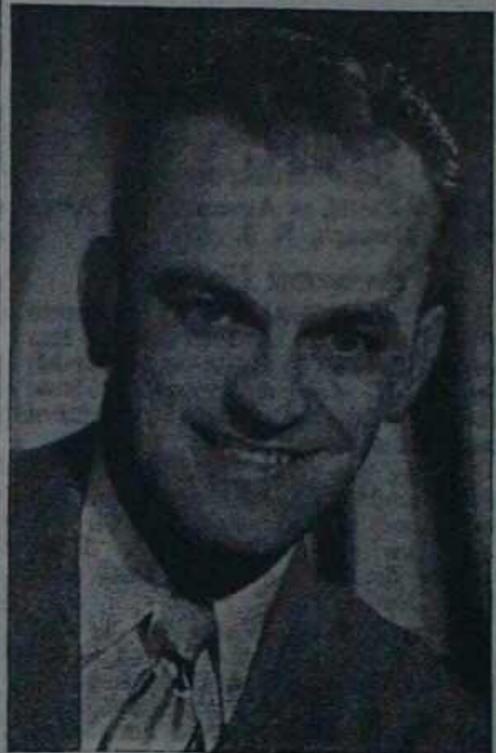
After attending Syracuse University, Hanna became an operator years ago and later a game and music distributor. During the war was repeatedly cited for leading drives, USO activities and similar worthy service activities. Since that time he has chairmanned State campaigns, Chamber of Commerce benefits and many activities for the underprivileged.

### DETROIT COIN MFR.

(Continued from page 100)

production. Manufacturing schedules have been delayed by the scarcity of carpenters to work upon the work in the machine, but Emerick anticipates that they will be able to get enough skilled personnel within the residential construction program here tapers off in the fall.

Emerick was formerly with the Detroit Detective Bureau for seven years and has a wide background in police work. He is also a justice of the peace at Wayne and operates Merry Circle Tavern, favorite West End night spot.



J. A. HANNA

said, he felt that any further delay might hurt the chances of the State association's success.

### Aims of Group

Some of the aims of the association mentioned by the Utica coinman were:

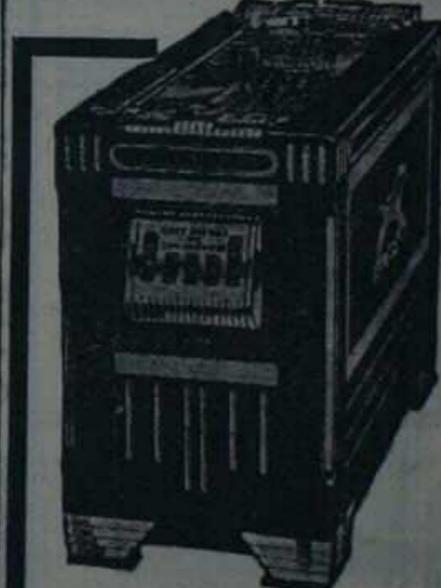
- (1) Self policing of the industry within the confines of New York.
- (2) Strict adherence to ethical practices.
- (3) A strong public relations program on the local level which would include participation in civic movements, worthy causes and complete co-operation with all ordinances regulating amusement game operation.
- (4) Full co-operation with local authorities.
- (5) Constant attempts to improve operator conditions.

Among the early developments that are scheduled to take place during the September meeting are the formation of association by-laws, the preliminary steps leading to a petition of charter from New York State, election of officers and committees.

Hanna is currently secretary-treasurer of the Utica Coin Machine Association, a group that serves not only the city's coinmen but also Oneida County, population 250,000. Headed by William Fiaschetti, president, this association includes virtually all operators in the county. Tho formed but eight months ago, it is already being pointed up as a model of organization on the local level. Since its formation, the Utica group has never had to penalize its membership for violating the association's rules and regulations which, according to Hanna, are rigid.

### CMI To Help

Hanna disclosed that CMI's legal bureau, headed by Dudley Rutenburg, has indicated that it will be available to help the New York State association in any capacity where its services are warranted. Queried on this point, Rutenburg said: "We know that Hanna's record typifies achievement, leadership and fair play. He is a credit to the industry as a whole. In offering to aid this new group which he is launching we be-



GET IN THE MONEY WITH THE NEW

### BAKERS PACERS

The Aristocrat of Consoles Galloping Horses • Flashing Odds • 7 Coin Play • Illuminated Track.

GUARANTEED! The Best Money Maker Ever Built or Your Money Back!

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# ALFRED SALES, INC.

881 Main St. (Lincoln 9106) Buffalo 3, N. Y.

Exclusive Distributor of Wurlitzer Phonographs and Accessories in Western New York and Northern Pennsylvania

### RECONDITIONED 5-BALLS

- Lady Robin Hood .....\$135.00
- Humpty Dumpty ..... 135.00
- Manhattan ..... 90.00
- Nevada ..... 79.00
- Flying Trapaz ..... 79.00
- Mexico ..... 72.00
- Hawaii ..... 69.00
- Bowling League ..... 69.00
- Torchy ..... 69.00
- Gold Ball ..... 69.00
- Co-Ed ..... 59.00
- Ranger ..... 59.00
- Flamingo ..... 59.00
- Tornado ..... 59.00
- Rocket ..... 59.00
- Lucky Star ..... 59.00
- Ballyhoo ..... 59.00
- Ginger ..... 59.00
- Broncho ..... 59.00
- Crossfire ..... 49.00
- Havana ..... 49.00
- Maisie ..... 49.00
- Marjorie ..... 49.00
- Smarty ..... 49.00
- Playboy ..... 49.00
- Honey ..... 49.00

### NEW 5-BALL EQUIPMENT

FOR IMMEDIATE DELIVERY

WRITE FOR PRICES

- Gottlieb All-Babs Bally Carnival
- United Major League Exhibit Jamboree
- Genco Mardi Gras Williams Yanks
- Chicago Coin Spinball Marvel Hit Parade

### RECONDITIONED MUSIC

- Wurlitzer 500. \$120.00
- Wurlitzer 800. 120.00
- Wurlitzer 750E. 225.00
- Wurlitzer 800. 220.00
- Wurlitzer 850. 215.00
- Wurlitzer 1015. \$485.00
- 1947 Seeburg. 499.50
- Seeburg 148-M. 460.00
- Rock-Ola 1422. 325.00
- Rock-Ola 1426. 419.00

### NATIONAL SPECIAL VALUES IN CONSOLES

- Bally Club Bells .....\$ 69.50
- Pacos Reels (Chrome Rails) ..... 49.50
- Jenn. Fastime, PO ..... 49.50
- Mills Blue Front, 25¢ ..... 100.00
- New Mills Vest Pockets ..... 65.00
- New Jennings Bells, 5¢ ..... 269.50

MEMBER CMI

# NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD.

PHONE: BUCHANAN 4460

CHICAGO 14

### COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 3/4"; Width, 12 1/2"; Depth, 12"; Weight, 43 lbs.

WRITE FOR PRICES

#### FOREIGN TRADE

This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10¢ piece.

**GROETCHEN TOOL & MFG. CORP.**  
126 N. Union Ave. Chicago 6, Ill.

### SALESMEN WANTED

To Handle Reputable Parts and Supply Line. Drawing account. Commissions paid on all business from protected territory.

Write or Wire.

**DAN GOULD ENTERPRISES, INC.**  
1500 N. Clybourn Ave., Chicago 10, Ill.

### Portable Showroom Brings Coin Machs. To Ops' Doorsteps

CHICAGO, July 10.—Jack Nelson Company introduced its showroom on wheels to coinmen in Illinois this week when a specially constructed trailer containing firm's full line of equipment hit the road. Martin J. Parker, Nelson representative for Illinois, Missouri and Indiana, will take the trailer thru those States, in that order, during the next several weeks, Jack Nelson Sr., firm head, stated.

Four major lines of coin equipment are being displayed in the trailer, with various accessories also shown. Spotlited are the Filben Maestro phonograph, Pop 'n' Hot popcorn vender, All American automatic shoe-shine machine and a representative line of Victor Vending's bulk venders. Filben's Mirrocle cabinet is also being shown.

Idea is to bring doorstep convenience to the operator located outside larger cities who would like to see new equipment but has not the time to leave his operation. All units may be operated, as in a permanent showroom, by means by a long cable which may be plugged in the operators' headquarters. Thus the operator is able to see the equipment in actual operation in his own front yard, Nelson stressed.

Trailer, which is 22 feet long and painted silver, and is identified by the Nelson name on its sides, is also the office and entertainment headquarters of Parker while en route.

### Robert W. Bell Dies in L. A.

LOS ANGELES, July 10.—Robert W. Bell, 58, partner of R. E. Smith in Automatic Enterprises, local vending machine distributing firm, died here Sunday (4) of a heart attack. Originally from Portland, Ore., Bell had been in the coin machine business for 15 years. Survived by his widow, Toni; his mother and a daughter. Burial in Los Angeles Wednesday (7).

**Chicago Coin**  
**COMING SOON!**  
**STAR-STUDED FEATURE**  
**MAIN ATTRACTION**  
**NEW**  
**5-BALL GAME**

**CHICAGO COIN MACHINE COMPANY**  
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

## Operators Information on Request

Pin Games Reconditioned and Ready for Location

Bermuda .. \$119.50	Ginger .. \$ 59.00	Playboy .. \$ 39.50	Spellbound .. \$ 20.00
Big Hit .. 17.50	Gold Ball .. 49.50	Ranger .. 59.00	Sky Raider .. 15.00
Big Time .. 87.50	Hasana .. 34.50	Rocket .. 39.50	Smarty .. 29.50
Banjo .. 149.00	Honey .. 45.00	Shew Girl .. 30.00	Tally Ho .. 82.50
Catalina .. 154.50	Hi Ride .. 75.00	Sea Isle .. 102.50	Tennessee .. 149.00
Click .. 55.00	Hawaii .. 72.50	Step-Up .. 20.00	Torchy .. 59.50
Carousel .. 42.50	Lucky Star .. 52.50	Stormy .. 130.00	Tropicana .. 110.00
Cued .. 62.50	Manhattan .. 102.50	Suspense .. 19.50	Trinidad .. 195.00
Cyclone .. 42.50	Mexico .. 79.50	Super Score .. 19.50	Trade Winds .. 150.00
Dynamite .. 22.50	Miss America .. 32.50	Sunny .. 99.50	Tornado .. 44.00
Flying Trapeze .. 75.00	Mystery .. 40.00	Starlite .. 84.50	Virginia .. 147.50
	Nevada .. 82.50	Samba .. 165.00	
		Superliner .. 24.50	

NOW DELIVERING Jamboree, Major Baseball, Merry Widow and Gold Cup.

**ROY MCGINNIS CO.**  
2011 MARYLAND AVE., BALTIMORE 16, MARYLAND • PHONE: UNIVERSITY 1800

### AUTOMATIC COIN America's Bell Machine Center

Authorized Exclusive Factory Distributor for BRAND NEW MILLS SLOTS

GUARANTEED SLOTS —Reconditioned—Refinished—Repainted

MILLS GOLD CHROME HANDLOAD J.P. 2/5 or 3/5, 5¢-10¢ or 25¢	\$129.50	MILLS 4 BELLS Late Head	\$129.50
MILLS GOLD CHROME 2/5 or 3/5, 5¢-10¢ or 25¢	\$119.50	JENNINGS 5c BRONZE CHIEF (Post-War)	\$129.50
MILLS GOLDEN FALLS, HL, JP (Post-War) 2/5 or 3/5, 5¢-10¢ or 25¢	\$164.50	JENNINGS DELUXE LITE-UP (Post-War) 5¢ or 10¢	\$149.50
MILLS BLACK CHERRY (Post-War) 2/5 or 3/5, 5¢-10¢ or 25¢	\$154.50	JENNINGS BLACKHAWK CHIEF (Post-War) 5¢ or 10¢	\$129.50
MILLS 5c Q. T. Blue Model	\$69.50	JENNINGS 4-STAR CHIEF 5¢ or 10¢	\$69.50

NEW METAL BOX STANDS FOR SLOTS . . . . \$22.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT		BRAND NEW MILLS Q.T. ....	\$115.00
11 Col. Du Grenier Cig. Machine .....	\$119.50	BRAND NEW MILLS VEST POCKET ....	\$65.00
9 Col. Du Grenier Cig. Machine .....	109.50	DOWNEY-JOHNSON COIN COUNTER..	\$198.50
Uneda-Pak Cig Vendors, like new .....	129.50		
Buckley Track Odds (No Daily Double) ..	175.00		
A. S. T. Challengers .....	24.50		
Wurlitzer 500 Phonograph .....	188.50		
Seeburg Casino .....	159.50		
Souburg Mayfair .....	188.50		
Wurlitzer Model 700 .....	225.00		

TERMS: 1/2 Deposit, Balance C. O. D.  
WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

## EXCEPTIONAL OPPORTUNITY

2 EXPERIENCED COIN MACHINE SALESMEN TO TRAVEL VIRGINIA, WEST VIRGINIA, PART NORTH CAROLINA FOR WELL RATED SOUTHERN DISTRIBUTOR. ONLY THOSE WITH GOOD REFERENCES AND RECORD OF SELLING CLEAN DEALS APPLY.

**BOX D-366**  
c/o THE BILLBOARD CINCINNATI 22, O.

### AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244  
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

The *New* EXTRA AWARD

**CRISS CROSS**

**JACKPOT BELLE**

X X X

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

X X X



*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

5c WIRELESS WALL-O-MATICS (WS-2Z) .....\$19.50  
 5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z) ..... 29.50  
 Each unit completely reconditioned and refinished. All worn parts replaced. **GUARANTEED PERFECT!**

**NEW GAMES**

**MAJOR LEAGUE BASEBALL**

Merry Widow Jamboree  
 All-Baba Rancho  
 Carnival Hit Parade  
 Spinball Gusher, \$19.95  
 Mills 5¢, Q.T. ....\$115.00

**NEW CONSOLES**

5 25¢ Challenger .....\$595.00  
 Double Up ..... 542.50  
 5¢ Monte Carlo ..... 600.00  
 5 25¢ Monte Carlo Challenger ..... 745.00  
 Evans Bang Tails ..... 671.50  
 25 Evans Races, J.P., P.O. Fl. Sample 450.00

**SPECIAL! Brand New SHOOTING STARS**

5¢ F.P. Game, In Orig. Cartons  
**\$50.00**

**METAL TYPER**

(Postwar Model)  
 10¢ Play  
**\$265.00**

**BELL SPECIALS**

5¢ Jenn. Chief .....\$ 85.00  
 5¢ Jenn. Silver Chief ..... 85.00  
 5¢ Jenn. Bronze Chief ..... 125.00  
 5¢ Jenn. Red Skin ..... 79.50  
 10¢ 4-Star Chief ..... 74.50  
 10¢ Super DeLuxe Chief (Lite-Up) ..... 175.00  
 10¢ Watling Rolatop ..... 80.00  
 10¢ Pace Comet ..... 60.00  
 25¢ Mills Brown Front ..... 99.50  
 25¢ Mills War Eagle ..... 85.00  
 25¢ Pace Bantam ..... 48.50  
 1¢ Pace Bantam ..... 39.50  
 25¢ Watling Rolatop ..... 75.00  
 50¢ Mills Goose-neck ..... 75.00

**NEW JENNINGS BELLS**

Standard Chief, 5¢ .....\$289.50  
 Standard Chief, 10¢ ..... 279.00  
 Standard Chief, 25¢ ..... 289.00  
 Standard Chief, 50¢ ..... 398.00  
 Standard Chief, \$1 ..... 599.00  
 Super DeLuxe Lite Up Chief, 5¢ ..... 324.00  
 Super DeLuxe Lite Up Chief, 10¢ ..... 334.00  
 Super DeLuxe Lite Up Chief, 25¢ ..... 344.00  
 Super DeLuxe Lite Up Chief, 50¢ ..... 454.00  
 Standard Club Console ..... 369.00  
 Super DeLuxe Club Console ..... 424.00  
 \*With Tic-Tac-Toe Reels, Same Prices.

**PHONOGRAPHS**

Wurl. 24 .....\$189.50  
 Wurl. 500 ..... 189.50  
 Wurl. 600 ..... 189.50  
 Seeburg Lo-Tone ..... 275.00  
 Seeburg K20 ..... 89.50  
 Seeburg Colonial ..... 219.50  
 Concert Grand ..... 175.00  
 8800 RC ..... 250.00  
 9800 RC ..... 250.00  
 Classic ES ..... 175.00  
 Casino ..... 149.50  
 8200 Conv. ..... 149.50  
 Concert Master ..... 195.00  
 Rock-Ola DeLuxe ..... 189.50  
 Rock-Ola Windsor ..... 89.50



Terms: 1/3 Dep. Balance C. O. D.

**CONSOLE BARGAINS**

5¢ Pace Reels Jr. ....\$ 49.50  
 Bang Tails ..... 425.00  
 Mills 3 Bells (Fact. Rebuilt) ..... 245.00  
 25¢ Mills Club Console ..... 145.00  
 5¢ Super Bell ..... 89.50  
 Victory Derby, Chrome Rails ..... 149.50  
 Sport King ..... 59.50  
 Turf King, P.O. .... 79.50

EXTRA BELL CABINET (New slot cabinet, complete) .....\$49.50

All Used Equipment Completely Reconditioned and Refinished  
**GUARANTEED TO BE PERFECT!**

HOME OF PERSONAL SERVICE

*Atlas NOVELTY COMPANY*

2200 N. WESTERN AVE. • PHONE ARMitage 5005 • CHICAGO 47

Division of ATLAS MUSIC CO.  
 ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
 ATLAS MUSIC CO., 2215 FIFTH AVE., PITTSBURGH 19  
 ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

**Record Reviews**

(Continued from page 110)

RATINGS (100 Point Maximum)

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

ARTIST  
 TUNES  
 LABEL AND NO.  
 COMMENT

RATINGS		
OVER-ALL	DISK JOCKEY	DEALER
OPERATOR		

ARTIST  
 TUNES  
 LABEL AND NO.  
 COMMENT

RATINGS		
OVER-ALL	DISK JOCKEY	DEALER
OPERATOR		

**INTERNATIONAL**

**FRANK CURYLO**  
 (J. Lazars Ork)  
 (Standard F-3043)  
*Chlopek (Young Fellow)*  
 Dull Polish waltz disk-ing, mit da tuba, and shouts.  
**ANDREW SZUBERLA**  
 (J. Lazars Ork)  
*Wesele Kashi (Katy's Wedding)*  
 Peppy Polish polka novelty. Competent Curylo piping.

44 44 46 41  
 59 58 60 58

**VIOLA TURPEINEN**  
 (Standard F-5025)  
*All My Love*  
 Tired-sound Finnish vocal of recent pop over good accordion orking.  
*Anniversary Song*  
 The Jolson hit registers just fair in gal's Finnish delivery.

40 39 40 40  
 41 41 43 40

**THE MARESMEN TRIO**  
 (Chord 642)  
*Rain, Rain Polka*  
 Routine polka performance by instrumental trio.  
*Round-Up Polka*  
 Flip, also all-instrumental, is lively, showcasing a rollicking organ performance.

55 53 55 58  
 63 60 60 68

**FELIX & HIS INTERNATIONALS**  
 Disc 867  
*Calypso Dance*  
 Authentic calypso rhythm employed here in interesting, light arrangement. (Disc 866)

56 54 63 50

**LAWRENCE DUCHOW**  
**RED RAVEN ORK**  
 Victor 25-1121

64 61 66 57

*In Paradise*  
 Undistinguished the competent waltz treatment in the old country mode.

65 62 64 68

*Cinderella Polka*  
 Spirited polka rendition by ork of a Duchow original.

66 63 65 69

**LOU MARTINI-THÉ**  
**PALERMO QUARTET**  
 (Bandwagon 507)

63 54 65 69

*La Tappinara*  
 Comedy patter and vocal by Martini in Italian with a bit of English lyric comes off so-so.

66 55 67 70

*The Telephone No Ring*  
 Martini again romps with both chatter and warbling, this time in English witha da accent.

**JOSEPH ALLARD**  
 (Victor 25-1119)

55 51 58 NS

*Real De La St. Valentin*  
 Fiddle combines with guitar here in fair rendition of reel.

*Dance Ecossaise*  
 Nimble fiddle tricks exhibited here as guitar remains strictly in background.

56 52 59 NS

**SPIKE HASKELL**  
 (The Jolly Millers)  
 (Capitol 15121)

64 61 63 67

*Sailor's Polka*  
 Light, competent but undistinguished polka disk-ing, with a touch of martial air.  
*Lover's Waltz*  
 Dull, tuba featured waltz effort.

43 43 40 45

**INTERNATIONAL**

**MILTON G. OLEKSON**  
**RECORDING ORK**  
 (Amuke OB-517-P)  
*Copperhead Polka*  
 Spirited polka disk-ing of "Yes, My Darling Daughter" theme featured by much tambourine whack-ing.  
 (Amuke OB-518-P)  
*Vitamin Polka*  
 Shouts are added to fast moving format used on flip. Ork registers stronger here.

67 66 66 70  
 69 67 67 70

**HOT JAZZ**

**CHARLIE VENTURA**  
 (National 9048)  
*I'll Never Be the Same*  
 Ventura showcases his facile and distinctive tenoring (with his old big band) with the evergreen.  
*East of Suez*  
 Ventura's newer and smaller crew delivers a neat bop bit here with Buddy Stewart and Dave Lambert scatting the vocal parts.

74 79 74 69  
 76 81 77 70

**HANK D'AMICO**  
**SEXTET**  
 (National 9047)  
*Juke Box Judy*  
 Pleasant, small group jazz; sophisticated stuff but hardly exciting.  
*Hank's Pranks*  
 Ditto.

58 59 58 57  
 58 59 58 57

**CHUBBY JACKSON**  
**ORK**  
 (MGM 10228)  
*L'Ana*  
 Be-bop — with Chubby scatting solo and with group followed by tenor, guitar and trumpet solos.  
*The Happy Monster*  
 All instrumental bop side lacks the spark of the topside.

70 74 70 66  
 62 65 65 55

**RELIGIOUS**

**GOLDEN GATE**  
**QUARTET**  
 (Victor 20-3921)  
*Rock My Soul*  
 Superb spiritual job by top vocal quartet re-issued. Boys achieve a fine sound and rock.  
*Gabriel Blows His Horn*  
 Slow spiritual. Top job of vocal arranging and chanting, with one of group simulating trumpet. Also a re-release.

83 83 83 NS  
 81 81 81 NS

**THE PROGRESSIVE**  
**HOOR**  
 (DC 8002)

77 77 77 NS

*Vale of Time*  
 An accomplished spiritual quartet shows some virtuosic work on an up-tempo stomper.  
*Ring These Golden Bells*  
 Slow side chanted with same facility and feeling as flip.

79 79 79 NS

**BAILES BROTHERS**  
 (Columbia 30429)

67 68 69 63

*Sinner Kneel Down and Pray*  
 Folk spiritual delivery by the Bailes boys in their usual sobby, nasal mode.  
*If You Have Retreated From God*  
 So-so religious ditty penned by the Brothers exhibit much the same as flip.

59 60 62 56

**RATINGS**  
(100 Point  
Maximum)

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

RELIGIOUS				
<b>SELAH JUBILEE QUARTET</b> (Mercury 8084) <i>Lord Help the Poor and Needy</i> Quartet chants spiritual competently employing soft harmony and shout solos.	62	60	69	57
<i>Going on With the Spirit</i> Wall-type, solo - tenor chanting effective over hushed group humming.	65	64	70	61
<b>TOM DEE McAN</b> (Holiday 101) <i>Mispa</i> McAn piping of traditional hymn accompanied by own guitar work lacks sincerity.	38	36	40	NS
<i>The Ten Commandments</i> Stronger vocal effort here on another old American hymn with organ aiding McAn in dramatic interpretation.	48	40	55	NS

CLASSICAL				
<b>BOLSHOI THEATER STATE ORK</b> (Disc 4500) <i>Dagger Dance</i> Khatchaturian tour de force with a name close enough to the "Sabre" to establish some sales; piece is actually tabbed "Lesghinka."	69	70	68	NS
<i>Galop</i> Jacques Rachmilovich and San Francisco Symphony work over another Khatchaturian piece - this from his "Masquerade Suite"; neatly satirical music.	70	70	70	NS

LATIN-AMERICAN				
<b>MIGUELITO VALDES</b> (Musicraft 583) <i>Loca Pasion</i> Valdes sings a slow rumba ballad; his fans will like - otherwise commercially ordinary.	68	69	67	68
<i>En Tampa</i> Brighter tempo and tune allows Valdes considerably more leeway to strut his vocal stuff and it's pretty good stuff too.	77	80	77	74

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

SEMI-CLASSICAL				
<b>JANSSEN SYMPHONY OF LOS ANGELES-WERNER JANSSEN, DIR.</b> (Artist UA-1004 (12")) <i>Liszt Liebestraum</i> Lovely transposition of the popular melody.	74	77	71	NS
<i>Debussy: Clair De Lune</i> Ditto of the even more w.k. Debussy piece.	76	78	73	NS
<b>RISE STEVENS</b> (Columbia 4515-M) <i>Because</i> Miss Stevens uses her lovely voice to advantage on this currently popular evergreen.	79	81	77	NS
<i>Oh, Promise Me</i> This pairing should become a standard shelf item; this side done equally as well as top-side.	75	75	75	NS

**It's the Heat!**  
Editor's Note.—Summer weather always produces a good share of daffy stories. We blame 'em on the heat. Here's the first from the Northern States where the mercury is just beginning to boil.  
**HETTINGER, N. D., July 10.**—Folks here really like bell machines. In fact, many of their landmarks are named after the familiar reel symbols. For instance, people here live in Orange Township; thru it runs Plum Creek; they get their mail at Lemmon, S. D.  
(Ed. Note.—We betcha they also have bars on their jails, bells in their churches and their favorite dessert is cherry pie!)

**NEW YORK, July 10.**—Exclusive and Modern distribs here reorganized their sales staffs this week, with an exchange of personnel and hiring of additional salesmen.  
Sammy and Hy Weiss came over to Modern from Exclusive. Gloria Friedman, who left Modern last week, is slated to operate a store for Exclusive to serve as a pick-up station for juke box ops.

**PACKARD EQUIPMENT FOR SALE**

Manhattan ..... \$548.00	Highway #400 ..... \$195.00	Pis-Mor Wall Boxes ..... \$ 18.00
1946 Model #7 ..... \$19.00	Speaker #1000 ..... \$9.00	Williams All Star Baseball ..... 195.00

**ROLL DOWNS**

Advance Roll ..... \$ 89.00	Hawaii ..... \$ 45.00	Ballerina ..... \$129.00
Bermuda ..... 129.00	Auto Roll ..... 120.00	Bermuda ..... 119.00
Melody ..... 129.00	Eso Arrow ..... 79.00	Catalina ..... 129.00
Bingo Roll ..... 225.00	Total Roll ..... 69.00	Trade Wind ..... 139.00
Tropicana ..... 89.00	Chicago Coin, R.D. .... 49.00	Tropicana ..... 89.00
Cover Girl ..... 89.00	My Roll ..... 139.00	Manhattan ..... 109.00
Pro-Score ..... 99.00	<b>PINS (Free Play)</b>	Humpty Dumpty ..... 109.00
Gold Mine ..... 49.00	Stormy ..... \$109.00	Triple Action ..... 129.00
Mimi ..... 45.00	Robin Hood ..... 109.00	Melody ..... 129.00
Singapore ..... 55.00	Trinidad ..... 149.00	Build-Up ..... 129.00
	Tennessee ..... 129.00	New Ginger ..... 79.00
		New Bonanza ..... 79.00

1/3 Deposit With Order

**AMERICAN VENDING CO.**  
1018 Coney Is. Ave., Bklyn, N. Y. Exp. 5-1256—810 5th St., Miami Beach, Fla.

**Pin Game Operators, Attention!**  
P. K. Half Moon Spoon. (Fully mechanized. No wires, motors to attach. Two holes all necessary permanently. Ten-minute installation.) Attachment for any pre-war or present Flipper Game. Works with Flipper Game. Your gross on \$5.00 a week games jumps to \$20.00 immediately. (Guaranteed to increase your take first week or full refund if not 100% satisfied.) Good for life of game. 50 NEW, we never will picture this attachment for "copy cats." \$7.50 is entire cost each (1 or 100) postpaid, or C. O. D.  
Wire or write immediately. Be first. You can't lose on this any way.

**BEVERATOR COMPANY**  
507-09 WHEELING AVE. CAMBRIDGE, OHIO

**Chicago Coin**

**COMING SOON!**  
**STAR-STUDDED FEATURE**  
**MAIN ATTRACTION**  
**NEW**  
**5-BALL GAME**

**CHICAGO COIN MACHINE COMPANY**  
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

**EARN MORE** per individual unit  
than a Complete Route of other equipment

with **KEENEY'S**  
**BONUS**  
Super Bell



Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

**in Heavy Production**  
**Now by**  
**Popular Demand!**  
See Your Nearest Keeney Distributor

There's a Keeney Console for Every Location

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine  
**Order from your Keeney Distributor NOW!**

**J. H. Keeney & CO., INC.**  
"THE HOUSE THAT JACK BUILT"  
2400 WEST FIFTIETH STREET, CHICAGO 22, ILLINOIS

CENTRAL OHIO'S QUALITY BUYS

KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

NOW ON DISPLAY IN OUR NEW SHOW ROOMS

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

CONSOLES	ARCADE EQUIPMENT	MUSIC
<b>USED</b>	Battling Practice ... \$ 79.50	Rock-Ola Standard ... \$109.50
Draw Bells, Regular ... \$229.50	Sky Fighter ... 119.50	Rock-Ola DeLuxa, '39 ... 149.50
Draw Bells, Red Buttons ... 259.50	Air Raider ... 79.50	Rock-Ola Master, '40 ... 159.50
5¢ Bonus Super Bells ... 295.00	Tommy Gun, Late ... 79.50	Rock-Ola Super ... 179.50
5¢-25¢ Twin Bonus Supers ... 595.00	Panorams ... 259.50	Beeburg Hideaway, RC ... 249.50
5¢-5¢ Twin Bonus Supers ... 575.00	Undersea Raiders ... 149.50	Singing Towers ... 89.50
5¢-10¢-25¢ Keeney Triples ... 795.00	Lite Leagues ... 149.50	Aireon, Like New ... 295.00
5¢-5¢-25¢ Bally Triple ... 545.00	Voice Recorder ... 69.50	AMI Highboy, 40 Selections ... 295.00
5¢ Bally Club Bell ... 89.50	9-Fl. Skat Roll ... 79.50	Wurlitzer 600-R Cabinet ... 145.00
5¢ Paces Reels, Comb. ... 49.50	Scientific Baseball ... 69.50	8 Wurl. #125 Wall Boxes, E.S. ... 15.00
5¢ Paces Reels, C.P. ... 49.50	Jack Rabbit, New ... 300.00	8 Seeburg Bar Boxes, RC ... 95.00
5¢ Bally Big Tops, C.P. ... 79.50	Buckley Diggers ... 99.50	916 Wurlitzers ... 89.50
5¢ Evans Gal. Dominoes, '47 ... 415.00	2 Exhibit Rotary Diggers ... 195.00	
	Champ Basketball, New ... 49.50	
	Pokerino, Scientific ... 199.50	
	Goalies, New ... 225.00	
	Wurl. Skat Rolls, 14-Fl. ... 165.00	
	10"-FL. Premier Skat Rolls ... WRITE	

**CONSOLES NEW**

5¢-25¢ Bonus Super Bells ... \$800.00
5¢-25¢ Gold Nuggets ... 800.00
5¢ Bally Wild Lemons ... 542.50
5¢ Bally Double Ups ... 542.50

**PIN BALLS, \$19.50 EACH**

Air Circus, Bolaway, Boscob, Defense, Victory, Hollywood, Invasion, G.I. Joe, Amer. Beauty, 5-10-20, ABC Bowler, Jungle, Legionnaire, Ten Spot, Zig Zag, Star Attraction.

**NEW PIN BALLS**

EXHIBIT—SAMBA  
UNITED—MONTERREY  
UNITED—WISCONSIN  
UNITED—RONDEVOO  
UNITED—MANHATTAN  
GENCO—MARDI GRAS  
CHI COIN—SHANGHAI  
CHI COIN—TRINIDAD  
WILLIAMS—YANKS

**NEW SLOTS**

	5¢	10¢	25¢	50¢
Mills Black Cherry ...	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells ...	248.00	253.00	258.00	350.00
Mills Golden Falls ...	248.50	253.50	258.50	350.00
Mills Vest Pockets ...	74.50			
Jennings Std. Chief ...	269.50	279.50	289.50	399.00
Jennings Club Chief ...	324.00	334.00	344.00	454.00
Grotschen Columbus ...				145.00
Walling Relatop ...	175.00	200.00	225.00	300.00
Pace DeLuxa Chrome ...	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxa ...				550.00

**USED AND FACTORY REBUILT SLOTS**

	5¢	10¢	25¢	50¢
5¢ Blue Fronts ...	\$ 79.50			
10¢ Blue Fronts ...	89.50			
25¢ Blue Fronts ...	99.50			
5¢ Brown Fronts ...	89.50			
10¢ Brown Fronts ...	109.50			
50¢ Chiefs ...	249.50			
50¢ Blue Fronts ...	249.50			
\$1.00 Chief ...	475.00			

**COUNTER GAMES**

1¢ Sparks, Check P.O. ...	\$12.50
1¢ Daval Marvels ...	19.50
5¢ Gushers, New ...	29.50
5¢ Davals, Free Play ...	39.50
1¢ Marvel Pop Up, New ...	25.00
1¢ Target Skills ...	22.50
1¢ Gottlieb Grip Scales ...	32.50
1¢ Daval Buddy-Cigarette ...	27.50
5¢ Jennings Grandstands ...	12.50

**REBUILTS LIKE BRAND NEW**

5¢ COPPER, GOLD AND BLUE, Hammerloid Finish ...	\$119.50
10¢ COPPER, GOLD AND BLUE, Hammerloid Finish ...	129.50
25¢ COPPER, GOLD AND BLUE, Hammerloid Finish ...	139.50

(Drill Proof and Knee Action)

**SAFES & STANDS REVOLVAROUNDS**

Single ...	\$ 79.50
Single DeLuxa ...	119.50
Double ...	116.50
Double DeLuxa ...	162.50
Triple DeLuxa ...	262.50
Heavy Double ...	265.00
Box Stands ...	25.00

Bells Bring Improvements To Idaho's Cities, Counties

TWIN FALLS, Idaho, July 10. — Proof that State coffers can derive full benefits from the legalization of bell equipment was brought home in Idaho when it was announced last week that this State and its counties have received \$551,581 each in license fees since Idaho sanctioned bells March 19, 1947.

Under Idaho law, a minimum license fee of \$500 is charged annually. Of this, \$125 goes to the State, a similar amount to the county and the remainder to the city in which the bells have been licensed. Some of the larger cities have set higher fees under local option provisions.

Three cities have actually become partners in the operation of bells within their confines. They are Twin Falls, Weiser and Jerome. Each has an ordinance splitting the bell gross 50-50 between the city and the operator. According to the Twin Falls treasurer, the bells should net the city a considerable sum despite the unpopularity of the ordinance with operators.

Revenue resulting from the licensing of bells has improved the lot of citizens in the various cities. In Jerome, the receipts have been used for street improvements and for the extension of the city's sewerage system. The bells have also been responsible for Weiser having the lowest general tax of any city in Idaho. Same city currently is setting aside funds from bell revenue for a new hospital.

When the ordinance was first brought up in Twin Falls a couple of years ago, both a civic league and the operators fought the issue. However, the city council figured that the revenue from licensed bells would prove a strong aid to financing municipal improvements. Recently the city recreation council asked for \$12,000 and was given the sum immediately. The same request before bells were sanctioned probably would have met long delays.

Mrs. Lela D. Painter, State treasurer, estimates there are about 3,000 bells operating in the State at the present time.

Genco Rolls On Merry Widow, Five Ball Game

CHICAGO, July 10.—Merry Widow, a new five ball game featuring seven extra roll-over buttons and triple bonus, is in full production by Genco Manufacturing & Sales Company, Dave and Meyer Gensburg, firm officials, announced this week.

Object of the new game is to hit numbered bumpers, build up two (red and yellow) individual bonus scores and transfer bonus points to the main score by dropping a ball in two kick-out pockets at the top of the playfield or by going thru feather switches just above the outhole.

Players may try for the red double bonus by hitting bumpers "1" or "2," or by energizing a roll-over button on the left playfield which will spot these two numbered bumpers. Players may try for triple bonus by hitting each of the four numbered bumpers or by contacting the previously described left roll-over button as well as its counterpart on the right playfield which spot bumpers "3" and "4." Since the player can score up to 100,000 points on either the red or the yellow bonus, transferring double bonus can add up to 200,000 points to the main score. Triple could add a maximum of 300,000 points. If the player transfers the maximum red on triple bonus and does the same on the yellow bonus, 600,000 points are added to the main score.

Building up bonus score is accomplished by hitting special roll-over buttons spaced strategically thruout the playfield. These add 10,000 point clusters to one of bonus scores, depending on which color button has been energized. Some buttons build up both the red and yellow bonus.

Game's one pair of flippers are located at the bottom of the playfield and are designed to give the players added action at the very end of each ball's roll. Two other highlights of Merry Widow are its "extra special" kick-out hole in mid-playfield, which gives one replay when lit and a mystery roll-over button just under it which adds points at odd intervals.

Coin Locations in 3 Cities Say 1948 Biz Steady, Under 1947

WASHINGTON, July 10. — May business of typical coin machine locations in New York, Philadelphia and Pittsburgh was virtually the same as the previous month and slightly under May, 1947, figures Commerce Department disclosed last week.

May receipts of restaurants and taverns were up 1 per cent in Philadelphia, but off 1 per cent from April in Pittsburgh and New York. Compared with May, 1947, business was off 4 per cent in Pittsburgh and 3 per cent in Philadelphia and New York.

Business of drugstores showed no change from the previous May in New York, while Philly drugstores reported business was off 4 per cent. On the other hand, Pittsburgh business showed a gain of 3 per cent over May, 1947. Compared with April of this year, drugstore business was up 3 per cent in New York and Pittsburgh. Philadelphia reported no change.

Filling station business in May, however, registered gains in all three cities. New York business increased 9 per cent over the previous May and 7 per cent over April. The gain in Philadelphia was 5 per cent over May, 1947, and 1 per cent over April, 1948. Pittsburgh filling stations reported gains of 3 per cent for both periods.

1/3 DEPOSIT WITH ORDERS

**CENTRAL OHIO COIN MACHINE EXCHANGE**

525 South High  
Columbus 15, Ohio

New Telephone Number: Adams 7254

YOU ALWAYS **SAVE** AT LONDON  
ALL PHONOGRAPHS COMPLETELY RECONDITIONED

WURL. VICTORY MODEL } \$49.50 EA.  
SEEBURG VICTORY MODEL (8200) }

USED PHONOS

<b>SEEBURG</b>	<b>SEEBURG</b>
REGALS } \$99.50 EA.	COLONELS } \$239.50 EA.
CROWNS } \$99.50 EA.	ENVOYS } \$239.50 EA.
CASINOS } \$99.50 EA.	
9800 ESRC } \$210.00 EA.	8200 ESRC ... \$235.00
8800 ESRC } \$210.00 EA.	COMMANDER ... 179.50

<b>ROCK-OLA</b>	<b>WURL.</b>	<b>ROCK-OLA</b>
SUPER MASTERS } \$99.50 EA.	500 K } \$99.50 EA.	STANDARD DELUXE } \$89.50 EA.
	600 K } \$99.50 EA.	

<b>ARCADE</b>	<b>ALL STARS ... \$249.50</b>	<b>ROLL DOWNS</b>
GOALEES ..... \$99.50	BLACK CHERRY CABINETS Complete \$42.50	TALLY ROLL DOUBLE UP PINCH HITTER SUPER TRIANGLE } \$49.50 EA.
ALL STAR HOCKEY } \$49.50 EA.	NEW ACE COIN COUNTERS Comp. with Carrying Case \$99.50	ADVANCE ROLLS BINC-A-ROLLS WRITE
SCIENT. BATTING PRACTICE } \$49.50 EA.		
DRIVEMOBILE ... \$99.50		
TUMBLER ... 79.50		
BOOMERANG ... 64.50		

TERMS: 1/3 Deposit, Balance C. O. D.  
Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.  
PHONE: KILBOURN 7323

**S. L. London Music Co., Inc.**

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

Pin Game Operators, Attention!

P. K. Half Moon Spoon. (Fully mechanized. No wires, motors to attach. Two holes all necessary permanently. Ten-minute installation.) Attachment for any pre-war or present Flipper Game. Works with Flipper Game. Your gross on \$5.00 a week games jumps to \$20.00 immediately. (Guaranteed to increase your take first week or full refund if not 100% satisfied.) Good for life of game. 50 NEW, we never will picture this attachment for "copy cats." \$7.50 is entire cost each (1 or 100) postpaid, or C. O. D.

Wire or write immediately. Be first. You can't lose on this any way.  
**BEVERATOR COMPANY**  
507-09 WHEELING AVE. CAMBRIDGE, OHIO

# Federal Coin Machine Tax Yield Drops \$1,272,118 Below 1946-'47 Collections

Fiscal Year Total Yield \$19,160,079

WASHINGTON, July 10.—Receipts from the federal coin machine tax during the 1948 fiscal year declined \$1,272,118 from the previous year, according to preliminary figures from the Bureau of Internal Revenue.

In the year ended June 30, 1947, the tax brought in \$20,432,197, as compared with \$19,160,079 for the 1948 fiscal year. In only two months out of the last 12 did receipts increase over the corresponding month of the preceding fiscal year.

While month-by-month receipts are exceedingly spotty, they give a clear indication that there were fewer coin machines being operated in the year just ended than in the year ended June 30, 1947, according to Internal Revenue.

High-water mark in the last 24 months was reached during August, 1946, when operators paid in \$8,184,461 to the treasury. Low month was March, 1947, when only \$180,456 was collected from the coin machine levy. Summer months were the highest for collections in both years. Internal Revenue experts explain that this is due to the beginning of a new fiscal year every July 1, with the greatest number of returns being made by operators around that time. The following table lists official revenue bureau receipts for the two

fiscal years, June, 1948. Figure is an estimate since complete returns for that month have not yet been tabulated.

	'48 Fiscal Year	'47 Fiscal Year
July	\$7,885,297	\$8,184,941
Aug.	5,518,877	5,797,987
Sept.	1,102,812	1,095,790
Oct.	765,211	915,472
Nov.	427,154	489,866
Dec.	395,433	454,511
Jan.	304,903	396,602
Feb.	274,461	320,260
March	206,676	180,456
April	258,442	265,682
May	220,808	270,541
June (estimate)	1,800,000	1,960,117
<b>Total</b>	<b>\$19,160,079</b>	<b>\$20,491,538</b>

## First Theaterdrome Being Constructed In La Crosse, Wis.

CHICAGO, July 10.—Construction of the first Theaterdrome community entertainment center will begin in La Crosse, Wis., this week, Pierre Robichaud, Theaterdrome, Inc., president, announced today. Firm has scheduled 500 similar structures, of the Quonset hut type, to be erected in non-metropolitan areas this year. (The Billboard, June 12). Each center will be a location for a battery of vending machines of all types and a juke box, Robichaud stated.

It is planned to construct 15 additional Theaterdrome centers in the area surrounding La Crosse, thus giving the rural population access to convenient all-purpose entertainment centers. Each Quonset structure can be converted to handle a variety of entertainment programs such as movies, skating rinks, dancing, teen clubs and exhibit hall.

Rubichaud said over-all construction plans were completed during a general meeting here Tuesday (29) of suppliers and Theaterdrome board of directors.

## Lowell, Mass., Girds For Pin Regulation

LOWELL, Mass., July 10.—Regulation of pinball operation here has been provided for in a temporary set of rules prepared by the license commission and submitted to the city's law department for approval.

Briefly drawn, the regulations merely state that the games shall not be used for gambling purposes nor be permitted to create a nuisance in any establishment. If the regulations do not conflict with current licensing statutes, as determined by the city law department, a permanent licensing measure for coin-operated games will be drawn, it was learned.

### COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory re-conditioned like new. **\$75.00 EA.**

Changeable right on location in a few moments. Time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

For NEW COLUMBIAS WRITE FOR PRICES



### Government Tax Free NON-COIN COUNTER GAMES AMERICAN EAGLE AND MARVEL

Free Play Token Cigarette Token Payout



No coin chute, no cash box! Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.

Factory Reconditioned **\$27.50 Ea.**  
1¢ or 5¢ Am. Eagles or Marvels \$20.50 Ea.



NEW 1948 IMPS Specify 1¢ or 5¢ Play, Cigarette or Fruit Reels. **\$11.95 ea.** Write for Quantity.

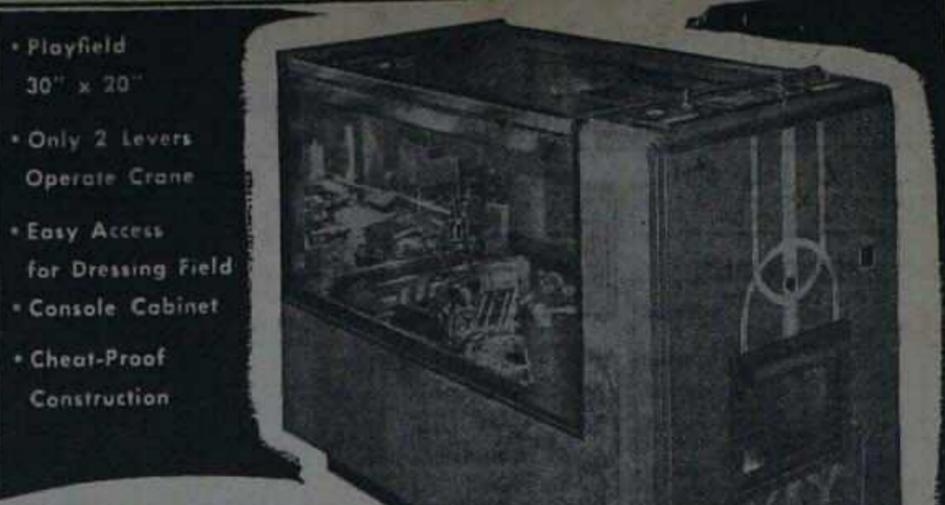
1/2 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO. WRITE FOR FREE NEW CATALOG! WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US! Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

**Abco Novelty Co.**  
823 W. RANDOLPH ST. PHONE TAYLOR 1203 CHICAGO 7, ILLINOIS

**FOR SALE**

10 Buckley Track Odds, F.P., Cks. and Cash, 460000 Series	\$750.00 ea.
4 D.D. 12 and 13M Series	250.00 ea.
2 Buckley Track Odds, 11000 Series	150.00 ea.
4 Seven Bells	\$ 50.00 ea.
6 Evans Bang Tails, 1946 Series	250.00 ea.
30 F.P. 1 Balls, Thorobreds to Record Times, the lot at \$25, plus crating.	
30 Whiz, F.P.	35.00 ea.

**GAYER CO.**  
987 Third St., San Bernardino, Calif.



• Playfield 30" x 20"  
• Only 2 Levers Operate Crane  
• Easy Access for Dressing Field  
• Console Cabinet  
• Cheat-Proof Construction

**THE NEW "Hollycrane"**  
LIFTS YOUR PROFITS TO A NEW HIGH!

Money-Making . . . Smart . . . Eye-Appealing

Never before have operators made such profits. The Hollycrane averages a play every 10 seconds. Simple intriguing operation. Just 2 levers electrically operate crane. Largest playing field in the digger class allows for a flashy large merchandise display.

Territories Still Available!  
Distributors, operators . . . write, wire, phone or see us at our Chicago showroom.

Send for Descriptive Folder

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## REBUILT PHONOGRAPHS! UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
950, 850 . . . . . \$219.00	HITONES, E.S. . . . \$139.50	SUPER . . . . . \$99.50
800 . . . . . 199.00	COMMANDER . . . . 149.50	MASTER . . . . . 99.50
780 . . . . . 199.00	MAJOR . . . . . 149.50	DELUXE . . . . . 99.50
500 . . . . . 119.50	COLONEL . . . . . 149.50	STANDARD . . . . . 99.50
600 . . . . . 99.50	CADET . . . . . 149.50	TWIN TWELVE . . . . 69.50
24 . . . . . 79.50	CLASSIC . . . . . 109.00	TYPE ONE . . . . . 49.00
500 VICTORY . . . . 79.50	CROWN . . . . . 89.00	
616 . . . . . 49.50	REGAL . . . . . 89.50	
71 . . . . . 79.00		
61 . . . . . 64.50		

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

- CHECK THESE POINTS
- ✓ PROFESSIONALLY REFINISHED
  - ✓ MECHANISM OVERHAULED
  - ✓ WORN PARTS REPLACED
  - ✓ AMPLIFIER RECONDITIONED
  - ✓ TONE HEAD RENEWED
  - ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

POST-WAR PHONOGRAPHS	AIREON NEW ACCUMULATOR AND MECHANISM . . . \$239.00
	ROCK-OLA 1422 . . . . . \$329.00
	WURLITZER 1015 . . . . \$499.00
SEEBURG LOTONE, Professionally Rebuilt . \$289.50	

WALL BOXES Seeburg: S-20-1X, \$3.95; WS-2Z Wireless, \$19.50; DS-20-12 3-Wire, \$15.00. Seeburg post-war. Write. Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50. TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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**SEEBURG** FACTORY DISTRIBUTORS

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**Immediate Delivery!**  
FROM STOCK!

**RUNZEL**  
Pushback Wire

18 or 20 Strand  
**68**  
Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

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Cord and Wire Co.  
1723 W. MONTROSE AVE.  
CHICAGO 11, ILL.

**MUST HAVE SPACE FOR NEW GAME!**

EVERYTHING MUST BE CLEARED AWAY QUICK!

Still have some

NEW KICKER TYPE

**TOM TOM'S**

at a LOW PRICE!

CONTACT US AT ONCE

**P&S MACHINE CO.**

3017 N. Sheffield Ave., Chicago, Ill.



We have all Mills latest Bells in stock.

**FRIEDMAN**

**AMUSEMENT COMPANY**

441 Edgewood Ave. S. E., Atlanta, Ga.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★

**TRY Trimount for SERVICE!**

- New England's Largest Parts Dep't.
- Careful and Immediate Attention to All Orders.
- Mail Orders Filled Promptly and Completely.
- Well Trained, Experienced Staff.
- Complete Line of Parts in Stock for All Pin Games.

LOOK AT THESE SPECIAL VALUES

 **YOUR CHOICE 75¢ EACH**

Gottlieb Coils, 5M 20-1  
United Coils, 123  
Williams Coils, W-25  
Flipper Coils, 20-6 (24 volt)

FOR PARTS AND SERVICE IT'S TRIMOUNT FIRST AND ALWAYS

**TRIMOUNT**  
COIN MACHINE CO.  
43 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 9460

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**acme PLASTICS**  
ARE UNCONDITIONALLY GUARANTEED  
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SOLID COLORS THRU AND THRU—NOT  
SPRAYED OR PAINTED. ALMOST 1/4"  
THICKNESS—PERFECT FIT.

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**EMPIRE'S SUPERMART**  
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

**NEW PIN GAMES**

UN. MAJOR LEAGUE  
GENCO MERRY WIDOW  
UNITED RONDEEVOO  
GOTT. ALI BABA  
OHIOCOIN SPINBALL  
EXH. JAMBOREE  
OHIOCOIN SHANGHAI  
BALLY CARNIVAL  
WMS. YANKS  
MARV. HIT PARADE

**WRITE**

**NEW ONE BALLS**

BALLY GOLD CUP, F.P. \$645  
BALLY TROPHY, P.O. 645

**NEW COIN COUNTERS**

Downey-Johnson \$198.50  
Coin Sorter, Electric 290.00  
Hand Operated 225.00  
Master Changer 27.95  
Junior Changer 17.95

**NEW SKILL GAMES**

EVANS BAT-A-SCORE \$355.00  
SCIENTIFIC PITCH 'EM & BAT 'EM 499.50

**NEW COUNTER GAMES**

MARVEL POP-UP \$ 29.50  
ABT MODEL F 52.50  
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JENNINGS STANDARD CHIEF  
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MILLS BLACK GOLD, H.L.  
MILLS MELON BELL  
MILLS BONUS BELL  
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**WRITE!**

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5¢ MILLS ORIG. CHROME, 2-5 109.50  
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THREE MACHINES <sup>ALMOST</sup> <sub>FOR</sub> PRICE OF ONE

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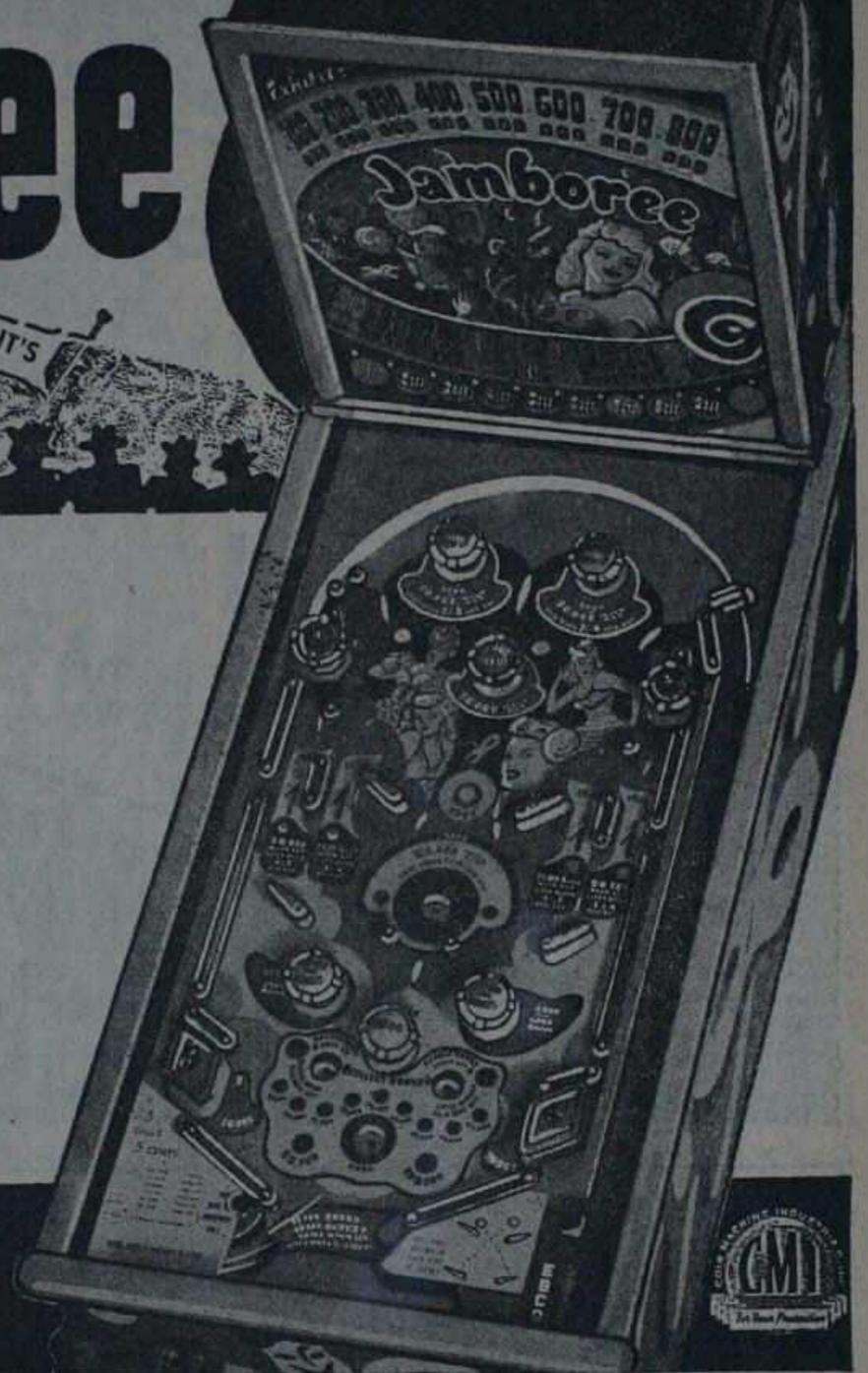
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A. B. T. CHALLENGER .....	WRITE	STRIKES & SPARES .....	WRITE
1948 GALLOPING DOMINOES .....	WRITE	1948 BANGTAILS .....	WRITE

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MILLS BLACK CHERRY, ORIG., 10¢ .....	159.50	NEW MILLS BLACK CHERRY .....	WRITE
MILLS BLACK CHERRY, ORIG., 25¢ .....	169.50	NEW MILLS GOLDEN FALLS .....	WRITE
MILLS BLACK CHERRY, ORIG., 50¢ .....	295.00	SINGLE WEIGHTED STAND .....	22.50
NEW MILLS VEST POCKET BELLS .....	59.50	DOUBLE REVOLV-A-ROUND SAFE .....	149.50

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

**Badger Sales Co., Inc.** 2251 WEST PICO BLVD. LOS ANGELES 6, CALIF. ALL PHONE DR. 4326

**Badger Novelty Co.** 2546 NORTH 30TH STREET MILWAUKEE 10, WIS. ALL PHONE KIL. 3030

**A DOLLAR SAVED IS A DOLLAR EARNED!**

ALL MACHINES SHIPPED READY FOR LOCATION.

Genco State Fair .....	\$ 22.50	Chi-Coin Shanghai .....	\$169.50
Genco Step-Up .....	20.00	Exhibit Mam'selle .....	54.50
Genco Triple Action .....	125.00	United Hawaii .....	72.50
Genco Broncho .....	50.00	United Havana .....	35.00
Genco Honey .....	45.00	United Manhattan .....	119.50
Gottlieb Cinderella .....	145.00	United Monterrey .....	149.50
Gottlieb Flying Trapeze .....	65.00	United Wisconsin .....	139.50
Chi-Coin Bermuda .....	119.50	United Nevada .....	84.50

Send one-third deposit, and state method of shipment preferred.

**SERVICE OUR WATCHWORD**

**Morris Novelty Co., Inc.**

1007-0901 W. STATE ST. ST. LOUIS 3, MO.

# Chicago Coin

**COMING SOON!**  
**STAR-STUDED FEATURE**  
**MAIN ATTRACTION**  
**NEW**  
**5-BALL GAME**

**CHICAGO COIN MACHINE COMPANY**  
 1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

## MILLS LATEST MACHINES



**← GOLDEN FALLS**  
 You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.  
**WRITE FOR PRICES**



**JEWEL BELL →**  
 If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.  
**WRITE FOR PRICES**



**MILLS QT**  
 A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.  
**\$115.00** 1/3 Deposit

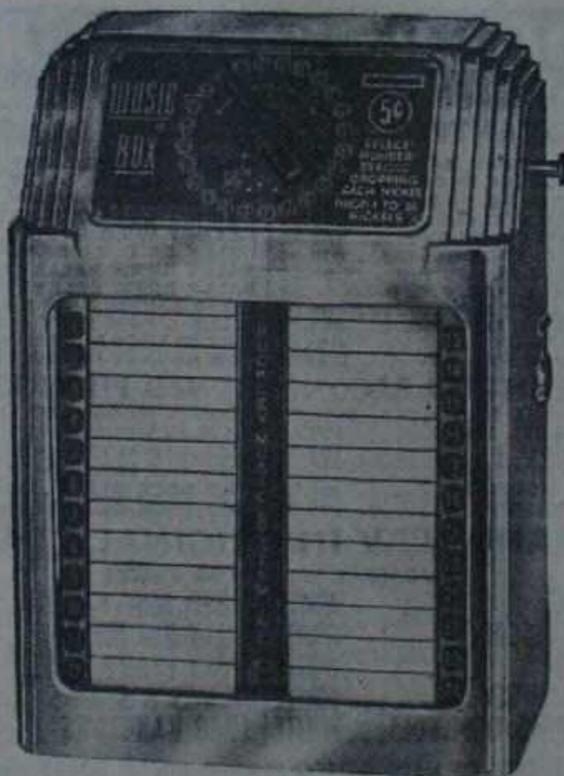
New Box Stands, Single, Double and Triple Safes



**NEW VEST POCKET BELL**  
 The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.  
**\$65** 1/3 Deposit

**SICKING, INC.** Established 1401 CENTRAL PARKWAY  
 1895 CINCINNATI 14, OHIO  
 Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.

# Buckley MUSIC BOX



Available for  
 20, 24, 32  
 Record  
 Selection

PRICE  
**\$29.00**  
 F.O.B.  
 Chicago

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

## BUCKLEY MUSIC SYSTEM, INC.

4223 W. Lake Street Chicago 24, Ill. Phone Van Buren 6636-37-38-6533

**\$10 PER WEEK SPOT  
 JUMPED TO \$40 IN 4 DAYS  
 WHEN WE PUT IN BALLY'S**

# CARNIVAL



Above is actual report on first CARNIVAL in our territory. CARNIVAL . . . 1948 pepped-up version of famous Bally Reserve . . . will put you back in the big money quick. Try one sample now. You'll be rushing back for more.

## WILLIAMSPORT AMUSEMENT CO.

331 Hepburn St. Williamsport, Pa.



*the trend is to Tokens!*

The Token Jackpot idea is gaining rapid headway in Bell operating. The reason for this is that it eliminates the confusion and commotion that ensues when a half empty Jackpot kicks. Most spots today guarantee a certain amount to the Jackpot winner, and it takes a Philadelphia lawyer, a C. P. A. and a fight referee to decide the Jackpot payout squabble. Players insist

that they had so many coins in cup before the three bars showed up, and to help small matters a little more thoroughly, bystanders insist that the player had such and such an amount in coins. If you have this type of location, install Mills Melon Bells with the guaranteed metal Token that is kicked out whenever three Melons (Bars) appear in alignment on reels.

*Bell-O-Matic Corporation*

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS



WHEN PLAYERS CALL  
THE DECISIONS . . . IT'S

*Williams*

# YANKS

ORDER FROM YOUR DISTRIBUTOR NOW!

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON STREET

CHICAGO 10, ILL.



**ACTIVE**  
COMPLETELY  
**RECONDITIONED GAMES**  
READY FOR LOCATION  
**'NUFF SAID**

BIG LEAGUE	\$22.50
DYNAMITE	22.50
HAVANA (FLIPPERS)	44.50
HAVANA	34.50
MEXICO	69.50
MISS AMERICA	29.50
NEVADA	84.50
PLAYBOY	39.50
RIO	34.50
SMARTY	29.50
STAGE DOOR CANTEEN	22.50
SUPER SCORE	29.50
SPELLBOUND	22.50
SURF QUEEN	22.50
SUSPENSE	22.50
TROPICANA	99.50

1/3 With Order — Balance C. O. D.

**ACTIVE AMUSEMENT MACHINES CO.**

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Philadelphia 30, Pa.  
Fremont 7-4495

98 Clinton Ave.  
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Mitchell 2-8527

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

## PIN BALLS IN STOCK

These games are in perfect mechanical condition and clean.

**WE MEAN CLEAN**

**FIVE BALLS**

BAFFLE CARD	\$ 27.50	MIDGET RACER	\$ 15.00
BASEBALL	55.00	MISS AMERICA	27.50
BOWLING LEAGUE	54.50	MYSTERY	39.50
BRONCO	34.50	NEVADA	119.50
CAROUSEL	49.50	NUDGY	42.50
CLICK	49.50	OKLAHOMA	15.00
CO-ED	55.00	OSCAR	45.00
COVER GIRL	95.00	PLAY BALL	15.00
CYCLONE	45.00	RANGER	69.50
CROSS FIRE	75.00	RIO	49.50
DYNAMITE	22.50	ROCKET	34.50
FAST BALL	22.00	SEA BREEZE	22.00
FIESTA	34.50	SEA ISLE	89.50
FLYING TRAPEZE	75.00	SILVER STREAK	42.50
GINGER	55.00	SHOOTING STAR	20.00
GOLD BALL	44.00	SHOW GIRL	40.00
HAWAII	80.00	SMARTY	34.50
HI RIDE	72.50	SMOKEY	34.50
HONEY	55.00	SPELLBOUND	27.50
HUMPTY DUMPTY	140.00	STATE FAIR	32.50
KILROY	29.50	STEP UP	22.00
LUCKY STAR	52.50	SUPERLINER	22.00
LADY ROBIN HOOD	149.50	TALLY HO	89.50
MAISIE	37.50	TORNADO	55.00
MAM'ELLE	55.00	VANITIES	44.50
MARJORIE	49.50		

**ONE BALLS**

JOCKEY SPECIAL	\$435.00	SPECIAL ENTRY	\$285.00
VICTORY SPECIAL	139.50	DAILY RACES	139.50

1/3 Deposit — Balance C. O. D.

**WESTERHAUS COMPANY**

3726 KESSEM AVENUE, CHEVIOT 11, OHIO

PHONE: MONTANA 5000-1-2



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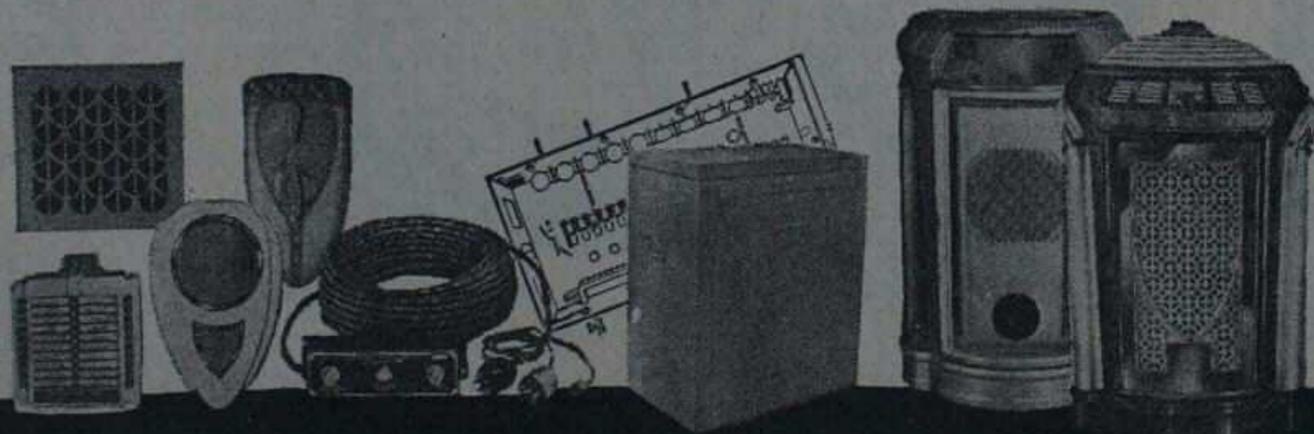
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**PERFECTION**

**Seeburg**  
MUSIC SYSTEMS

## SCIENTIFIC SOUND DISTRIBUTION

Yes, Seeburg is the name to note in music... because Seeburg engineers are way out front in their ideas. Seeburg Scientific Sound Distribution systems play music the way the customers enjoy it... at conversation level... never too loud... never too soft. The Dual Remote Control Panel (at the Cashier's stand) makes it possible to tune music volume to fit large and small crowds.



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- \* Dallas, Pacific at Olive
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**S. H. LYNCH & CO.**

*Exclusive Southwest Seeburg Distributors*

GENCO'S

# MERRY WIDOW



FEATURING

**Sensationally NEW  
"CONTACT BUMPERS"**

**FLIPPER ACTION**

**KICK OUT HOLE**

**SINGLE, DOUBLE, TRIPLE BONUS**

**SUPER HIGH SCORE**

**7 EXTRA ROLLOVER BUTTONS**

**3-100,000 BUMPERS**



You'll find MERRY WIDOW even BETTER than TRIPLE ACTION, TRADE WIND or MARDI GRAS!

**Order From Your Nearest Distributor**



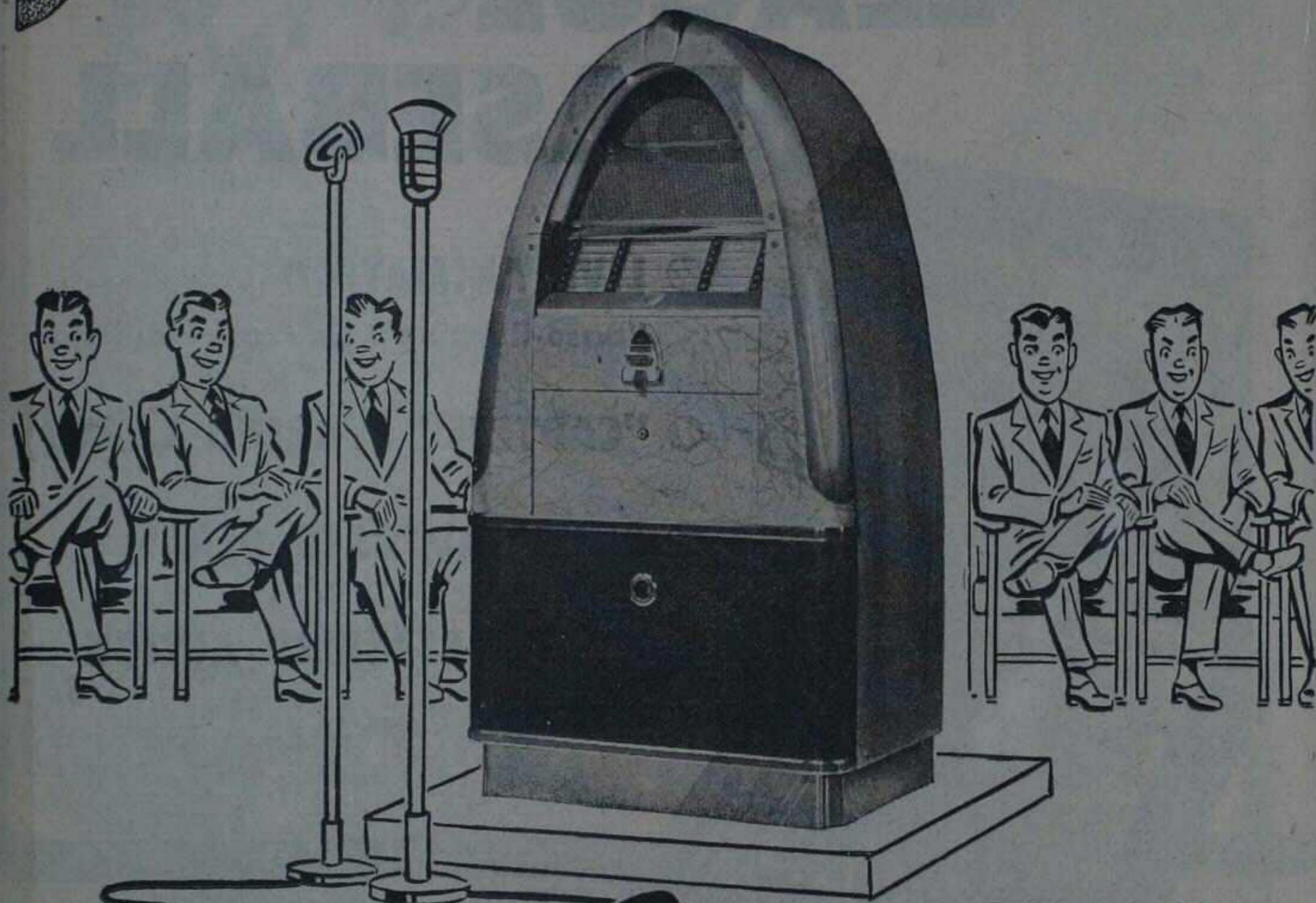
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**MANUFACTURING and SALES CO.**

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# CANDIDATE ON THE PROFIT PLATFORM



## Aireon Coronet

CORONET for bigger profits...CORONET for perfect performance...CORONET for 495! These campaign promises will be kept. Never before has an automatic phonograph offered operators and location owners so many outstanding advantages. Investigate now! Contact your Aireon representative... or the factory direct... for complete information.

The World's Finest Phonograph Equipment  
... at the World's Lowest Prices.



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## MANUFACTURING CORPORATION

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# UNITED'S MAJOR LEAGUE BASEBALL



- ⚾ **LIVE ANIMATION . . .**  
"Base-Running" Unit on Playfield
- ⚾ **"CAPTIVE" SCORING LANES**
- ⚾ **ANIMATED BACK-GLASS**
- ⚾ **FAST "BASEBALL" ACTION**

FIVE-BALL  
NOVELTY  
REPLAY

SEE YOUR  
DISTRIBUTOR

KICKER  
CONTROL  
BUTTON  
EACH SIDE

REPLAY BUTTON



MEMBER

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CHICAGO 40, ILLINOIS

WHEREVER YOU OPERATE

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SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

"THERE IS NO SUBSTITUTE FOR QUALITY"

you'll find a Treasure of Pepped-up Profits!

All The Famous Gottlieb Innovations

Plus

**AMAZING NEW PROGRESSIVE BUILD-UP BUMPERS**

Great as Gottlieb's Original Flipper Bumpers!

**HOLD-OVER BONUS**

Peerless Play Incentive!

ORDER FROM YOUR DISTRIBUTOR NOW!

*Protect Your Investment*

## D. Gottlieb & Co.

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# IT'S BALLY

## FAMOUS BUILD-UP BONUS

## PLUS HIGH-SCORE

## NEW Modern Flash



**KICKER-BUMPER  
BUTTON  
ON BOTH SIDES  
OF CABINET**

# Bally

## BALLY

# RESERVE AGAIN

**AND "ALL-12" SKILL FEATURE  
COMPETITIVE PLAY APPEAL  
Cabinet, Playfield, Scoreglass**

Here's the "shot-in-the-arm" 5-Ball game you've been waiting for . . . your big opportunity to "get well" in a hurry! CARNIVAL is a modern pepped-up version of the famous BALLY RESERVE of 1938 . . . with original BALLY RESERVE BUILD-UP BONUS that steps up, up, up and keeps players glued to the game, fascinated by the simple, easy-to-understand score system (hit all 12 bumpers) and the powerful appeal of the EVER-INCREASING BONUS. Bally's new CARNIVAL is BALLY RESERVE plus HIGH-SCORE competitive play appeal . . . plus new fast action . . . plus KICKER BUMPERS . . . plus new modern flash . . . plus new 1948 trouble-free mechanisms. Earnings on test locations are double and triple usual 5-ball average. Get your share. Try CARNIVAL on your slowest spot and you'll agree . . . IT'S BALLY RESERVE AGAIN!

# CARNIVAL

**MANUFACTURING COMPANY**

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**REMEMBER  
BALLY RESERVE**



**SEE SENSATIONAL  
ANNOUNCEMENT**  
*by Bally*

**ON PAGES 136-137 THIS ISSUE**

FOR MAXIMUM REVENUE . . .

# "Tailor" THE MUSIC SYSTEM TO THE NEEDS OF THE LOCATION

R-C RECREATION, REYNOLDS CORNERS, OHIO

Maximum revenue from every location calls for modern music merchandising. The public is no longer impressed by the novelty of coin-operated mechanisms. Instead, the public wants the music of its choice properly played—and easy to select. You can "tailor" the music system to the exact needs of any location by utilizing two Seeburg developments—Scientific Sound Distribution and Remote Control.

Scientific Sound Distribution is the method of attractively packaging your product—music. Remote Control simply means making your product easy to buy.

Seeburg manufactures all the equipment you need to "tailor" a music system to the exact requirements of any and every location. See your Seeburg Distributor for a demonstration.

Seeburg provides everything you need for the complete music system



"148" Symphonola



Wireless and 3-Wire Wallomatics



Mirror, Tear Drop and Recessed Speakers



Auxiliary Remote Control Amplifier



Dual Remote Volume Control



Pre-Amplifier and Public Address System

# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1948

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

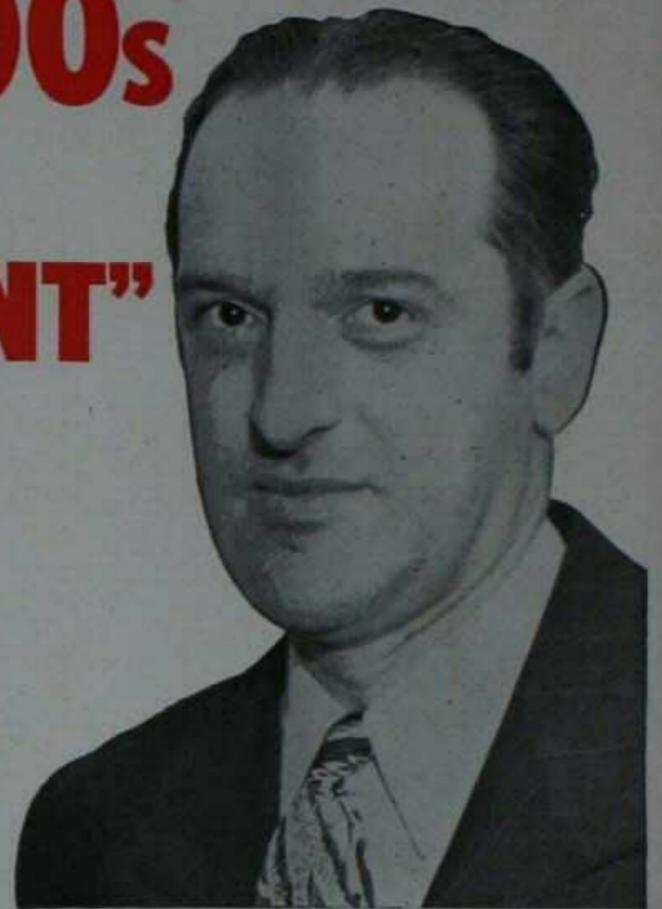
America's Finest and Most Complete Music Systems

# "WURLITZER 1100s

*Practically Eliminate*

## RECORD REPLACEMENT"

*says Joe Schaffer*



JOE C. SCHAFFER, Cincinnati, Ohio  
Wurlitzer Music Merchant

Because no other commercial phonograph approaches the Wurlitzer 1100 in quality of music, play promoting design and low operating costs, *it is the greatest money maker of all time.*

Thanks to the Zenith Cobra Tone Arm, record wear on the Wurlitzer 1100 is at an all-time low. Record replacement is practically eliminated.

Mr. Schaffer, who says, "Cafe owners like the new look the Wurlitzer 1100 gives their place of business," reports that Wurlitzer 1100s are taking in \$10.00 more per week than his previous top-paying phonographs that they replaced—are saving him \$2.50 per phonograph per week on records and service. This means that *in addition to their increased earning power, his 1100s will save him \$520.00 in four years.*

Deduct savings like this and you will be surprised how little Wurlitzer 1100s actually cost per year of service.

What a great saving when you seldom need to replace even the most popular records...when you play every record upwards of 2,000 times with only 5% loss of fidelity, and finally sell it for the top used record price!

Give your route a new lease on life by trading in your old phonographs on Wurlitzer 1100s. With Wurlitzer 1100s in your top spots, and a better paying phonograph in every other location right down the line, you can't fail to make more money. The Rudolph Wurlitzer Company, North Tonawanda, New York.



Ask your Wurlitzer Distributor about  
**GENEROUS TRADE-IN ALLOWANCES**  
on your old phonographs  
**EASY TERMS ON WURLITZER 1100s**